

HULT
INTERNATIONAL
BUSINESS SCHOOL

Bachelor in Psychology, Economics & Politics (PEP)

UG Course Description Guides

LONDON

Sample Program Structure*

YEAR 1	Social Phenomena Challenge	Experiment Challenge
	Microeconomics	Econometrics & Quantitative Interpretation
	Political Theory	International Relations
	Genes, Mind, Brain, Behavior	PsychLab: Research Methods
	Skill/Career Course	Skill/Career Course
YEAR 2	Skill/Career Course	Skill/Career Course
	Interdisciplinary Course	Interdisciplinary Course
	Coaching	
	Propaganda Challenge	Policy Challenge
	Macroeconomics	World Economy
YEAR 2	International Politics Post WW2	Comparative Politics
	Social Psychology	Individual Differences
	Skill/Career Course	Skill/Career Course
	Skill/Career Course	Skill/Career Course
	Interdisciplinary Course	Interdisciplinary Course
	Coaching	
	Electives or Internship	Electives or Internship
		Capstone Project
	Coaching	

*Reflects the academic experience of a first-year university student. Individual timelines and courses may differ depending on transfer credits.

Core Challenges

Social Phenomena Challenge

In this challenge, students will work alongside a charity partner tackling a complex social issue such as men's mental health, homelessness, or youth marginalization. Rather than approaching the organization as a 'client,' students will engage with the issue that the charity aims to address as a multifaceted social phenomenon, drawing on insights from their knowledge courses to better understand the roots, implications, and potential responses to the issue. Students will be tasked with investigating the issue from multiple disciplinary lenses, synthesising these perspectives to generate new insights, provoke discussion, and potentially contribute to the organization's ongoing work in a meaningful way.

Experiment Challenge

In this challenge, students will collaborate with a business partner such as a marketing agency, tech startup, HR consultancy, or retail brand to design and conduct a scientific experiment that explores human behavior in a real-world setting. Whether examining decision-making, motivation, consumer habits, or organizational dynamics, students will apply research methods courses to frame hypotheses, develop methods, and analyze outcomes. The focus is on conducting academically grounded research while also generating findings that hold practical relevance for the partner organization.

Propaganda Challenge

Target partner organization: Think tank
In this challenge, students will partner with a think tank to investigate the purpose, power, and impact of propaganda in shaping public opinion and policy. The think tank could act as either a source of expertise and a sounding board, offering students access to research, policy analysis, and communications strategies related to influence and persuasion, or as a client looking at constructing and structuring messaging. Students will critically analyze historical and contemporary propaganda through interdisciplinary lenses of psychology (cognitive bias, group behavior), politics (state power, public opinion), and economics (incentives, information asymmetry). Working in dialogue with the think tank, students may produce briefings, critique messaging campaigns, or contribute to ongoing research on influence and public discourse. The challenge asks students to consider not only how propaganda works, but why it works, and to what end.

Policy Challenge

Target partner organization: Civil service
In this challenge, students will engage with a policy issue in current affairs. Acting as both policy analysts and negotiators, students will explore a complex societal issue such as climate resilience, education reform, or public health strategy through the lenses of psychology, politics, and economics. With input and guidance from civil service professionals, students will participate in a multi-stakeholder negotiation simulation, representing competing interests, navigating trade-offs, and proposing policy interventions. This challenge emphasizes critical thinking, strategic communication, and collaborative problem-solving, offering students the opportunity to experience the intricacies of policymaking in a high-fidelity, real world-informed setting.

Core Courses

Microeconomics

This course explores the fundamental principles that shape individual and business decision-making in a world of scarce resources. Students will learn how consumers and firms interact in markets, how prices are determined, and how incentives influence behavior. Key topics include supply and demand, elasticity, production and costs, market structures, and the role of government in addressing market failures. Through real-world applications, case studies, and problem-solving exercises, this course equips students with analytical tools to better understand everyday economic choices and evaluate policy debates.

Political Theory & Ideology

The course introduces the various traditions of political theory and ideology. These will be studied by exploring what they say about a range of key issues of political life. This will simultaneously enable students to grasp the nature of key ethical and practical challenges of politics. The course provides the necessary 'political literacy' needed for deeper study of specific political phenomena.

