Durham University



Master the Science
of Behaviour Change





Transform your organisation and study an Executive MSc in Behavioural Science

Welcome to the Executive MSc in Behavioural Science, welcome to your future.

Thank you for your interest in this programme, which has been developed specifically to meet the needs of professionals who are ready to take the next step in their career.

If you choose to study with us here at Durham, you'll be warmly welcomed to our international community. During your time with us, you'll get so much more than a postgraduate qualification. You'll develop relationships on a global level through rewarding networking, learn from world-leading academics, and develop research skills that can be applied in your organisation and beyond. Take a look at the programme and its many benefits to both you and your organisation. Members of our team are always available to provide further information to help with your decision making.

We look forward to welcoming you to Durham University as we enable you to master the science of behaviour change.

Professor Mark Rubin
Programme Director



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What is behavioural science?



90%

of Durham University's research is classed as 'world-leading' or 'internationally excellent'.

Research Excellence Framework 2021

Behavioural science is the science of understanding, predicting and changing human behaviour.

From consumer insights and business transformation to health behaviours and sustainability, research in behavioural science shows how the smallest change can exert a profound influence on people's behaviour, and importantly, effect significant and lasting change.

Completing an Executive MSc in Behavioural Science at Durham will enable you to be at the forefront of this emerging discipline, applying theory and research in psychology to practical and organisational problems that require you to change the behaviour of co-workers, clients and other stakeholders.

The science of behaviour change is widely applicable to numerous areas, including wellbeing, sustainability and performance. From how we frame communications to how we structure social environments, you will learn how to apply behavioural science to you, your life and your organisation. Your research and analytical skills will be developed to enable the analysis of contemporary social issues and business challenges from a behavioural science perspective.

Is the Executive MSc in Behavioural Science for me?

Our exciting programme is for ambitious professionals who have at least two years of relevant post-graduation work experience in roles that demonstrate responsibility, such as supervising or managing staff or projects.

The programme provides advanced training for professionals in various roles (e.g. employees, executives, entrepreneurs) who are looking to deepen their understanding of behavioural science for use in the workplace and/or contemplating a career/role transition.

The Executive MSc is ideal for those who wish to progress in the public, private or third sector, including businesses, charities, government, local authorities or international organisations.

Make your mark

Transform your career and organisation with our Executive MSc in Behavioural Science.

You know from experience that the modern workplace requires constant behaviour change and adaption. As we continue to evolve ways of working across the globe, this becomes ever more important.



A deeper understanding of behavioural science can:

- Save your organisation money by building in-house resource to undertake high quality research.
- Strengthen individual and organisational resilience with an ability to more effectively adapt to everchanging business landscapes.
- Grow your business by increasing your work productivity and that of your team.
- Improve your own wellbeing as well as that of others.
- Enable ethical and sustainable behaviour in your work environment.
- Cultivate equity, diversity and inclusion in your organisation.
- Help you think and cooperate interculturally, negotiate mindfully and teamwork effectively.

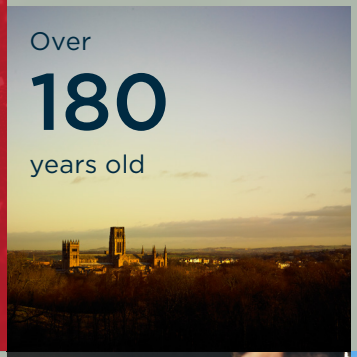
19th

in the world.

QS World University Rankings for Sustainability 2024

An excellent student support system





A member of your College community for life



120

countries represented by staff and students





Department of Psychology

13th

in the UK.

