

2023 **BIG** Difference BC

Using Behavioural Insights to Improve How We Work

Track 5) Webinar About Behavioural Insights Courses

- UBC's *Fundamentals of Behavioural Insights*
- UBC's *Advanced Professional Certificate in Behavioural Insights*
- BIG Difference BC Scholarship & Other Funding Opportunities

UBC SAUDER
SCHOOL OF BUSINESS

DIBS
Decision Insights for Business & Society

Continuing Business Studies



Welcome!



Lindsay Miles-Pickup

*Methods Specialist,
BC Behavioural Insights Group (BC BIG),
& Certificate Alum*

UBC's BI Programming

- Purpose-built training designed for working professionals & developed in partnership with a nationwide Steering Committee



- Taught by Behavioural Insights experts



Dr. Kirstin Appelt
Research Director, UBC Sauder Decision Insights for Business and Society (DIBS), and Academic Director, Advanced Professional Certificate in Behavioural Insights



Dr. Dale Griffin
Professor, Marketing & Behavioural Science Division



Dr. David Hardisty
Associate Professor, Marketing & Behavioural Science Division



Dr. Jiaying Zhao
Associate Professor, Department of Psychology and the Institute for Resources, Environment & Sustainability



Dr. Kate White
Professor, Marketing & Behavioural Science Division



Dr. Vince Hopkins
Assistant Professor, Department of Political Science

Fundamentals of Behavioural Insights: Why enroll?

- **3-week live online course introducing BI concepts and skills**
 - Diagnose behavioural components of problems
 - Design simple solutions that overcome barriers to desired behaviours
 - Describe the value of rigorous research methods that test solutions
 - Evaluate relevant ethical considerations

Week	Content
Week 1	Introduction to Behavioural Insights
Week 2	Introduction to BI Experimentation
Week 3	Introduction to BI Ethics

Fundamentals of Behavioural Insights: Details

- **Introductory course with open enrollment for all**
 - Also a **required prerequisite** for applying to the Advanced Professional Certificate:
- **Part-time (evenings & weekends, weekly time commitment is approx. 10-12 hours):**
 - Live online seminar on weekday evenings, incl. lecture, discussion, and activities
 - Coursework includes readings, podcasts, videos, etc.
 - Assessments include quizzes, discussion board posts, worksheets, etc.
- **Cost is \$995** *(can be applied toward the cost of the certificate program, if enrolled within 3 years)*

Dates for this Academic Year*

November 20 – December 10, 2023:

- Wednesdays 2-4pm Pacific
- Wednesdays 5-7pm Pacific

April 15 – May 5, 2024

- Thursdays 5-7pm Pacific

** Subject to sufficient enrollment. Program curriculum, including dates & course flow, subject to change.*

Advanced Professional Certificate in Behavioural Insights: Why apply?

- **Rigorous program to build the knowledge and skills to design and evaluate BI solutions in your workplace**
 - Diagnose behavioural components of problems
 - Design simple solutions that overcome barriers to desired behaviours
 - How to evaluate relevant ethical considerations
 - **Scope BI problems and conduct exploratory research to understand them**
 - **Design and conduct rigorous research methods that test solutions**
 - **Analyze, interpret, and visualize quantitative data to determine the impact of solutions**
 - **Create and communicate evidence-based recommendations**
 - **Apply BI knowledge and skills to your capstone project**

Advanced Professional Certificate in Behavioural Insights: Details

- **Part-time (evenings & weekends, weekly time commitment is approx. 10-12 hours):**
 - Live online seminar on Wednesday evenings (5-7pm), incl. lecture, discussion, and activities
 - Coursework includes readings, podcasts, videos, etc.
 - Assessments include quizzes, discussion board posts, worksheets, etc.

- **Timeline: 9 months**

Dates for Next Academic Year*

August 26, 2024 – June 1, 2025

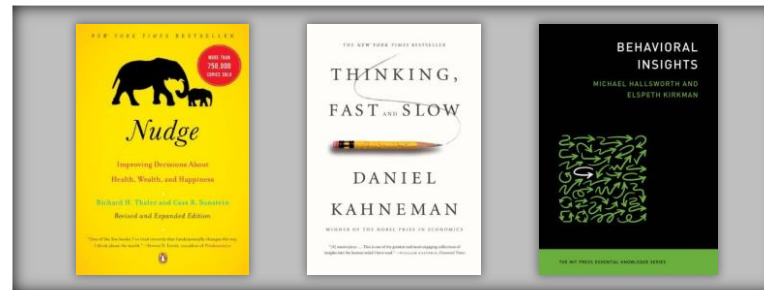
- Courses: 8 courses (3 weeks each)
 - Capstone project: 9 months (runs simultaneously)
- **Tuition & fees: \$5,995**
 - Includes \$400 deposit
 - Includes \$995 cost of prerequisite if taken within 3 years

The Capstone Project

- **BI project with a real client that completes the steps of the RIDE project lifecycle.**
 - Faculty select projects based on program fit, feasibility, and student interest
 - Students are encouraged to bring forward project ideas from their employer
 - Partner organizations also bring forward project ideas
 - Faculty create student teams of 2-4 taking into account student preferences
- **Example capstone projects include working with:**
 - Local city government to reduce illegal dumping or illegal parking
 - Provincial government to encourage attendance at hearings or improve employee performance
 - University to de-bias performance evaluations or encourage sustainable meal choices
 - Crown corp. to increase program uptake or help injured workers return to work

Program Application Process

- Apply via <https://sauder.ubc.ca/cbs-bi>
- Application portal opens **November 15**
- **Early bird deadline: May 31**
 - *Special offer:* Apply early to win a free copy of a top introductory BI book*, such as:



- **Late deadline: June 30**
- **Cohort is capped at 30 students**
 - To ensure faculty mentors are able to provide individual attention to each capstone project.
 - Wait list will be maintained until a few weeks prior to program start.

**Prizing is reserved for the first 30 accepted applicants who apply on or before the May 31 deadline.*

BIG Difference BC Scholarship

The BIG Difference BC Scholarship is a \$5,000 scholarship for a student in UBC's Advanced Professional Certificate in Behavioural Insights program!

- **Eligibility:** Working professionals who reside in British Columbia and work in the public sector or not-for-profit sector are eligible. Priority will be given to students who identify as IBPOC, 2SLGBTQ+, persons with disability, and/or women.
- **Application:** Submit an application via <https://bit.ly/BIGdiffBCScholarship> by July 15.



Applicants must first apply for the Advanced Professional Certificate in Behavioural Insights to be considered. The BIG Difference BC Scholarship cannot be combined with other scholarships, discounts, or tuition waivers.

Funding Opportunities

- **BC Pacific Leaders Scholarship for Public Servants:** BC government employees can apply for up to \$5,000 towards program costs. [See criteria and how to apply.](#)
 - Applications due May 31
 - Tips for applying: <https://bigdifferencebc.ca/blog/pacific-leaders>.
 - Or email BIG: BIG@gov.bc.ca
- **BC Employer Training Grant:** BC employers can apply for up to 60% of eligible training costs for participants. [See criteria and how to apply.](#)
- **UBC Tuition Waiver Program:** UBC employees may be eligible for a tuition waiver to cover partial program costs. [See criteria and how to apply.](#)

Questions?

Register or learn more at <https://sauder.ubc.ca/cbs-bi>

More questions? Email dibs@sauder.ubc.ca