Genes, Mind, Brain, Behavior

This module provides a systematic introduction to psychological explorations of the mind and behavior and their links to the human biological system. The module provides a comprehensive historical background to the current understanding of the mind, including from different cultural perspectives. The module promotes an understanding of the latest advances in genetics and neuroscience, and what they mean for individuals and society. The module will equip students with fundamental knowledge about DNA, the brain, the concepts of genome, exposome, epigenome, microbiome, proteome, neurome and phenotype. No prerequisite biological knowledge is expected. Students will develop analytic skills, including critical evaluation of available literature as well as the formulation of ideas for beneficial and ethical use of emerging knowledge. The module will provide skills for communicating ethically sensitive and complex topics to the public, for example, taking into account the importance of non-stigmatizing language and showing awareness of differences in views, opinions, and cultural practices. The module will also develop skills needed for working in interdisciplinary contexts, including successful collaboration with policy makers, educators, medical practitioners, justice system stakeholders, and in a wide variety of business contexts.

Econometrics & Quantitative Interpretation

This course equips students with the essential quantitative skills and storytelling techniques needed to analyze and communicate complex economic issues. This course guides you through sourcing, cleaning, analysing, and visualising economic data, while demonstrating how to build compelling narratives that inform policy debates and decision-making. Through hands-on exercises, real-world case studies, and interactive projects, you'll learn to transform raw data into clear, persuasive insight.

Introduction to International Relations

The course has three elements aimed at providing a foundation for students' understanding of international relations:

- 1) An introduction to the main theoretical traditions in International Relations.
- 2) A brief overview of the key developments of the modern international system (focussing on the C20th and C21st).
- 3) A survey of some of key issues and themes in the field of International Relations (a rotating selection partly determined by contemporary topicality).

Psychlab: Research Methods

Learn the foundations of programming and the mental models behind modern AI. PsychLab is an immersive, hands-on course designed to introduce students to the core principles of psychological research methods and contemporary debates in the field. This course will cover key areas designed to provide students with the core research skills they need to engage with psychological and other scientific knowledge. Students will engage in the full research process - from designing a cognitive science experiment to executing data collection and analysis. The course culminates in a mock conference poster session, where students will present their findings and gain experience in academic dissemination. Through applied research, critical analysis, and discussion of current psychological issues, students will develop a deeper understanding of the scientific process and its role in advancing psychological knowledge.

Macroeconomics

An introduction to the foundational concepts and key themes of Macroeconomics. It complements the Principles of Microeconomics course. The purpose is to enable students to think about the economic environment as a whole, and to grasp the logic and implications of macroeconomic policy. Students study key macroeconomic indicators and how they relate to each other; key aspects of macroeconomic policy; major macroeconomic trends, fluctuations, and problems (such as inflation and unemployment).

International Politics Post WW2

The course provides essential factual background on developments in world politics since the Second World War. It is a necessary foundation for understanding contemporary events, both political and economic.

Social Psychology

This course is necessary for virtually all people, and a must for those in the business sector. It combines key theories and cutting-edge research to explain how people's thoughts, feelings, and behaviors are influenced by the social context, real or imagined, and how people influence thoughts, feelings, and behaviors of other people. It also considers individuals' subjective experiences and the way those experiences impact our behavior.

World Economy

An introduction to the contemporary world economy, using a political economy approach, focussing on international dimensions of macroeconomics and comparative political economy of national variety. The course examines theories, patterns of, and debates about trade and trade policy; transnational production and investment; the international financial and monetary system; the variety of national capitalisms, and the changing relationship between states and markets, from the birth of the modern world economy to the present 'crisis of globalisation'.

Comparative Politics

The course introduces students to the variety of political systems and institutions. It does so by examining key features of (and variation in) the different types of political system. This is complemented by study of a selection of country cases. In addition to structure, we also study the distinctive dynamics and tendencies of various systems. This includes probing the fluctuating pattern of proliferation and retreat of democratic and authoritarian regimes; the debate on 'waves of democracy', from the 1990s high tide to the contemporary 'retreat of democracy and rise of new authoritarianism'. The course takes country cases from as many regions and categories as possible. These may vary. The course takes a broad political economy approach; thus, the political impact of economic structures and development is fully incorporated.

Individual Differences

This course provides an overview of psychology as it strives to explain how and why people differ, and what implications these differences have. We will examine how individual differences in cognition, personality, and motivation are linked to important life outcomes, such as health, academic and occupational success, and wellbeing. The course will introduce the latest scientific findings on the origins of individual differences, focusing on interactive systems of genetic, epigenetic, societal and circumstantial factors, and related psychological processes. An important component of the course will be the study of causative mechanisms. A major focus of the course is critical evaluation of the existing research, and clarifying distinctions between individual vs average differences. The knowledge learned is applied to practical contexts in a series of workshops.

