

MSc Applied Behavioural Economics

Programme Specification



1. Programme title	MSc Applied Behavioural Economics (PG Dip/ PG Cert)
2. Awarding institution	Middlesex University
3a. Teaching institution	Middlesex University
3b. Language of study	English
4a. Valid intake dates	September
4b. Mode of study	Full-time/Part-time
5. Professional/Statutory/Regulatory body	N/A
6. Apprenticeship Standard	N/A
7. Final qualification(s) available	MSc/PG Dip /PG Cert
8. Year effective from	2021

9. Criteria for admission to the programme

We normally require a second-class honours degree 2:2 or above (or equivalent for international students) in broad areas such as psychology, marketing, economics, business management, business administration, international business and any other relevant areas.

We also accredit work experience in a relevant area combined with a clear ambition to apply behavioural economics in their practice, and welcome applicants with previous education in other fields with honours degree.

10. Aims of the programme

The programme aims to

- provide students with a theoretical and practical training in behavioural economics combined with practical knowledge of appropriate research methods and statistical tools
- provide students with a reflection of the theory and application of behavioural economics to decision making and policy, and an appreciation of the relationship of economics and other disciplines;
- provide students with an ability to apply insights from behavioural economics to address real world problems;
- provide students with an ability to design and implement an experiment/RCT in the lab and in the field;
- provide students with an ability to use analytical tools to aid with critical thinking;
- provide students with an ability to apply relevant statistical methods to analyse experimental data;
- provide implementable solutions to real world problems;
- prepare students for related professional careers in consultancy, in public and private research organisations, financial industry, and international institutions.

11. Programme outcomes

A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of:

1. Implementing the fundamental concepts of behavioural economics to interpret real world economic behaviour and applying these insights to formulate policy recommendations;
2. Individuals' behaviour and decision-making processes in real world economic situations;
3. Designing experiments and running research projects to study economic behaviour;
4. Locating, handling, presenting, analysing and interpreting data.

Teaching/learning methods

Students gain knowledge and understanding through

- lectures, seminars and research seminars;
- lab work;
- directed reading;
- coursework and case studies;
- visiting speakers;
- group work;
- dissertation.

Assessment methods

Students' knowledge and understanding is assessed by

- individual coursework;
- unseen tests
- dissertation

<p>B. Skills</p> <p>On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> 1. Use economic and psychological reasoning to interpret firm and individual economic behaviour; 2. Critically evaluate (behavioural) economic research literature; 3. Design research projects that will lead to statistically meaningful insights with practical applications; 4. Communicate behavioural economic insights, both from the literature and their own research, effectively. 	<p>Teaching/learning methods</p> <p>Students learn skills through</p> <ul style="list-style-type: none"> • lectures and seminars; • lab work; • presentations. <p>Assessment methods</p> <p>Students' skills are assessed by</p> <ul style="list-style-type: none"> • coursework and in-class tests; • dissertation; • presentations
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12. Programme structure (levels, modules, credits and progression requirements)	
12. 1 Overall structure of the programme	
<p>The MSc programme is delivered over one year for full-time mode, or two years for part-time mode.</p>	
MSc (Full Time) Applied Behavioural Economics	
Term 1	
ECS4011 Fundamentals of Behavioural Economics (15 credits)	ECS4002 Data Analysis (15 credits)
Term 2	
ECS4014 Current Topics in Behavioural Economics (15 credits)	ECS4003 Experimental Economics (15 credits)
Terms 1 and 2	
ECS4005 Practice (60 credits)	
Term 3	
ECS4006 Dissertation (60 credits)	

MSc (Part Time) Applied Behavioural Economics

Year 1 Term 1

ECS4011 Fundamentals of Behavioural Economics (15 credits)	ECS4002 Data Analysis (15 credits)
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Year 1 Term 2

ECS4014 Current Topics in Behavioural Economics (15 credits)	ECS4003 Experimental Economics (15 credits)
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Year 2 Terms 1 and 2

ECS4005 Practice (60 credits)

Year 2 Term 3

ECS4006 Dissertation (60 credits)

PG Dip (Full Time) Applied Behavioural Economics

Term 1

ECS4011 Fundamentals of Behavioural Economics (15 credits)	ECS4002 Data Analysis (15 credits)
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Term 2

ECS4014 Current Topics in Behavioural Economics (15 credits)	ECS4003 Experimental Economics (15 credits)
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Terms 1 and 2

ECS4005 Practice (60 credits)

PG Dip (Part Time) Applied Behavioural Economics

Year 1 Term 1

ECS4011 Fundamentals of Behavioural Economics (15 credits)	ECS4002 Data Analysis (15 credits)
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Year 1 Term 2

