

## Module specification

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Module Code	HLT714
Module Title	Behavioural Science: Theories for Human Behaviour and Behaviour Change
Level	7
Credit value	30
Faculty	Social and Life Sciences
HECoS Code	101317; 100088
Cost Code	GAHW

## Programmes in which module to be offered

Programme title	Is the module core or option for this programme
MSc Public Health, Mental Health and Wellbeing	Core
MSc Leadership for Wellbeing	Core
PgDip Public Health, Mental Health and Wellbeing	Core
PgDip Leadership for Wellbeing	Core

## Pre-requisites

None.

## Breakdown of module hours

Learning and teaching hours	30 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
<b>Total active learning and teaching hours</b>	<b>30 hrs</b>
Placement / work based learning	0 hrs
Guided independent study	270 hrs
<b>Module duration (total hours)</b>	<b>300 hrs</b>

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Initial approval date	15 <sup>th</sup> Oct 2024
With effect from date	Sept 2025
Date and details of revision	
Version number	1



## Module aims

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Effective leadership and practice within public health / services requires a rich understanding of human behaviour and behaviour change. In view of the growing complexity of the issues requiring action, alongside the need to ensure the effectiveness and impact of efforts, the past 15 years have witnessed the increasing use of theory to support learnings from the evidence. 'Behavioural science' includes the insights and theories from the disciplines of anthropology, psychology and sociology, which illuminate the workings of human minds and societies. This module will introduce learners to this fascinating and dynamic field, and critically consider how theories *can* and *should* be used to underpin policies, strategies, interventions, leadership and practice.

## Module Learning Outcomes - at the end of this module, students will be able to:

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1	Critically appraise the nature and value of behavioural science for understanding and changing human behaviour.
2	Precisely describe behaviour / behaviour change theories.
3	Critically discuss behaviour / behaviour change theories.
4	Systematically explain the application of behaviour / behaviour change theories to appropriate examples.

## Assessment

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This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

**Learners will be required to produce a 4,000-word resource for either leaders or practitioners that explains why and how behavioural science can be used to achieve a desired behaviour or behavioural change among a target group.**

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1, 2, 3, 4	Written Assignment	100

## Derogations

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None.

## Learning and Teaching Strategies

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Learners will be required to engage with the Active Learning Classroom (ALC) (approximately 1.5 hours), either by attending the session live, or watching the recording in their own time. Alongside this, both live and online learners will be required to undertake directed study tasks provided on the Virtual Learning Environment (VLE) (approximately 1.5 hours), which may



include engaging with discussion forums, reading / watching material and answering questions, and reflective / creative activities. The remainder of the module hours should be dedicated by learners to developing and consolidating their knowledge and understanding through independent reading, as well as working on the assessment.

Support mechanisms in place for learners on this module include:

- Written and verbal assessment guidance.
- Access to tutorials with the Module Leader.
- Access to Learning Skills and / or Inclusion Teams.
- Access to Student and Campus Life services.

## Indicative Syllabus Outline

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- Behavioural science
- Micro, meso and macro levels of analysis
- Sociology
- Psychology
- Philosophy
- Anthropology
- Theories of human behaviour, behaviour change and leadership
- Application of theories

## Indicative Bibliography:

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### Essential Reads

Hagger, M., Cameron, L., Hamilton, K. et al. (eds.) (2020), *The Handbook of Behavior Change*. Cambridge: Cambridge University Press.

### Other indicative reading

Bucher, A. (2020), *Engaged: Designing for Behavior Change*. New York: Rosenfeld Media.

Dugan, J. (2024), *Leadership Theory: Cultivating Critical Perspectives*. 2<sup>nd</sup> ed. Hoboken, NJ: Jossey-Bass.

Giddens, A. and Sutton, P. (2021), *Sociology*. 9<sup>th</sup> ed. Cambridge: Polity.

Hayes, J. (2022), *The Theory and Practice of Change Management*. 6<sup>th</sup> ed. London: Bloomsbury.

Martin, N. and Carlson, N. (2024), *Psychology*. 7<sup>th</sup> ed. London: Pearson.

Michie, S., Atkins, L. and West, R. (2014), *The Behaviour Change Wheel*. Surrey: Silverback Publishing.

Prestwich, A., Kenworthy, J. and Conner, M. (2024), *Health Behavior Change: Theories, Methods and Interventions*. 2<sup>nd</sup> ed. London: Routledge.

