



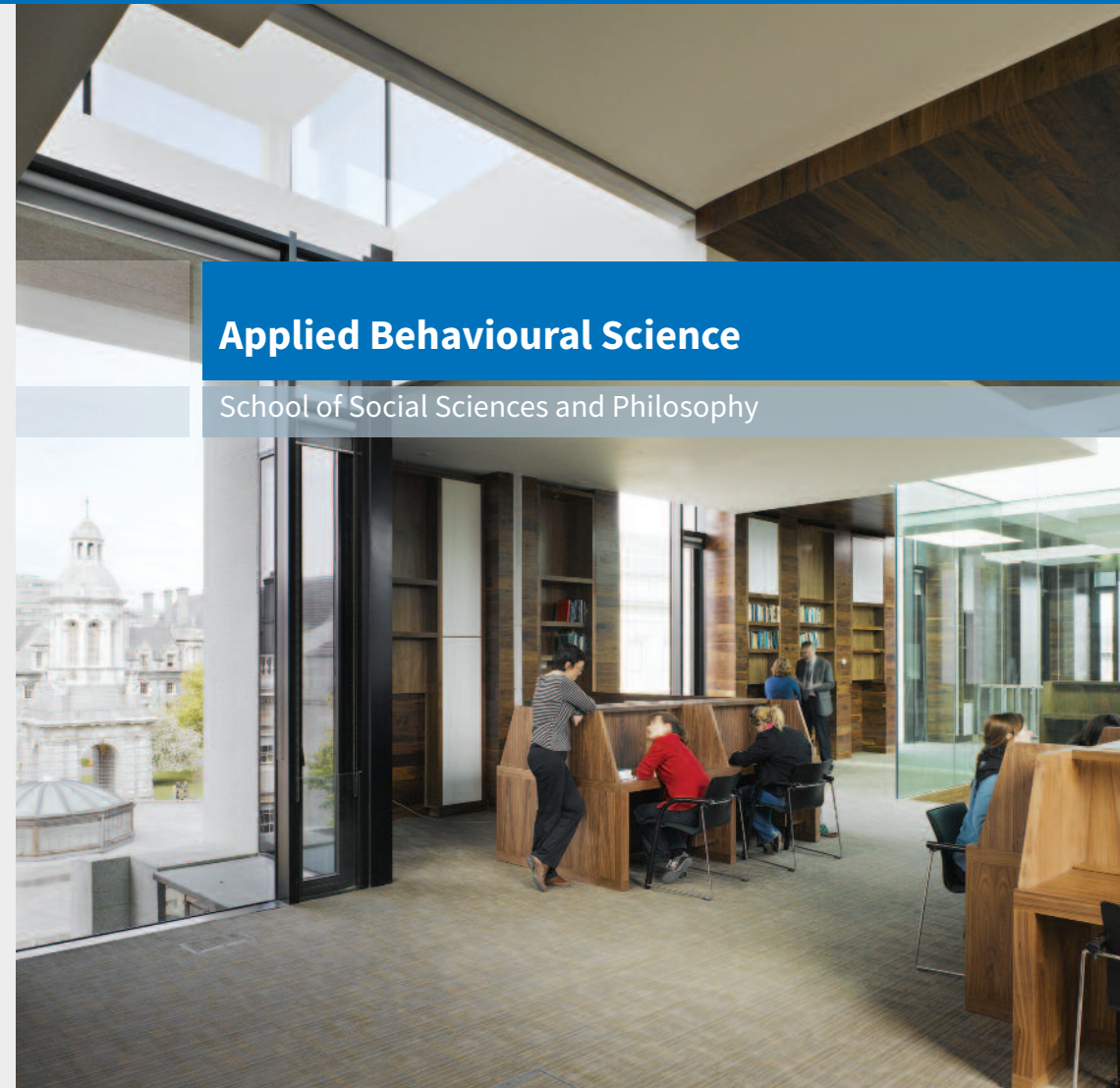
Why study a Continuing Professional Development Programme with the TCD School of Social Science & Philosophy?

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.



Applied Behavioural Science

School of Social Sciences and Philosophy



Rialtas na hÉireann
Government of Ireland

FUTURE JOBS
IRELAND
Preparing Now for Tomorrow's Economy



Contact

School of Social Sciences and Philosophy

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Applied Behavioural Science

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 topics will you cover?

On successful completion of the CPD, participants will be able to:

- Understand the psychological, sociological and economic processes that drive human behaviour.
- Predict the role which different influences will have on group interactions and be able to suggest approaches for improving outcomes.
- Understand the mechanisms that underpin different models of human behaviour and how these can be used to design contextually-appropriate interventions and policies aimed at changing behaviour.
- Have a solid grasp of how behavioural insights can be applied to change behaviour and improve a wide-range of outcomes within organisations.



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

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.

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/>

The closing date is April 21, 2022.

The course fee of €1,500 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.