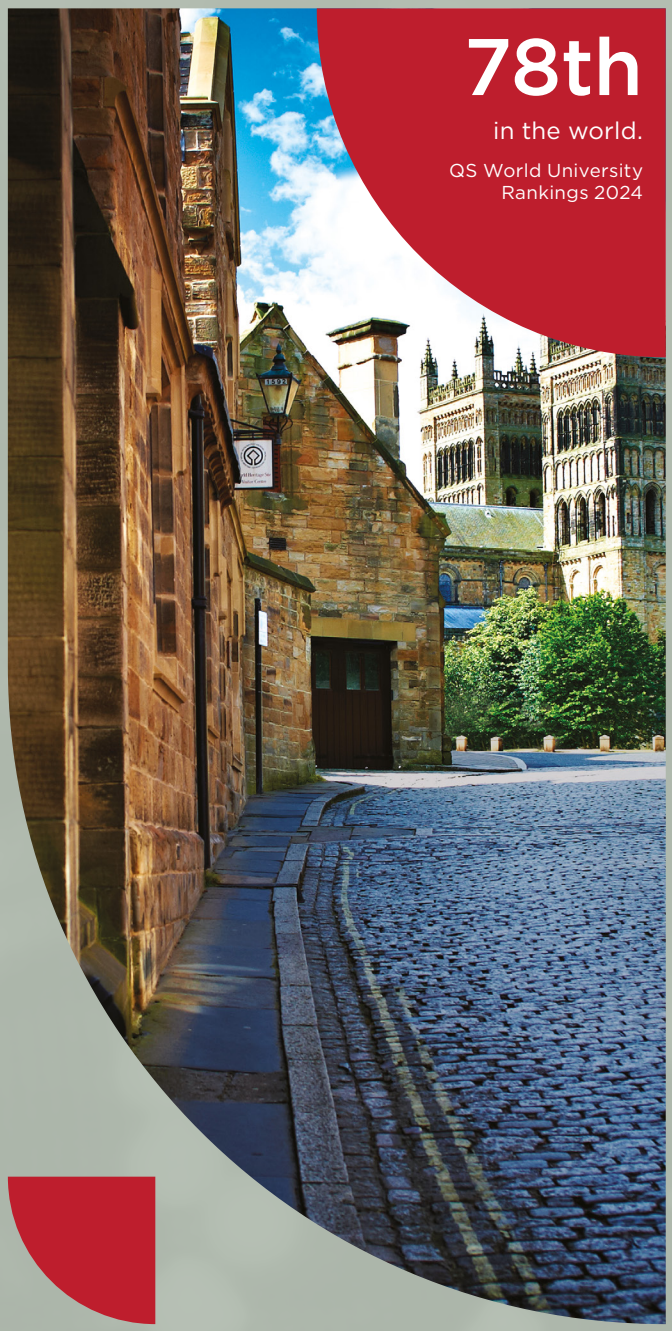
Complete University Guide 2024



50th

in the world for Employer Reputation.

QS World University Rankings 2024



Studying at Durham University

When you join our learning community, you'll join a unique, global university that delivers world-class education alongside research that empowers and inspires.

Our Executive MSc is delivered by leading experts in the field of psychology and behavioural science, with a wealth of academic and industry experience, ensuring you receive the skills and understanding you need to take your career to the next level. You will also hear from renowned guest speakers from multinational companies, charities and government agencies.

Working alongside peers and with our academics, you will develop a wide range of knowledge (both of a theoretical and practical nature) and transferable skills that you can take back to your organisation and use to drive positive behaviour change.

As a hybrid programme, you will have the best of both worlds. You will benefit from the convenience of working flexibly at home with online and self-directed learning, while also having the unique opportunity to visit our incredible city and take advantage of a vibrant international campus alongside a UNESCO World Heritage Site. Supported by your College and your Department, you'll also have an excellent student support system at your fingertips.

The programme

Our Executive MSc in Behavioural Science provides you with access to all the tools you need to master the science of behaviour change and make a real impact on your future and that of your organisation.

Working with leading academics and in collaboration with peers, you will focus on contemporary social and organisational issues and challenges, such as innovation and cognitive diversity, health and wellbeing, misinformation, and unconscious biases. Throughout the course, there is an emphasis on interpersonal and intergroup processes, including a consideration of how people relate to one another and how they operate in groups.

Methods

- Cutting-edge behavioural science research
- Advanced training in quantitative methods
- Instruction in the application of behavioural science principles

Delivery

The programme is delivered over 18 months, with two intensive, three-day, in-person teaching blocks.

