Applied Behavioral Economics and Individual Choice
Cornell University

Master of Professional Studies in Applied Behavioral Economics and Individual Choice

About the Program

Behavioral economics is a field of behavioral science that incorporates insights from psychology, sociology or other social sciences to develop win-win solutions for consumers, companies and governments.

This unique Master of Professional Studies (MPS) program in Applied Behavioral Economics and Individual Choice ignites cross-disciplinary solutions that transform consumer welfare as well as firm performance. Cornell University has a long history of transforming cutting edge research into knowledge that can be applied to the pressing issues of industry and policy. This new MPS program builds on this reputation by training a new generation of business and policy decision-makers with cutting edge tools. Cornell’s Dyson School of Applied Economics and Management lies at a unique intersection of expertise in the areas of behavioral economics and the role that psychology and economics jointly play in decisions related to food, public health, personal finance and sustainability.

Past research from this program promoted 100-calorie portions, changed the way superfund sites are regulated, and the transformation of over 25,000 school lunchrooms across the nation. In this program students have the opportunity to stylize their curriculum to empower both their career and find win-win solutions.

The three primary concentrations include:

- Behavioral Marketing
- Sustainability and Behavior
- Behavioral Finance

Each of these concentrations is focused on developing innovative managers, entrepreneurs, and researchers for related industries, the government, the health care system and NGOs. Students must commit to a concentration and take at least six credit hours in that concentration.

Who should apply?

This program will be appropriate for:

- Individuals who want to change the way the world thinks about food marketing, public policy, consulting, or consumer research. These could involve individuals with undergraduate degrees in nutrition, psychology, marketing, business, or economics who are looking for an applied context to leverage their skills.

- Individuals interested in high impact teaching or research careers in behavioral sciences but who are still exploring various domains including economics, psychology, marketing, public health, nutrition, communication, and food science.

Faculty and Advising

All program faculty are part of Cornell University’s Dyson School of Applied Economics and Management. Upon entering the program students will select a permanent advisor. Key program faculty include: Dr. David R. Just, Dr. Brian Wansink, Dr. Vicki Bogan, Dr. William Schulze, Dr. Jura Liaukonyte, and Dr. Harry Kaiser. Students will also be able to interact and learn from other top level faculty from across Cornell University.
Past students trained in behavioral economics and consumer choice at Cornell University have gone on to take a wide variety of jobs, including:

- Researcher for Darden Restaurants (Olive Garden)
- Broadcast news journalist in NYC
- Analyst for American Express
- Food branding and aesthetics consultant in London
- Restaurant owner in LA
- Marketing researcher in NYC
- Unilever cosmetics in Sao Paolo, Brazil
- Food scientist at Campbell’s Soup
- Hotel and Entertainment Manager at a Las Vegas Hotel and Casino
- Food scientist for McCormick’s Spices
- Cookbook author
- Food journalist in LA
- Nutrition editor for the largest newspaper in Tokyo, Japan
- Food Network content developer
- Applying behavioral economic principles to change behavior for Disney
- Google, human factors engineering

Career Opportunities

Cornell University and the Dyson School’s placement services are available to MPS students. In addition, the Project Sponsorship Program and the annual event Consumer Camp: Industry Focus will provide access to companies and entities that are looking for solutions in this area. This will provide a unique set of placement connections that are fitting of this innovative program.

Program Structure

Start Date and Duration
The two semester program starts in the Fall semester (late August) each year.

Course Requirements
- Completion of the degree involves 30 credit hours of which 24 correspond to course work and 6 to a problem-solving supervised project in the chosen area of concentration.
- Required courses include: Behavioral and Managerial Decision Making (AEM 4140), Statistical Methods I (BTRY 6010), and Statistical Methods II (BTRY 6020).
- At least six credit hours must be completed in the chosen area of concentration such as Consumer Behavior (AEM 6440), The Economics and Psychology of Sustainable Business (AEM 4580), and Technology and Financial Markets (AEM 4620).
- Up to seven credit hours can be elective courses, approved by the student’s advisor.

Degree: Master of Professional Studies in Agriculture and Life Sciences with concentration in:
- Behavioral Marketing, or
- Sustainability and Behavior, or
- Behavioral Finance

Application, Requirements and Deadline

- Apply online to the field of Applied Economics & Management through the Graduate School portal: http://www.gradschool.cornell.edu/admissions/applying/apply-now
- Requirements: BS or BA from an accredited university; GRE or GMAT scores and TOEFL for foreign students; transcripts; personal statement and 2 letters of recommendation.
- Applications will be reviewed on a rolling basis, with decisions made by February 15th for any application received before December 15th, and within six weeks of submission for any application received after this date. Final deadline is April 15, 2015.

Tuition

This program is a Tier 1 Professional Degree. Tuition for the 2015/2016 academic year is $48,900. For information on tuition for the 2016/2017 academic year please check: http://gradschool.cornell.edu/costs-and-funding/tuition-and-costs/tuition-rates.

For additional information visit the program website: http://behavioralecon.dyson.cornell.edu

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