ECS4014 Current Topics in Behavioural Economics (15 credits)	ECS4003 Experimental Economics (15 credits)
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Year 2 Terms 1 and 2

ECS4005 Practice (60 credits)

PG Cert (Full Time) Applied Behavioural Economics

Term 1

ECS4011 Fundamentals of Behavioural Economics (15 credits)	ECS4002 Data Analysis (15 credits)
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Term 2

ECS4014 Current Topics in Behavioural Economics (15 credits)	ECS4003 Experimental Economics (15 credits)
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PG Cert (Part Time) Applied Behavioural Economics

Year 1 Term 1

ECS4011 Fundamentals of Behavioural Economics (15 credits)
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Year 1 Term 2

ECS4003 Experimental Economics (15 credits)

Year 2 Terms 1

ECS4002 Data Analysis (15 credits)

Year 2 Term 2

ECS4014 Current Topics in Behavioural Economics (15 credits)
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12.2 Levels and modules

Level 7

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
<p>For MSc Applied Behavioural Economics, students must take all of the following:</p> <p>ECS4011 ECS4002 ECS4003 ECS4014 ECS4005 ECS4006</p>	n/a	Students must pass 120 credits to progress to the dissertation.

For PG Dip Applied Behavioural Economics, students must take all of the following: ECS4011 ECS4002 ECS4003 ECS4014 ECS4005	n/a	
For PG Cert Applied Behavioural Economics, students must take all of the following: ECS4011 ECS4002 ECS4003 ECS4014	n/a	

12.3 Non-compensatable modules

Module level	Module code
7	None

13. Information about assessment regulations

Middlesex University Assessment Regulations apply to this programme.

14. Placement opportunities, requirements and support (if applicable)

The Employability Centre, comprises an MDXworks experienced team that can provide support and guidance for work experience opportunities and volunteering. You can access to the official UK University web site: MDXJobs for all related info.

15. Future careers / progression

Applied behavioural economists with analytical and quantitative skills in public policy, marketing, banking, management, and business contexts are highly sought after by the private and public sector, firms, large international agencies, economic policy makers, and social organisations. Many big banks, retailers and government departments have a dedicated division in this space. Students exiting the programme could have a career as:

- Applied Economist
- Business Analyst
- Economic Consultant

- Energy Research Officer
- Environmental Economist
- Financial Policy Advisor
- Health Economist
- Microeconomic Analyst
- Policy Analyst
- Part of a behavioural science teams for retailers, airlines, energy industry, etc.

16. Particular support for learning (if applicable)

- Dedicated programme support team
- English Language support
- Learning Resources
- Learning Enhancement Team
- Personal and professional development sessions
- Programme Handbook and Module Handbooks
- Welcome programme
- Wellbeing service
- On-line learning environment on MyUnihub
- Learning Resources including specialised software

17. JACS code (or other relevant coding system) L110

18. Relevant QAA subject benchmark(s) QAA Subject Benchmark in Economics (2019)

19. Reference points

- QAA Guidelines for programme specifications
- QAA Framework for Higher Education Qualifications (FHEQ)
- QAA Subject Benchmark in Economics
- QAA Codes of Practice
- Middlesex University Regulations
- Middlesex University Mission and Vision
- Middlesex University and Business School Learning, Teaching and Assessment Strategy
- Middlesex University Learning Framework – Programme

20. Other information

n/a

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full

advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

Curriculum map for *MSc Applied Behavioural Economics*

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

Knowledge and understanding	
A1	Implementing the fundamental concepts of behavioural economics to interpret real world economic behaviour and applying these insights to formulate policy recommendations;
A2	Individuals' behaviour and decision making processes in real world economic situations
A3	Designing experiments and running research projects to study economic behaviour;
A4	Locating, handling, presenting, analysing and interpreting data.
Skills	
B1	Use economic and psychological reasoning to interpret firm and individual economic behaviour;
B2	Critically evaluate (behavioural) economic research literature;
B3	Design research projects that will lead to statistically meaningful insights with practical applications;
B4	Communicate behavioural economic insights, both from the literature and their own research, effectively.

Programme outcomes							
A1	A2	A3	A4	B1	B2	B3	B4
Highest level achieved by all graduates							
7	7	7	7	7	7	7	7

Module Title	Module Code by Level	A1	A2	A3	A4	B1	B2	B3	B4
		Fundamentals of Behavioural Economics	ECS4011	X	X			X	X
Experimental Economics	ECS4003			X	X		X	X	
Current Topics in Behavioural Economics	ECS4014	X	X			X	X		X
Data Analysis	ECS4002				X		X	X	
Practice	ECS4005	X	X	X	X	X	X	X	X
Dissertation	ECS4006	X	X	X	X	X	X	X	X