Skills/Career Courses

Collaboration

Collaboration is an essential competency in contemporary academic, professional, and organizational environments. This highly experiential course focuses on hands-on learning through interactive exercises, simulation work, and dynamic team projects. Students will engage in a range of activities that develop practical skills in communication, teamwork, conflict resolution, and leadership. Emphasizing applied learning over theoretical study, the course will challenge students to navigate complex team dynamics, foster inclusive collaboration, and leverage collective intelligence to achieve common goals. By the conclusion of this course, students will have the practical tools and strategies necessary to excel in collaborative settings.

Communication (Oral)

This interactive course equips students with the confidence and skills to communicate effectively in professional and personal settings. Through hands-on activities, discussions, and real-world applications, students will refine verbal and nonverbal communication, adapt messages for different audiences, and develop active listening and questioning techniques. They will also learn to overcome common barriers like nervousness and misunderstandings while practicing presentations, role-playing, and peer feedback. By the end of the course, students will be prepared to speak with clarity, confidence, and impact in meetings, interviews, and daily conversations.

Communication (Writing)

The skill of written communication is crucial for academic, professional, and personal success. This highly practical course focuses on developing clear, concise, and impactful writing. Through interactive exercises, peer feedback, and iterative revision, students will refine their ability to craft compelling arguments, structure ideas effectively, and adapt their writing to diverse audiences and contexts. Emphasizing clarity over complexity, this course equips students with tools to enhance their writing process, strengthen their critical thinking, and build confidence in their written expression. By the end of the course, students will be proficient in producing coherent, persuasive, and purposeful writing.

Foundation of Career Success

This course introduces students to the foundational skills necessary for career exploration, professional development, and the job search process. Students will learn how to research industries, develop strong application materials, build a personal brand, and establish professional communication habits. Through hands-on exercises, they will create resumes, LinkedIn profiles, and a Professional Development Plan (PDP) to guide their early career growth.

Learning to Learn

The ability to learn effectively is a foundational skill that influences academic, professional, and personal success. This highly experiential course explores practical techniques for enhancing learning, retention, and critical thinking. Through interactive exercises, self-reflection, and applied practice, students will develop personalized strategies to improve focus, motivation, and problem-solving. Emphasizing active learning over passive consumption, this course equips students with tools to adapt to new challenges, refine their cognitive skills, and foster a mindset of continuous growth. By the end of the course, students will be empowered with strategies to become more effective and autonomous learners.

Critical Thinking

In today's rapidly changing world, the ability to think critically is more essential than ever. With the constant influx of information, it's crucial to discern what's accurate and reliable. This course is designed to equip students with the skills to analyze information objectively, recognize biases, and make well informed decisions. By understanding logical reasoning, evaluating evidence, and effectively using tools like artificial intelligence, students will be better prepared to navigate the complexities of modern life. Developing these critical thinking skills not only enhances academic performance but also fosters personal growth and adaptability in an ever-evolving world.

Creative Thinking

Creative thinking is a vital skill for success in an era of constant innovation. This highly interactive course explores techniques for generating ideas, solving problems, and thinking beyond conventional boundaries. Through hands-on exercises and collaborative projects, students will develop their ability to approach problems with flexibility, curiosity, and originality. Emphasizing experimentation and adaptability, this course provides students with practical tools to cultivate creativity, challenge assumptions, and develop innovative solutions. By the end of the course, students will be equipped with strategies to enhance their creative potential and apply it across academic, professional, and personal contexts.

Advanced Career Strategies

This course builds on the fundamentals learned in Careers 1, focusing on advanced career research, strategic job searching, and professional branding. Students will refine their resumes and LinkedIn profiles, strengthen their networking skills, and develop expertise in interviewing and negotiation. The course also emphasizes long-term career planning through an advanced Professional Development Plan (PDP).

Interdisciplinary Courses

Explaining Explanation

An interdisciplinary course with two elements: Some core philosophical debates on 'what constitutes an explanation' in social science. And a survey of typical and distinctive modes of explanation (and disputes about them) in the three program disciplines (Psychology, Politics and Economics). Issues to be discussed will examine both contrasting types of explanation in both the mainstream and critical traditions of each discipline, contrasts and arguments between them, discussion of prospects for interdisciplinary fusion.

Social Research

This course introduces students to the principles and practices of social research, equipping them with the tools to investigate complex questions across psychology, politics, and economics. Students will develop an understanding of how knowledge is produced in the social sciences, critically examining the assumptions, methods, and ethical considerations that shape research design and interpretation. The course covers both quantitative and qualitative approaches, including surveys, experiments, interviews, case studies, and content analysis. Emphasis is placed on the practical application of research methods, including designing research questions, collecting and analyzing data, and drawing meaningful conclusions that inform theory, policy, and practice. Students will also engage with contemporary debates about the reliability, validity, and limitations of social research in a rapidly changing global context.

