

How does Behavioural Insights create positive behavioural change?

Fundamentals of Behavioural Insights

Behavioural Insights (BI) uses behavioural science to encourage decisions that promote health, wealth, and happiness. BI knowledge and skills are in high demand in the public, private, and non-profit sectors. Learn how to approach problems with a BI lens.

Fundamentals of Behavioural Insights builds your BI knowledge and skills with an introduction to BI concepts, BI experiments, and BI ethics:

- 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

Quick Look



Course Cost:
\$995



Schedule:
Part-time



Format:
Live online



Duration:
3 weeks

Required prerequisite for the Advanced Professional Certificate in Behavioural Insights

Next Offered

November 15-December 5, 2021
April 25-May 15, 2022