Module description: Behavioral Psychology

Module Code	w.MA.XX.BEPS.23HS
ECTS Credits	3
Language of Instruction/Examination	English
Module Description	Many business models and non-profit initiatives promoted in a circular economy only work if private stakeholders, such as consumers, residents, or employees, adopt new "circular-friendly" behaviors. However, the adoption of circular behaviors and the associated products and services has been rather low. This module focuses on changing the behavior of individuals towards more sustainable, circular actions. While the focus is on the individual, the "drivers" (techniques) of behavior change can also be applied at the organizational or societal level (e.g., cultural norms, charges/ prohibitions). Students will learn how to apply important concepts from psychology and behavioral change to individual behaviors that are desirable in a circular economy. These include decisions related to product replacement, re-use, repair, sharing, and second-hand purchase, to name only a few examples. In addition, students apply the acquired knowledge to a case study from real life.
Organizational Unit	Zurich CTR f Sustainability Leadership
Module Coordinator	Annette Jenny
Deputy Module Coordinator	Christian Vögtlin
Program and Specialization	• Circular Economy Management
Legal Framework	Academic Regulations MSc in Circular Economy Management dated 02.06.2022, Appendix to the Academic Regulations for the degree program in Circular Economy Management, first adopted on 23.09.2022
Module Category	**Module Type** Compulsory
Prerequisite Knowledge	Students are able to • name examples from professional or everyday lives in which behavioral changes play a role, at an individual, consumer, or group level, such as employees in an organization. • name examples of behaviors that are desirable in a circular economy, for example, repair, re-use, sharing, and second-hand purchases. • apply empirical research methods, for example, observation, survey, and experiments.
Contribution to Program Learning Objectives (by the concerned Module)	• Professional Competence • Methodological Competence • Social Competence • Self-Competence

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Contribution to Program Learning Objectives	**Professional Competence** • Knowing and Understanding Content of Theoretical and Practical Relevance • Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance • Evaluate Content of Theoretical and Practical Relevance **Methodological Competence** • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation **Social Competence** • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective **Self-Competence** • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change
Module Learning Objectives	Students... • analyze conditions under which the transformation to a circular economy is successful, from a psychological perspective, such as desirable behaviors at an individual level behind certain circular business models and initiatives. • describe basic psychological concepts that can explain why individuals do or do not accept and adopt circular behaviors. • characterize, classify, and differentiate between different approaches to behavioral change in the context of "circular-friendly" behaviors. • explain why traditional approaches to behavioral change such as bans and information campaigns often fail to achieve the desired goals and which basic ideas more recent approaches such as nudging and community-based approaches are based on. • understand which intermediating (psychological) variables can be drivers of behavioral change and discuss barriers (habits, cognitive biases) and limitations (ethical aspects) of behavioral change. • evaluate a concept for a behavioral change intervention suitable in the context of a circular economy. • critically examine and anticipate the desirable and undesirable (side-) effects of behavioral change interventions. • reflect on conditions and stakeholders that enable the promotion of circular behaviors in the future.
Module Content	• Introduction to environmental psychology • Introduction to behavioral change theories and the related socio-psychological concepts • Psychological, situational, and structural drivers and barriers of behavioral change; selected psychological concepts, for example, psychological ownership and psychological obsolescence, which are key predictors of the adoption and acceptance of circular behaviors • Overview of behavioral change strategies and techniques • Traditional behavioral change strategies • Context-sensitive approaches (nudging) • Community-based approaches • Case studies of examples from the circular economy context, that require a behavior change • Limitations of behavioral change and ethical aspects
Links to other modules	This module is linked to the following modules: • w.MA.XX.CHAMA.23HS • w.MA.XX.CTH.23HS • w.MA.XX.SSEC.23HS
Digital Learning Resources	• Case Studies (with Key)
Methods of Instruction	• Lecture • Case Studies • Application Tasks • Problem-Oriented Teaching	Social Settings Used: • Individual Work • Group Work • Pair Work

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Type of Instruction		**Classroom Instruction**	**Guided Self-Study**	**Autonomous Self-Study**
	Lecture	28 h	-	
	Excercise	-	25 h	
	Project Work	-	-	
	Seminar	-	-	
	Total	**28 h**	**25 h**	**37 h**

Performance Assessment	**End-of-module exam**	**Form**	**Length (min.)**	**Weighting**
	Written exam	closed book	60	100.00
	Permitted Resources	No calculator	With dictionary	

	Others	**Assessment**	**Format**	**Length (min.)**	**Weighting**
	-	-	-	-	-

Classroom Attendance Requirement	None
Compulsory Reading	
Recommended Reading	
Comments	Compulsory reading and further contributions for in-depth study of the topics covered will be announced at the beginning of the semester.