



MODULE SPECIFICATION

Part 1: Information			
Module Title	Changing Travel Behaviour		
Module Code	UBGM8P-15-M	Level	Level 7
For implementation from	2018-19		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Environment & Technology	Field	Geography and Environmental Management
Department	FET Dept of Geography & Environmental Mgmt		
Contributes towards	Transport Planning [Sep][FT][Frenchay][1yr] MSc 2018-19 Transport Engineering and Planning [Sep][FT][Frenchay][1yr] MSc 2018-19 Transport [Sep][FT][Frenchay][1yr] MSc 2018-19 Social Research (Sustainable Futures) [Sep][FT][Frenchay][1yr] MRes 2018-19 Social Research (Sustainable Futures) [Sep][PT][Frenchay][2yrs] MRes 2018-19		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description

Educational Aims: See Learning Outcomes.

Outline Syllabus: Introduction to the principal theories of travel behaviour, and behaviour change including: rationality and bounded rationality, cognitive and social models.

STUDENT AND ACADEMIC SERVICES

The social and political context of travel behaviour change.

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

The application of research techniques to monitor and evaluate transport plans and strategies.

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.

Teaching and Learning Methods: The module is mainly project based and the project is based on the paradigms discussed in class and in the reading list. As part of the formative stage of the project there are group discussions and presentations, which are not assessed.

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

Part 3: Assessment

As this is mainly a project-based module, the greatest part of the assessment will be related to the project. The exam will assess elements not covered in the project report.

First Sit Components	Final Assessment	Element weighting	Description
Report - Component B	✓	70 %	Project report (2000 words)
Examination - Component A		30 %	1 hour exam
Resit Components	Final Assessment	Element weighting	Description
Report - Component B	✓	70 %	Project report (2000 words)
Examination - Component A		30 %	1 hour exam

Part 4: Teaching and Learning Methods																			
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <table border="1"> <thead> <tr> <th colspan="2" style="text-align: center;">Module Learning Outcomes</th> </tr> </thead> <tbody> <tr> <td>MO1</td> <td>Critically compare different theoretical models of travel behaviour and identify their relevance to transport planning practice</td> </tr> <tr> <td>MO2</td> <td>Identify and analyse evidence on different international contexts where travel behaviour change has occurred</td> </tr> <tr> <td>MO3</td> <td>Evaluate different approaches to travel behaviour change and the evidence about their effectiveness</td> </tr> <tr> <td>MO4</td> <td>Apply travel behaviour modelling techniques in different aspects of transport planning</td> </tr> </tbody> </table>	Module 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 travel behaviour modelling techniques in different aspects of transport planning								
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Reading List	<p>The reading list for this module can be accessed via the following link:</p> <p>https://uwe.rl.talis.com/modules/ubgm8p-15-m.html</p>																		