

MSc Applied Psychology & Economic Behaviour (THPS-AFM37)

Course and Award Details

Course title	MSc Applied Psychology & Economic Behaviour
Route(s)	MSc Applied Psychology & Economic Behaviour
Awarding body	University of Bath
Award	Masters Degree not mainly by Research
Award name	Masters - Postgraduate Taught
Course mode of delivery	Full time
Course length	1 years
Entry point	September 2024
Main location of study	University of Bath, Main Campus, Claverton Down
Course-owning school/department	Psychology

Course Description

Course Summary

Explore the intersection between psychology and economics. You'll gain a well-rounded understanding of human decision-making and learn how to predict it.

Course Description

This master's course enables you to delve into the intersection between the disciplines of psychology and economics, providing you with the opportunity to develop a cross-disciplinary perspective of human decision-making.

By combining economic modelling with what psychology can tell us about individuals' behaviour and emotions, you'll learn how to create highly accurate tools or models for predicting human behaviour. These models can be used in a range of contexts to empower behaviour change at both a micro and macro level.

Upon completion of the course, you'll be better prepared to work in any area where understanding human decision-making is important.

This course is highly relevant if you have a background in economics or psychology; or come from a background where modelling or understanding human behaviour is a key component, such as engineering or sociology.

An interdisciplinary learning environment

You'll be immersed in an academic setting that brings together specialist teaching and expertise from both our Department of Psychology(/departments/department-of-psychology) and Department of Economics(/departments/department-of-economics).

Our research-active staff work to:

- deliver contemporary, industry-relevant course content
- give you exposure to the latest issues and trends
- provide links with employers
- ensure you gain interdisciplinary insights to help you stand out for future jobs.

Learn from experts in the field

You'll learn from experts in the fields of economics and psychology. Their passion,

knowledge and industry expertise shape their teaching to enhance your learning experience.

Use specialist facilities

You'll have access to some of the latest industry-standard statistical, mathematical and econometric software. This will allow you to access up-to-the-minute data on real-world trends to enhance your learning experience.

You will also benefit from the Department of Psychology's range of research facilities. These include:

- social and developmental observation labs(/360-image/index.html?360=46)
- a virtual reality lab(/360-image/index.html?360=44) with motion sensor cameras
- a hyper-EEG lab
- eye-tracking technology
- psychophysiological measurement equipment (including skin conductance and heart rate)
- individual and group behavioural testing labs

Gain important career skills

On successful completion of this course, you will have gained:

- an interdisciplinary understanding of the psychological and economic science that impacts human factors in decision-making
- the skills to independently run, and appropriately analyse, data from studies into human decision-making
- the ability to develop powerfully predictive behavioural models based on a strong foundation of theory from both psychology and economics
- a deep understanding of the breadth of impact that behavioural economics can have on business, academic and societal factors

We limit student numbers on this course to ensure a collegiate atmosphere and a high degree of interaction between students and lecturers.

Graduate prospects

There is great industry demand for graduates with interdisciplinary knowledge and skills.

This course is designed to prepare you for a variety of roles in government, research, banking, finance, healthcare, the third sector, economic regulation, human resources, or executive management.

You'll also develop skills and experience that will prepare you to continue your studies at a doctoral level.

Recent graduates have progressed to jobs around the world, including:

- Research Advisor at The Behavioural Insights Team (UK)
- Senior Research Executive at Kantar Public (UK)
- Marketing Specialist at Supreva (UK)
- Head of Behavioural Innovation at Cowry Consulting (UK)
- Data Engineer at Kubrick Group (UK)
- Strategy Manager at UK Markets and Regulation (UK)
- Senior Consultant bei Allianz Consulting (Germany)
- Market Intelligence Analyst (US)

Others have chosen to continue their careers in academia.

Contact hours

You are expected to spend approximately 35 hours per week studying, with around 10-12 hours of these being structured classes during the taught semesters.

These classes will be made up of a combination of lectures, computer laboratory sessions, seminars, tutorials, practical sessions, and workshops. You will work as an individual and part of small groups and have access to online resources to enhance your learning.

