



Where science meets real-world impact

# MSc Behavioural Science

**Est. 2013**

ESTABLISHED. REFINED. TRUSTED.

**100%**

STUDENT SATISFACTION · PTES 2025

**MSc · PGDip · PGCert**

AWARD OPTIONS

**FT / PT**

FULL-TIME OR PART-TIME

An **ESRC 1+3 accredited programme** offered since 2013 and continuously refined over more than a decade. Taught by active researchers publishing in world-leading journals in management, economics, medicine and psychology, this programme equips you with the conceptual, methodological and applied skills to understand and change behaviour effectively and ethically in business, government or civil society.

## PROGRAMME HIGHLIGHTS

### Behavioural Economics: Concepts & Theories

Landmark studies contextualised to build a toolkit for navigating real-world behavioural challenges.

### Applying Behavioural Insights to Business & Policy

Nudges, boosts, sludge, and the FORGOOD ethics framework — developing responsible interventions and engaging stakeholders.

### Evidence-Based Decision Making

Experimental design, causal inference and critical appraisal — including designing and running a class experiment.

### Statistics and Data Communication with R

From fundamentals to independent research projects using the open-source standard of the field.

### Survey Measurement & Analysis

Survey design, data quality, and drawing meaningful inferences from large datasets.

### Decision Making in Organisations

A behavioural lens on recruitment, motivation, wellbeing, and change management.

**Research themes:** Nudges | Sludge | Consumer behaviour | Ethics of behavioural influence | Subjective well-being | Happiness Forecasting | Experimental Design | Risk and uncertainty | Stakeholder Engagement | Non-market valuation | Day Reconstruction

“ Graduates of Stirling's MSc Behavioural Science come to us **extremely well prepared**. Their technical know-how and breadth of knowledge around how to apply behavioural science in practice means they are regularly at the **top of our list of candidates** when we're hiring.

— Jez Groom, Founder of Cowry Consulting and Small Wonder Consultancy

# A programme connected to the world

## CONNECTED TO THE WORLD

Our students benefit from connections with HMRC, Ofcom, Ofgem, Cowry Consulting, CMA, Siemens, NHS, Ireland's Department of Health, Glasgow Film Theatre, Keep Scotland Beautiful, eLife journal, Iceland's Cancer Detection Clinic, and many more.

## APPLY YOUR LEARNING TO

- Financial decision making
- Mental health & well-being
- Environmental behaviour
- Gambling
- Media use & digital behaviour
- Food consumption
- Transport & mobility
- Health & public health
- Workplace behaviour
- Consumer behaviour
- and many more...

## GRADUATE ROLES

### Behavioural Insight Teams

national & local government

### Consultancies

behavioural architect, insights professional

### Academia

PhD pathways — SSRC 1+3 recognised MSc

### Regulatory bodies

Ofcom, Ofgem, CMA, UN Food & HMRC

### Large corporations

lead behavioural scientist, research manager

### Charities & NGOs

policy analyst, behaviour change specialist

## CAREER OUTCOMES

Avg. UK salary **£42,877** for behavioural scientists (Glassdoor, 2025)

## MONEYBALL YOUR CAREER

**Taught by researchers publishing in *Nature*, *NEJM*, *Management Science* and *Behavioural Public Policy*** — cutting-edge knowledge directly informing your learning

**AACSB accredited** — a distinction held by only 6% of business schools worldwide

**100% student satisfaction** in the 2025 PTES survey

**Graduates in senior roles** at HMRC, Ofcom, the Behavioural Insights Team, Cowry Consulting, national governments and leading consultancies worldwide

**An active network** connecting you with HMRC, Ofcom, Ofgem, Siemens, NHS, Cowry Consulting, the CMA and many more — from day one

**Transferable principles** you can apply to the area that matters most — financial decision making, mental health, environmental behaviour, gambling, media use, food, transport, or beyond

## SCHOLARSHIPS AVAILABLE

Postgraduate Merit Scholarship · Be the Difference International Scholarship · EU Postgraduate Scholarship  
Stirling Alumni Scholarship · Postgraduate India Scholarship · Postgraduate Pakistan Scholarship

All of this comes with tuition fees that are **highly competitive with equivalent MSc programmes across the UK** — making Stirling the wisest proposition in behavioural science education.

# BE THE DIFFERENCE



*"The guidance offered in preparing our dissertation topics is exceptional. The faculty provide great support. It has helped me think through how my project can have real world impact."*

— Dannish Odongo  
Graduate 2026

*"I love how the program brought me into the wider network of behavioural scientists linked to the group at Stirling. A graduate now working at OFCOM gave me guidance on my dissertation. Even before graduating I was hired on a funded project desludging scientific publishing."*

— Paola Goggi  
Graduate 2025

*"The course was hugely stimulating — it pushed me to learn new skills and think in a deep and structured way. Being taught by world-leading experts genuinely broadened my perspective."*

— Morgan Reed  
Graduate 2025

FIND OUT MORE & APPLY

[behsci.stir.ac.uk](https://behsci.stir.ac.uk)

[m-sc-behaviouralscience@stir.ac.uk](mailto:m-sc-behaviouralscience@stir.ac.uk)

Open to non-degree holders with relevant experience

100% Student Satisfaction  
PTES 2025

University of Stirling

Stirling · Scotland · FK9 4LA



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