



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: 2022-23

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Environment & Technology

Department: FET Dept of Geography & Environmental Mgmt

Partner institutions: None

Delivery locations: Frenchay Campus

Field: Geography and Environmental Management

Module type: Standard

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 including: rationality and bounded rationality, cognitive and social

models.

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.

Part 3: Teaching and learning methods

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

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 = 150

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: The module is assessed through two components:

A written report will require students to demonstrate understanding of theories and evidence of behaviour change as applied to the transport sector.

The presentation will require students to apply theories and evidence of behaviour change to the design of an intervention. The presentation also develops and tests students' verbal communication skills

Assessment components:**Report - Component A (First Sit)**

Description: Project report (2000 words)

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Presentation - Component B (First Sit)

Description:

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO4

Report - Component A (Resit)

Description: Project report (2000 words)

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Presentation - Component B (Resit)

Description:

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Transport Engineering and Planning [Sep][FT][Frenchay][1yr] MSc 2022-23

Transport [Sep][FT][Frenchay][1yr] MSc 2022-23

Transport Planning [Sep][FT][Frenchay][1yr] MSc 2022-23

Transport Engineering and Planning [Frenchay] MSc 2022-23

Transport [Frenchay] MSc 2022-23

Transport Engineering and Planning [Sep][PT][Frenchay][2yrs] MSc 2021-22

Transport Planning [Sep][PT][Frenchay][2yrs] MSc 2021-22

Urban Planning [Jan][FT][Frenchay][1yr] MSc 2022-23

Urban Planning [Sep][FT][Frenchay][1yr] MSc 2022-23

Urban Planning {Apprenticeship - UWE}[Sep][FT][Frenchay][2yrs] MSc 2021-22

Urban Planning [Jan][PT]{Frenchay}[2yrs] MSc 2021-22

Urban Planning [Sep][PT][Frenchay][2yrs] MSc 2021-22