



# University of Pretoria Yearbook 2022

## Behaviour science for business impact 863 (GIJ 863)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Gordon Institute of Business Science</a>
<b>Module credits</b>	6.00
<b>NQF Level</b>	09
<b>Programmes</b>	<a href="#">MPhil with specialisation in Change Leadership</a> <a href="#">MPhil with specialisation in Leading in New Economies</a> <a href="#">MBA Full-time</a> <a href="#">MBA Modular</a> <a href="#">MBA Part-time</a> <a href="#">MPhil (Corporate Strategy) (Coursework)</a> <a href="#">MPhil (International Business) (Coursework)</a>
<b>Prerequisites</b>	No prerequisite.
<b>Contact time</b>	21 contact hours per 3 week-cycle
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	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.

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