



University of Pretoria Yearbook 2025

Behaviour science for business impact 863 (GIJ 863)

Qualification Postgraduate

Faculty [Gordon Institute of Business Science](#)

Module credits 6.00

NQF Level 09

Programmes [Master of Administration full-time \[MBA\]](#)

[Master of Administration modular \[MBA\]](#)

[Master of Administration part-time \[MBA\]](#)

[MPhil \(Business Management\) *Change Leadership* \(Coursework\)](#)

[MPhil \(Business Management\) *Corporate Strategy* \(Coursework\)](#)

[MPhil \(Business Management\) *Leading in New Economies* \(Coursework\)](#)

[MPhil \(Business Management\) *International Business* \(Coursework\)](#)

Prerequisites No prerequisite.

Contact time 21 contact hours per 3 week-cycle

Language of tuition Module is presented in English

Department Gordon Institute of Business Science

Period of presentation Semester 2

Module content

This elective develops a toolkit and interventions based on principles and experiments that have practical value for business. A distinct selection of principles and methods from diverse fields will be demonstrated and applied. These techniques are aimed at enabling behavioural shifts for business impact. Students will develop essential insights into these methods and will apply the learning by creating persuasive interventions to shift behaviour.

General Academic Regulations and Student Rules

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations. The G Regulations are updated annually and



may be amended after the publication of this information.

Regulations, degree requirements and information

The faculty regulations, information on and requirements for the degrees published here are subject to change and may be amended after the publication of this information.

University of Pretoria Programme Qualification Mix (PQM) verification project

The higher education sector has undergone an extensive alignment to the Higher Education Qualification Sub-Framework (HEQSF) across all institutions in South Africa. In order to comply with the HEQSF, all institutions are legally required to participate in a national initiative led by regulatory bodies such as the Department of Higher Education and Training (DHET), the Council on Higher Education (CHE), and the South African Qualifications Authority (SAQA). The University of Pretoria is presently engaged in an ongoing effort to align its qualifications and programmes with the HEQSF criteria. Current and prospective students should take note that changes to UP qualification and programme names, may occur as a result of the HEQSF initiative. Students are advised to contact their faculties if they have any questions.