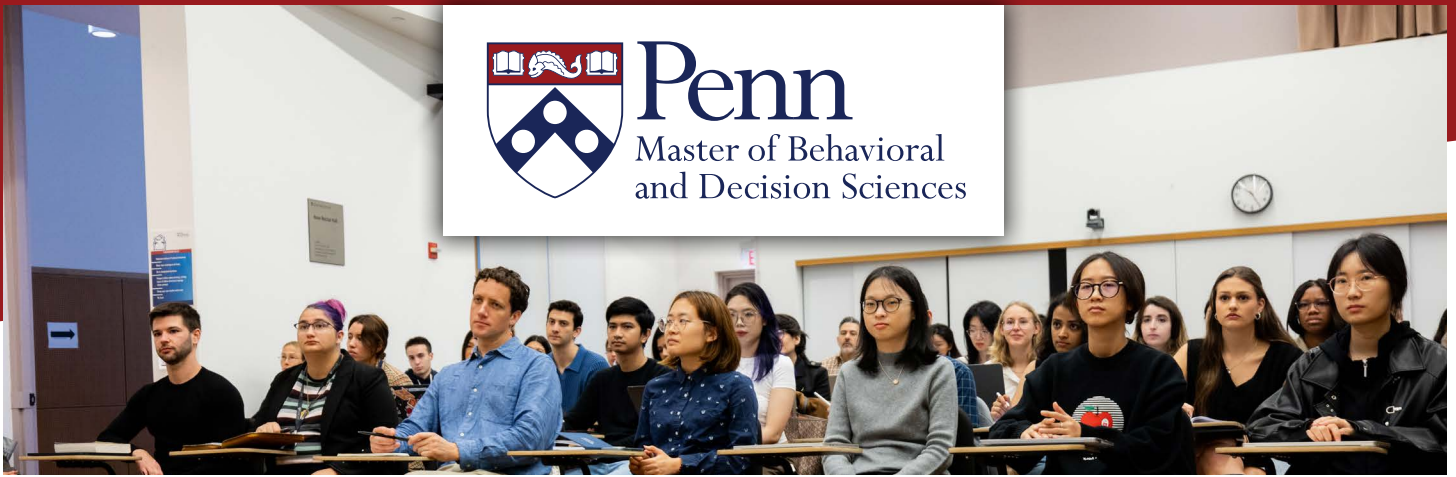




# Penn

Master of Behavioral  
and Decision Sciences



## Learn the theory, apply the tools, and make a difference

Penn's Master of Behavioral and Decision Sciences (MBDS) program equips students with theoretical and practical tools to understand how individuals and groups make decisions, how to affect those decisions, and how social norms play a role in motivating and changing social behaviors. Led by world-renowned faculty, researchers, and practitioners, the MBDS program creates unique opportunities for students to engage with an exceptional advisory board, apply tools and knowledge in our annual Design Challenge, and pursue independent, cross-disciplinary research throughout Penn.

## Meet our alumni



"I loved learning tools and techniques to evaluate what people were saying and translate that into opportunities for the client. The [capstone] was a really exciting project. I never worked in the digital mental health space before. Having those opportunities to gain insight into different industries has helped me become a chameleon and learn to speak the languages of different clients."

**Kathryn Ambroze, MBDS '22**

*VP, UX Research Lead - Trust and Security, JPMorgan Chase & Co.*



"When I was accepted into the MBDS, it was a meant-to-be moment. I felt like there was a link between me and the program. I could take the time to explore behavioral science in an academic setting. Some people love commercial spaces, some want to go into consulting, some people are really into research. I realized health and health outcomes are definitely what I'm interested in, personally and in my career."

**Yuzhen (Valerie) Guo, MBDS '22**

*Behavioral Designer, Lirio, LLC*



"One of the amazing things about Penn is that the faculty you work with are heavily involved in research—they're very much at the forefront of their field, so you can take part in a lot of research if you want to. Once I was done with the first project, there were other professors who needed help with different projects."

**Max Spohn, MBDS '20**

*PhD candidate, Harvard Kennedy School of Government*

Learn more about our engaged and well-connected alumni at

[www.upenn.edu/mbds](http://www.upenn.edu/mbds)



# Meet the Master of Behavioral and Decision Sciences program's founding director

## Cristina Bicchieri

S. J. P. Harvie Professor of Social Thought and Comparative Ethics; Professor of Legal Studies and Business Ethics, Wharton Director, Center for Social Norms and Behavioral Dynamics; Faculty Director, Master of Behavioral and Decision Sciences and Philosophy, Politics, and Economics; University of Pennsylvania

*"Wherever there is a human group there are social norms."*  
-Cristina Bicchieri

Cristina Bicchieri is a world authority on social norms and has consulted with UNICEF, the World Bank, the Gates Foundation, the United Kingdom's Department for International Development, and many other organizations. She is the founder of the Master of Behavioral and Decision Sciences program and the Center for Social Norms and Behavioral Dynamics, a major research center at Penn that aims to support positive behaviors on a global scale. Cristina is the author of over 100 articles and seven books.

## Unparalleled connections, exceptional opportunities

A defining feature of the University of Pennsylvania's Master of Behavioral and Decision Sciences program (MBDS) is its network of outstanding industry and research partners who help bring students exceptional practical experiences.

### MBDS Design Challenge Industry Affiliates



Learn more about our world-renowned faculty and researchers at:

[www.upenn.edu/mbds](http://www.upenn.edu/mbds)





## The MBDS Capstone—Design Challenge

The Capstone—Design Challenge experience consists of two consecutive semesters where students are invited to engage in a dialogue with industry to understand how to use the tools learned in the Master of Behavioral and Decision Sciences program (MBDS) to tackle specific behavioral problems. In the fall semester, students focus on learning behavioral design techniques and theories while honing their client-facing skills. They engage in a conversation with academic and industry leaders who provide them with first-hand knowledge of a) how and why behavioral science is applied in organizations across several domains, and b) what MBDS graduates can expect when they enter the job market. In the second semester, students take their knowledge to real clients in the Design Challenge, a 14-week course where student teams solve behavioral questions brought by MBDS Industry Affiliates. A major goal is to prepare students to engage with diverse industry and global organizations as soon as they complete the program.



*The Design Challenge is an invaluable opportunity for our students to apply their MBDS education toward developing practical solutions while gaining real-world experience.*

Every spring, as part of the required Capstone Experience course, the MBDS program organizes the Design Challenge, where our students partner with MBDS Industry Affiliates to apply cutting-edge knowledge from the fields of behavioral economics, decision sciences, data science, network analysis, and public policy to solve real-life problems. We welcome world-leading clients in industries like finance, healthcare, consulting, sustainability, technology integration in marketing, and finance to collaborate with our students and provide guidance on solving their challenges.

In the Design Challenge, MBDS students work to translate academic research and applied frameworks into actionable insights toward a client-focused problem. At the end of the Design Challenge, students present their proposed solutions to the client's senior management and leadership.

Learn more about how MBDS connects students and industry at:

[www.upenn.edu/mbds](http://www.upenn.edu/mbds)



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