Delivered mainly online, the programme provides a flexible study option for you, enabling you to look after other commitments such as work and family while you study.

When you come to Durham to study in person, it's also an excellent opportunity to network with fellow professionals, gain hands-on experience in behavioural science techniques, and enjoy the wonderful and unique experience Durham has to offer.



Key modules

Contemporary Challenges in Behavioural Science explores various research areas, helping you learn techniques that promote behaviour change. It begins with an introduction to behavioural science, its history, and its current applications, followed by an application to social and organisational issues.

Research Methods for Behavioural Science will enable you to become an expert in research methods – developing skills that can help your organisation become more independent and self-sufficient in its research needs.

Applied Data Science introduces you to data science topics, such as big data, in the context of behavioural science. It will develop and extend your knowledge of statistical analyses and explore how you can apply these to behavioural science problems.

The Behavioural Science Dissertation empowers you to address a research question of personal importance, directly applying your knowledge and skills to a real business need.

Optional modules

Leadership examines the psychology of leadership and followership. As well as an introduction to leadership, you will critically discuss key theories and topics and learn how to apply these to practical situations. You will gain new insights for your own leadership that help you develop yourself as a leader.

Communication and Influence explores communications processes and social influence in organisations, covering topics such as persuasion and influence strategies, and nudge theory.

Managing Diversity in Organisations examines psychological theories and empirical research on diversity, and the challenges organisations and leaders face. You'll be introduced to the psychology of social diversity before critically addressing key studies and exploring how to apply them to organisational contexts.

An Extended Project gives you the opportunity to conduct an independent review project on a relevant behavioural science topic under the supervision of one of our experienced academics.

> More details on the programme



> Scan to watch a video interview with the programme leaders.

Programme leadership team

Those teaching on the programme are experienced, impactful researchers and consultants with a deep understanding of behavioural science. They are experts in their field who are equipped to help you further your skills and apply them directly to your industry.

You will learn from experts across the modules you undertake, including the programme leadership team:



Professor Mark Rubin
Programme Director

Professor Mark Rubin has undertaken research projects with several international mining companies to reduce dangerous risk taking, improve miners' mental health, and understand the causes of on-site sexism. His specialism is intergroup relations, and he will focus on the Contemporary Challenges in Behavioural Science module, as well as leading the Extended Project, in which students take a deep dive into a particular issue.



Dr Karolina Nieberle
Deputy Programme Director

Dr Karolina Nieberle's research informs how to build, support and sustain successful leadership processes in teams and organisations. She has worked with individuals and teams from a variety of organisational contexts, including business, education, arts and culture to develop their potentials in leadership, collaboration and wellbeing at work. With Dr Nieberle's specialism in leadership, followership and identity, she will lead the programme's Leadership module.



Dr Andrew Marcinko
Deputy Programme Director

Dr Andrew Marcinko's work focuses on diversity and inclusion, sustainability and authenticity in organisations. He is also active as a consultant, having worked with numerous businesses and organisations, including Panasonic, NatWest, Squire Patton Boggs, Birmingham City Council, Jacobs Engineering Group, Hearst Magazines, ScreenCloud, the US Naval Submarine School and the United Nations. He leads the Managing Diversity in Organisations module.

Entry requirements

Applicants must have at least an upper division, second class (2:1) degree or international equivalent, including experience with research methods and statistics. (Applicants may have other Masters qualifications, but these are not necessary.)

Applicants should have at least two years' relevant post-graduation work experience in roles that demonstrate responsibility, such as supervising or managing staff or projects.

International applicants' English should be at Band C of the Direct Entry Requirements of Durham University. This band requires an IELTS score of 7.0+ with no element below 6.0.

Ready to take the next step?

Master the science of behaviour change and study an Executive MSc in Behavioural Science.

Learn more

durham.ac.uk/exec-behaviouralscience

Enquire

durham.ac.uk/study/ask-us

University scholarships information

durham.ac.uk/study/scholarships

Find out more about the Executive MSc in Behavioural Science

Over

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