Why study a Continuing Professional Development Programme with the TCD School of Social Science & Philosophy?

This suite of CPD programmes will enable professionals to enhance their skills in Data Science and trains participants in the fundamental knowledge and skills of social data analysis. These modules have been co-created with key industry partners to address the scarcity of training in data science in Ireland. Some of the benefits of the modules include:

- Learn in the environment of Ireland's top university
- Courses taught by leading Trinity academics
- Earn a Certificate of Completion in the selected CPD programme
- Access to Trinity's Virtual Learning Environment – Blackboard
- Short courses with flexible modes of delivery
- Small class sizes

Who is this course for?

Working professionals from the private and not-for-profit sectors. Managers; HR professionals; product developers; market researchers; service providers; marketers / brand managers and compliance officers from the financial, insurance, legal, IT and consumer products / services industries.

Contact

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The Applied Machine Learning Using Social Data module is part of a programme of Continuous Professional Development in the area of Applied Social Data Analysis that the School of Social Sciences and Philosophy will deliver. This CPD in Applied Behavioural Science is an exciting new course which will equip working professionals with an understanding of the drivers of human behaviour and with the necessary skills to apply these insights to improve decision making, engagement and performance within their organisations.

What is behavioural science? How does it relate to the world of work?

- How do we make decisions?
- How does the social environment influence our behaviour?
- How can ‘nudges’ be used to change behaviour?
- Real-world applications of behavioural science - recruitment; board decisions; market research; product design; marketing / brand-building, worker well-being, in a digital environment and applying behavioural science ethically.

Choose your delivery mode

**Delivery mode 1**

- **5 consecutive weeks**
- One 5-hour session each week on the Trinity Campus
- Start Date: 29 April 2022
- End Date: 27 May 2022

**Delivery mode 2**

- **1 week 1 week intensive programme**
- 5 hours each day for 5 days on the Trinity Campus
- Start Date: 22 August 2022
- End Date: 2 September 2022

How to apply and fees

You can enrol on this module through the Trinity website here: [https://www.tcd.ie/courses/hci-cpd/az-of-cpd-courses/cpd-in-applied-behavioural-science/](https://www.tcd.ie/courses/hci-cpd/az-of-cpd-courses/cpd-in-applied-behavioural-science/)

The closing date is March 31, 2022.

The course fee of €2,000 includes access to the course materials via Blackboard (Trinity’s Virtual Learning Environment) for the duration of the course.

Participants should have access to a laptop with camera and a microphone.