



University
of Glasgow



JOIN OUR

BEHAVIOURAL SCIENCE MSc

Designed for aspiring Behavioural Scientists

The MSc in Behavioural Science is a unique new programme co-run by the Adam Smith Business School and the School of Psychology & Neuroscience. It focuses on the study of decision-making blending research and methods from multiple domains.

The programme aims to shape tomorrow's Behavioural Scientists through an interdisciplinary approach – drawing on knowledge, research, and methods from the fields of Economics, Management, Finance, Psychology and Neuroscience.

Adam Smith Business School's MSc Behavioural Science pairs theoretical knowledge with quantitative methods, empirical designs, qualitative applications, and market-driven research questions.

Find out more or apply online at:

glasgow.ac.uk/postgraduate/taught/behavioural-science



What makes the Adam Smith Business School MSc Behavioural Science different?

- The MSc Behavioural Science distinguishes itself by its interdisciplinary approach to understanding decision-making, combining knowledge and methods from different fields
- The programme is distinct in that you choose from one of two tracks (science and business) with a joint foundation path, allowing you to tailor your learning to your specific interests and career goals
- Benefit from special laboratory facilities for studying human behaviour and conducting behavioural research
- Industry projects will allow you to apply your skills to real-world scenarios.

Our modules:

- Health neuroscience
- Psychology of climate change
- From visual awareness to free will
- Experimental design and methods for behavioural science
- Managing diversity in organisations
- Management science for business decision-making
- Perception and visual cognition
- Behavioural economics and personal finance

Programme Structure

The MSc Behavioural Science starts in September 2023 and extends over 12-months full-time. Students must complete 180 credits in total, comprising 120 credits of taught courses and 60 credits for the independent piece of work.

The programme features two tracks: a **science track** and a **business track**.

Students on the science track must complete at least 60 credits of courses offered by the School of Psychology & Neuroscience.

Students on the business track must complete at least 60 credits of courses offered by the Adam Smith Business School.



Is the Behavioural Science MSc for you?

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Potential career paths

- The science track will equip you with strong neuro-scientific skills, expertise, and horizons in Behavioural Science. The programme will improve scientific understanding of human behaviour and decision-making from different research fields. You have a good chance of gaining a PhD or a research position within the private or public sector.
- The business track will prepare you for working in or conducting research in different sectors. The programme will develop relevant knowledge and competencies in the realm of decision science and how to apply innovative insights in behavioural science in real-world environments. You have a good chance of finding work in both public policy settings and private business.

Intrigued by decision-sciences?

Enrol in the new Behavioural Science MSc

at the Adam Smith Business School:

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**WORLD
CHANGERS
WELCOME**