Are you ready to learn more about SDS majors?

YES

Keep reading to learn more about SDS majors.

Are you interested in human behavior and decision making?

YES

Do you think it’s important to solve problems in a creative, non-linear way?

YES

Do you want to improve the decision-making processes of individuals, governments, and companies?

YES

Program options in SDS

1. Behavioral Economics

- Understand and predict human behavior in various contexts
- Learn how to design and conduct experiments in behavioral economics to influence design of public policies
- Behavioral psychologists and economists approach economics

2. Decision Science

- Understand and predict human behavior in contexts
- Analyze and interpret data to make decisions
- Learn about statistical analysis and decision-making

3. Policy and Management

- Learn about policy analysis and management
- Analyze and interpret data to make decisions
- Understand and predict human behavior in contexts

4. Behavioral Economics and Public Policy

- Research assistant in the Center for Behavioral and Decision Research
- Engineering, Policy, & Management Department research assistant

5. Digital Marketing

- Digital marketing and marketing psychology professional
- Digital marketing and marketing psychology professional
- Digital marketing and marketing psychology professional

Program options in SDS

- Behavioral Economics
- Decision Science
- Policy and Management
- Behavioral Economics and Public Policy
- Digital Marketing

What makes the Behavioral Economics Major Unique?

The senior capstone experience, where a real client describes a problem they are having in their organization, and the students break into groups to propose behavioral interventions and solutions to said problem.

Find your path

Contact an advisor to learn more about program options within SDS.

Are you interested in human behavior and decision making? (YES)

Do you think it’s important to solve problems in a creative, non-linear way? (YES)

Do you want to improve the decision-making processes of individuals, governments, and companies? (YES)