Behavior Change

Educational subject description sheet

Basic information

Field of study Joint Bachelor in Sustainability	**Education cycle** 2025/26
Speciality Economics, Management & Engineering	**Subject code** UJ.WPAJBSEMES.840.16486.25
Organizational unit Faculty of Law and Administration	**Lecture languages** english
Study level first cycle (joint degree programme)	**Subject related to scientific research** Yes
Study form full-time degree programme	**Disciplines** Management science and quality, Psychology
Education profile General academic	**ISCED classification** 0311 Economics
Mandatory obligatory	**USOS code**

Subject coordinator	Piotr Szwedo
Lecturer	Filip Germeyes

Period Semester 3	**Examination** exam **Activities and hours** Lecture: 44	**Number of ECTS points** 5.0

Goals

C1	The overall aims of this course are (i) to introduce an evidence and theory based understanding of influences on behavior and methods for changing behavior and (ii) raise awareness of challenges to, and methods for, designing and evaluating behavior change interventions. Furthermore, the aim is to develop soft-skills supporting analysis for, and creation of behavior change interventions (critical thinking, questioning assumptions and uncovering connections; imagining the future; working well with others building on trust, courage, energy and joy; soliciting feedback; encourage creative thinking; telling a compelling story; working towards equity, etc.).

Subject's learning outcomes

Code	Outcomes in terms of	Effects	Examination methods
Knowledge – Student knows and understands:			
W1	the determinants of behavior	JBS_K1_W01, JBS_K1_W03, JBS_K1_W06, JBS_K1_W07	written exam
W2	the key models of behavior	JBS_K1_W01, JBS_K1_W03, JBS_K1_W06, JBS_K1_W07	written exam
W3	intervention functions	JBS_K1_W01, JBS_K1_W03, JBS_K1_W06, JBS_K1_W07	written exam
W4	policy categories	JBS_K1_W01, JBS_K1_W03, JBS_K1_W06, JBS_K1_W07	written exam
Skills – Student can:			
U1	analyse issues concerning environment, well-being and sustainability from different scientific angles and is able to arrive at integrated policy solutions	JBS_K1_U01, JBS_K1_U03	written exam
U2	critically assess the impact of an environmental, well-being and sustainability policy and evaluate it	JBS_K1_U01	written exam
Social competences – Student is ready for:			
K1	to arrive at integrated policy solutions together with specialists from other fields of knowledge	JBS_K1_K02	written exam
K2	to develop soft-skills and attitudes supporting analysis for, and creation of behavior change interventions.	JBS_K1_K01, JBS_K1_K02, JBS_K1_K03, JBS_K1_K04	written exam

Calculation of ECTS points

Activity form	Activity hours*
Lecture	44
preparation for classes	42
preparation for the exam	42

Student workload	Hours	ECTS
	128	5.0

* hour means 45 minutes

Study content

No.	Course content	Subject's learning outcomes
1.	- Welcome: course overview, objectives, assessment, learning activities, required and recommended readings. - Warm-up group exercise: (1) Defining problems, (2) Defining problems in behavioral terms, (3) What keeps the unwanted behavior going? What stops the desired behavior from happening?	W1
2.	- Introducing human behavior and behavioral science - What do we mean by behavior change? - Addressing problems at the level of the individual and/or modifying the system? - Playful introduction to soft skills (1): Seeing things in a new way - on training your attention, making the hidden visible and moving beyond the obvious	W1, U1, U2, K2
3.	Psychological foundations & theories (1)	W1, W2
4.	- Psychological foundations & theories (2) - Soft skills 2: Work well with others - on building trust, courage, energy and joy	W1, W2, K2
5.	Psychological foundations & theories (3)	W1, W2
6.	- Designing interventions: Understanding the behavior - Soft skills 3: Make sense of your insights - on tuning up your critical brain, uncovering connections, interpreting information, and forming hypotheses	W1, W2, U1, U2, K2
7.	- Designing interventions: Identifying what needs to change - Designing interventions: Identifying intervention options & policy categories	W1, W2, W3, U1, U2
8.	- An introduction to behavioral economics - Soft skills 4: Come up with ideas - on generating new directions and unleashing your imagination	W1, W2, W3, K2
9.	Choice architecture and nudging (1)	W1, W2, W3
10.	- Choice architecture and nudging (2) - Soft skills 5: Build something - on making fuzzy ideas concrete	W1, W2, W3, K2
11.	Incentivisation	W1, W2, W3
12.	- Incentivisation: Avoiding mixed signals - Soft skills 6: Tell a compelling story - on finding the essence of an idea and communicating it to others	W1, W2, W3, K2
13.	Habit formation (1)	W1, W2, W3
14.	- Habit formation (2) - Soft skills 7: Put your work out there - on cultivating judgment and soliciting feedback to make your work better	W1, W2, W3, K2
15.	- Social identity interventions - Modelling interventions	W1, W2, W3

