

SEPTEMBER 2020

Introducing UBC Advanced Professional Certificate in Behavioural Insights

The science of smarter decisions.

Make smarter decisions for yourself and society.



Can you define Behavioural Insights?

Behavioural Insights (BI) uses decision science (psychology and economics) to help people make better decisions that promote health, wellness, and happiness.

By accounting for the ways that people make decisions and behave in the real world, BI improves programs, policies, and products in ways that encourage positive changes in consumers, citizens, and employees.



Key Benefits:

Advance your career by using the science of BI to make evidence-based decisions:

- Expand your knowledge of the theory and practice of BI
- Learn how to design and conduct exploratory user research
- Learn how to design BI solutions that shift behaviour
- Learn how to design and conduct randomized controlled trials (RCTs)
- Learn how to analyze and interpret data to evaluate BI solutions
- Explore ethical frameworks for using BI
- Develop project management and leadership skills
- Practice strategic thinking and creative problem solving skills

Quick Look



Duration

Standard - 9 months
Accelerated - 5 months



Format

Blended, online
& 6 days in-class



Schedule

Part-time

UBC SAUDER
SCHOOL OF BUSINESS

DIBS

Decision Insights for Business & Society

For more information

Visit sauder.ubc.ca/cbs-bi or contact dibs@sauder.ubc.ca