



Module Specification

Changing Travel Behaviour

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Part 1: Information

Module title: Changing Travel Behaviour

Module code: UBGM8P-15-M

Level: Level 7

For implementation from: 2024-25

UWE credit rating: 15

ECTS credit rating: 7.5

College: College of Arts, Technology and Environment

School: CATE School of Architecture and Environment

Partner institutions: None

Field: Geography and Environmental Management

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: Introduction to the principal theories of travel behaviour, and behaviour change.

The social and political context of travel behaviour change.

The techniques of behaviour change interventions in different contexts e.g. workplace, neighbourhood/settlement, new developments, as applied to route choice, mode choice and the decision to travel.

Evidence of the effectiveness of travel behaviour change programmes in practice, and the academic debate around the validity of travel behaviour evaluation methods.

International examples of where and how modal shift has been achieved (or attempted with limited success) over the longer-term.

Part 3: Teaching and learning methods

Teaching and learning methods: Scheduled learning includes lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops and external visits.

Independent learning includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc.

This module will be delivered in short/fat form over one semester. As such contact with students will take the form of weekly sessions.

Directed contact learning: 36 hours

Independent Study: 36 hours

Assessment, including preparation: 78 hours

Total: 150 hours

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Critically compare different theoretical models of travel behaviour and identify their relevance to transport planning practice

MO2 Identify and analyse evidence on different international contexts where travel behaviour change has occurred

MO3 Evaluate different approaches to travel behaviour change and the evidence about their effectiveness

MO4 Apply theory and evidence on travel behaviour change to the design of behaviour change interventions

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 0

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/ubgm8p-15-m.html) via the following link <https://uwe.rl.talis.com/modules/ubgm8p-15-m.html>

Part 4: Assessment

Assessment strategy: Portfolio (3000 words or equivalent plus appendices) - The portfolio will bring together a small number of linked tasks which give students opportunity to critique behaviour change theories, evidence of where behaviour change has taken place and a practice oriented element which requires the student to develop a behaviour change intervention.

Resit Portfolio - a similar brief to that described above, which may include some topic changes.

Assessment tasks:

Portfolio (First Sit)

Description: Behaviour Change Portfolio (3000 words or equivalent, plus appendices)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio (Resit)

Description: Behaviour Change Portfolio (3000 words or equivalent, plus appendices)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Transport Engineering and Planning [Frenchay] MSc 2023-24

Transport [Frenchay] MSc 2023-24

Transport Engineering and Planning [Frenchay] MSc 2024-25

Transport [Frenchay] MSc 2024-25

Transport Engineering and Planning [Frenchay] MSc 2024-25

Transport Engineering and Planning [Frenchay] MSc 2024-25

Urban Planning {Apprenticeship-UWE} [Frenchay] MSc 2023-24

Urban Planning [Frenchay] MSc 2023-24

Urban Planning [Frenchay] MSc 2024-25

Urban Planning [Frenchay] MSc 2024-25

Urban Planning {Apprenticeship-UWE} [Frenchay] MSc 2023-24

Urban Planning [Frenchay] MSc 2023-24

