



University
of Glasgow

MSc Behavioural Science

Master Behaviour,
Shape Business,
Impact Society



This unique programme is a collaboration between the Adam Smith Business School and the School of Psychology & Neuroscience. It combines knowledge from Economics, Business, Finance, Psychology, and Neuroscience to develop future behavioural scientists. You will have access to cutting-edge methods, modern lab facilities, and strong industry partnerships.

Key Facts:

- Duration: 12 months full-time
- Delivery: In-person
- Teaching starts: September
- Academic contact: business-recruitment@glasgow.ac.uk



Why choose MSc Behavioural Science at the Adam Smith Business School?

- **Multi-Disciplinary Approach:**

A unique decision-making programme combining insights from Economics, Management, Finance, Psychology, and Neuroscience.

- **Science and Business Tracks:**

A unified foundation for both tracks guarantees consistency while providing specialised skills tailored to your selected path.

- **Theoretical & Practical Learning:**

Learn theory alongside quantitative, empirical, and market-driven research methods.

- **State-of-the-Art Lab Access:**

Use our new behavioural laboratory for real-world experiments, including dissertation research.

- **Industry Engagement:**

Take part in competitive, merit-based industry projects with real companies. Solve real business challenges, gain experience, and grow your professional network.

After graduation: What jobs can you get with this degree?

The program aims to cultivate versatile behavioral scientists equipped with a range of skills, providing outstanding career opportunities across multiple sectors. You will have the option to select between two career tracks:

Science Track

Equips graduates with neuro-scientific skills and interdisciplinary expertise in Behavioural Science, ideal for pursuing a PhD or research roles in various sectors.

Business Track

Prepares graduates for careers in policy or business, focusing on decision science for practical applications in diverse industries and market systems.