No.	Course content	Subject's learning outcomes
16.	- Educational interventions - Training interventions - Soft skills 8: Work towards equity - on building consciousness and developing humility, challenging bias, and putting effort into ethics	W1, W2, W3, K2
17.	Persuasion (1)	W1, W2, W3
18.	- Persuasion (2) - Soft skills 9: Peering into the future - on dreaming about the big picture, questioning assumptions, and envisioning the implications of your work	W1, W2, W3, K2
19.	- Coercion - Restriction	W1, W2, W3
20.	- Case study 1: Energy consumption - Case study 2: Water use	W4, U1, U2, K1
21.	- Case study 1: Energy consumption - Case study 2: Water use	W4, U1, U2, K1
22.	Q & A	W1, W2, W3, W4, U1, U2, K1, K2

Course advanced

Teaching methods :

conversation lecture, practicals

Activities	Examination methods	Credit conditions
Lecture	written exam	Students pass if they achieve minimally 10/20

Entry requirements

None

Literature

Obligatory

1. Slides and reader: Toledo Handbook: Michie, S., Atkins, L., & West, R. (2014). The Behavior Change Wheel: A Guide To Designing Interventions. Silverback Publishing.

Effects

Code	Content
JBS_K1_K01	The graduate can encourage sustainability-driven practices in the workplace and appraise sustainability of own values, perceptions, roles, and actions, with a special focus on environmental wellbeing.
JBS_K1_K02	The graduate can demonstrate considerable entrepreneurial initiative, autonomy, and readiness to act in complex and changing environments, especially in the context of supporting, undertaking, and co-organising activities beneficial for a sustainable society.
JBS_K1_K03	The graduate can consider different visions of the future and develop own evidence-based opinions in reference to the balance of values linked to economic development, social welfare, and environmental protection.
JBS_K1_K04	The graduate can critically assess and verbalize own competencies and skills related to different aspects of sustainability as well as their need for development.
JBS_K1_U01	The graduate can critically analyse academic literature, formulate research questions and conduct research under supervision.
JBS_K1_U03	The graduate can apply adequate methods and tools, including selected IT tools, to solve problems related to data collection, analysis, and management in the context of sustainability.
JBS_K1_W01	The graduate can describe the concept of sustainability and recognize the differences in relevant definitions, models and approaches.
JBS_K1_W03	The graduate can give examples of sustainability-related dilemmas and hypothesize on the optimal course of action.
JBS_K1_W06	The graduate can describe interconnections between various aspects of sustainability and identify their significance in the context of natural and social sciences, with a special focus on disciplines included in the selected specialisation track (law and politics; chemistry and physics; chemistry and biology; economics and geography; economics, management and engineering; humanities).
JBS_K1_W07	The graduate can apply the theory and methodology of disciplines included in the selected specialisation track to sustainability-related problems, taking into consideration practical limitations such as protection of intellectual property.