Delivery methods	The following list provides an indication of some of the learning and teaching methods used on the course: Lectures Practical sessions Seminars Tutorials Workshops
Assessment summary	You will experience a balance of different forms of assessment designed to support your learning and professional development. This will include coursework, in the form of essays or lab reports requiring data analysis; a self-reflective portfolio; presentations; and a dissertation. You will receive formative (unassessed) feedback on your progress in preparation for your graded assessments.
	We can make reasonable adjustments to assessment procedures for students with disabilities. Take a look at our Disability Service's pages(/professional-services/disability-service/) for information.
Assessment methods	The following list provides an indication of some of the assessment methods used on the course: Dissertation Examinations Portfolio Coursework Essay Oral presentation
Budgeting statement	You will need to budget at least £100 for the cost of photocopying, printing and binding. You will also need to budget for the cost of textbooks. Some courses involve visits away from campus and you may be required to pay some or all of the costs of travel, accommodation and food and drink. If you're on a placement, you're responsible for your own travel, accommodation and living costs. You should also consider the financial implications if you go on an unpaid or overseas placement.
Additional Costs	If you receive an offer, you will need to pay a non-refundable deposit of £1,000 when you accept to secure your place. This will be deducted from your tuition fee when you register.

Course Assessment Regulations

Applicable Assessment Regulations	Postgraduate Taught Assessment Regulations - https://www.bath.ac.uk/publications/postgraduate-taught-assessment-regulations/
Exemptions from Regulations	Not specified
Course Progression Requirements	Not specified

Course Structure

Year 1

Period of study	Module code	Module title	Module status	Level	Credits	Option choice rules
AY	ES00000	Academic integrity training & test	Extra	Foundation (FHEQ level 3)	0	
S1	PS52057	Psychological and economic perspectives into decision making	Part 4 Taught Compulsory	Masters UG & PG (FHEQ level 7)	20	
S1	PS52058	Statistical and mathematical modelling	Part 4 Taught Compulsory	Masters UG & PG (FHEQ level 7)	20	
S2	PS52056	Professional skills development	Part 4 Taught Compulsory	Masters UG & PG (FHEQ level 7)	5	
S2	PS52041	Contemporary issues in the understanding of decision-making	Part 4 Taught Designated Essential Unit	Masters UG & PG (FHEQ level 7)	45	
Additional rules for module selection						
None						

Year 2

No units found

The availability of optional units is subject to constraints such as staff availability, minimum and maximum group sizes, and timetabling factors, as well as a student's ability to meet any pre-requisite rules.

Learning Outcomes

By the end of the course, you will be able to

	Knowledge and Understanding	Intellectual Skills	Transferable Skills	Professional and Intellectual Skills	Study Year	Placement	Abroad
Develop a rigorous interdisciplinary understanding of the psychological and economic science affecting human factors in decision making.	✓	✓	✓				
Develop a thorough understanding of the modelling of human decision making and the	✓	✓	✓				

decision-making and the ability to integrate psychological science with this to create enriched models of choice behaviour.

Develop powerfully-predictive behavioural models based on a strong bedrock of theory from both psychology and economics.

Foster critical thinking and problem-solving abilities through the exploration of complex decision making issues and challenges.

Design your own experiment.

Cultivate proficiency in using statistical software for analysing data and drawing meaningful conclusions.

Develop research skills, including the ability to identify relevant sources, evaluate evidence, and synthesise findings in a rigorous and systematic manner.

Enhance your ability to communicate complex psychology and economic ideas effectively to diverse audiences, including policymakers, stakeholders, and non-experts.

Work effectively either with peer groups, independently, or with a dissertation supervisor at different stages of your degree.

✓ ✓ ✓

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✓ ✓ ✓

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✓

Alternative Courses and Exit Awards

Designated Alternative Courses (DAC) and exit awards

PG Cert: Students may be eligible for this award on successful completion of 30 taught stage credits from the MSc programme (any combination of units permissible) PG Dip: Students may be eligible for this award on successful completion of 60 taught stage credits from the MSc programme, this would include the 45-credit unit Contemporary Issues in the Understanding of Decision Making (PS52041).