Propaganda

This interdisciplinary course explores the theory and practice of propaganda through the lenses of psychology, politics, and economics. Students will critically examine how propaganda operates in shaping beliefs, behaviors, and power structures across historical and contemporary contexts. Drawing on cognitive psychology, political theory, and economic incentives, the course investigates the mechanisms of influence, persuasion, and information control. Through case studies, media analysis, and collaborative projects, students will develop a nuanced understanding of propaganda's role in governance, markets, war, social movements, and everyday life. The course emphasizes interdisciplinary synthesis and critical inquiry into the ethical, psychological, and structural dimensions of persuasive communication.

Government & Legislation

This course provides second-year PPE students with a comprehensive introduction to how laws are created, implemented, and administered across diverse political systems. Students will explore the fundamental processes of lawmaking, examining the institutional frameworks, key actors, and procedural mechanisms that transform policy ideas into binding legislation. The course takes a comparative approach, analyzing legislative processes in the United Kingdom, United States, and other representative systems worldwide, including parliamentary democracies, federal republics, and emerging democratic models. Through case studies and real-world examples, students will investigate how different constitutional structures, political cultures, and administrative traditions shape the path from bill to law. Core topics include the role of legislatures, executives, and bureaucracies in the lawmaking process; the influence of interest groups, political parties, and public opinion; implementation challenges; and the intersection of politics and public administration law. Students will develop critical thinking skills to analyze how institutional design affects policy outcomes and democratic governance. By course completion, students will possess a foundational understanding of comparative government structures and the practical dynamics of turning political will into enforceable legislation across different democratic contexts. Emphasizing experimentation and adaptability, this course provides students with practical tools to cultivate creativity, challenge assumptions, and develop innovative solutions. By the end of the course, students will be equipped with strategies to enhance their creative potential and apply it across academic, professional, and personal contexts.

Sample Electives

Behavioral Economics

This course connects the fields of psychology, economics, and game theory to present transformation in explaining the behavior of economic agents from the assumption of perfect rationality towards observed patterns of economic behavior and decisions that are not based on such strict assumptions.

Psychology & Law

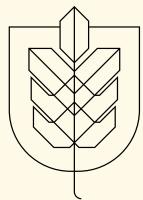
The law regulates and practices what psychology studies, human behavior and decision-making respectively. A myriad of psychological phenomena interfere with justice outcomes throughout the justice process. Minimizing these injustices is one of the most important topics for society. Similarly, understanding the interrelation of law and psychology is crucial for businesses. We'll also examine how to use psychology to improve our understanding of justice, as well as our success in achieving justice. This course explores the interrelation of psychology and law from a truly interdisciplinary perspective.

The Economics of Institutions & the Hidden Engines of Change

Explore the transformative power of institutional thinking and discover how the rules and structures governing our society shape economic outcomes and social innovation. This course offers a fresh perspective on the hidden frameworks that drive business strategies, public policy, and community initiatives. Rather than simply memorizing theories, you will engage in interactive discussions and hands-on case studies that reveal how innovative governance models have led to ground-breaking reforms—from progressive regulatory policies and sustainable resource management to the rise of digital platforms that redefine commerce. By examining real-world examples and practical applications, you'll learn to identify the underlying forces behind entrepreneurial ecosystems and public policy transformations in an era of rapid technological change. This course empowers you with the tools to analyze how well-crafted institutions can foster economic resilience, promote social equity, and drive environmental sustainability. Whether you are interested in influencing policy, spearheading innovative business practices, or simply understanding the intricate dynamics of our economic systems, this course will challenge conventional wisdom and spark new ways of thinking. Join us to transform your perspective on economics and become a catalyst for positive change in today's interconnected world.

Political Economy of Fiscal Policy & the Public Sector

The role of the state and public organizations is often overlooked in business schools, but states, governments and public organizations have existed for hundreds of years and affect almost every single aspect of conducting business, by supporting, regulating or even antagonizing markets. Public organizations are increasingly under scrutiny, the complexity of the challenges they are facing is escalating and this necessitates competent and well-trained managers. This course will provide the tools for understanding and analyzing both the macro and micro environment of the public sector. A further comparative analysis will allow students to identify the main differences among the major mixed economies of the world and the challenges they face.



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