



Module Specification

Creating Sustainable Behaviour Change

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Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	4
Part 5: Contributes towards	5

Part 1: Information

Module title: Creating Sustainable Behaviour Change

Module code: UZVSK9-15-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Health & Applied Sciences

Department: HAS Dept of Social Sciences

Partner institutions: None

Field: Health, Community and Policy Studies

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: This module explores the nature of human behaviour within the context of the promotion of environmentally sustainable, low carbon and healthy behaviour. The historical context of the term 'behaviour change' will be examined in terms of changing political relationships between the individual, the state and civil society.

Features: Not applicable

Educational aims: A range of different theoretical approaches to understanding behaviour will be studied and evaluated within the context of the promotion of a range of sustainable, prosocial and pro-environmental behaviours. A range of case studies and examples of government tools and strategies for promoting behaviour change will be critically examined.

Outline syllabus: Indicative topics covered include:

The philosophical, ethical and ideological underpinnings of current discourses on behaviour change including central concepts such as autonomy, free will, self determination, choice, responsibility, structure and agency.

The 'Values and Frames' approach to pro-social and pro-environmental behaviours. Behavioural economics and social psychology.

Practice theory and other sociological approaches.

Community based interventions.

Implementation issues in behaviour change intervention.

Measuring and evaluating change.

The evolution of government policies on behaviour change relevant to sustainability.

Part 3: Teaching and learning methods

Teaching and learning methods:

The module will be delivered in a variety of ways requiring the student to utilise the skills of independent learning. The nature of this module requires the development of sophisticated, critical discursive and writing skills, and analysis of case studies. Students will be introduced to a range of theoretical frameworks, and given the opportunity to discuss and explore them in seminars. They will then be expected to review case study examples of the application of theories, and for assessment demonstrate their understanding of the material through the practical application of this knowledge to a particular task.

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

A1 Critically discuss the philosophical, ethical and ideological underpinnings of current discourse on behaviour change.

B1 Critically discuss a range of theoretical approaches to understanding the drivers for human behaviour, including economic, psychological and sociological approaches.

B2 Critically discuss and evaluate a range of behaviour change models, interventions and policy-based initiatives applied to issues of sustainability, and develop implications for policy, practice and research.

C1 Make critical use of relevant theoretical frameworks and concepts in the planning and implementation of behaviour change interventions.

D1 Demonstrate an understanding of how behaviour change interventions can be evaluated and measured.

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/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: This module has no assessment strategy

Assessment tasks:

Project (First Sit)

Description: Project Report 3000 words

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: A1, B1, B2, C1, D1

Project (Resit)

Description: Project Report 3000 words

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: A1, B1, B2, C1, D1

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Sustainable Development in Practice [Frenchay] MSc 2023-24

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