Trinity College Dublin
Coláiste na Trìonóide, Baile Átha Cliath
The University of Dublin

www.tcd.ie/ssp/CPD/

Trinity College Dublin
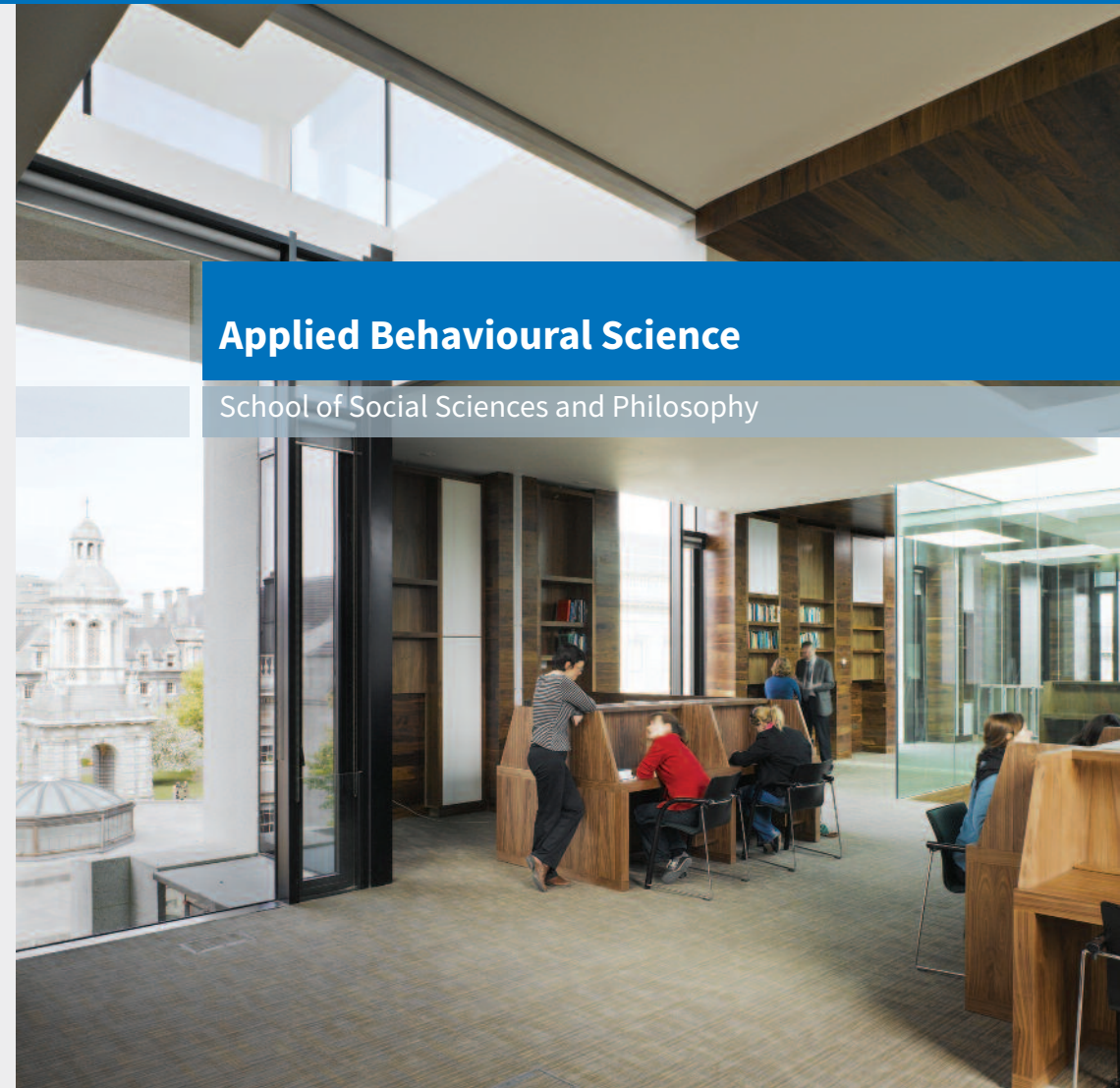Coláiste na Tríonóide, Baile Átha Cliath
The University of Dublin

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.

Rialtas na hÉireann
Government of Ireland

FUTURE JOBS
IRELAND
Preparing Now for Tomorrow's Economy

HCI Human Capital Initiative

Applied Behavioural Science

School of Social Sciences and Philosophy

Contact **School of Social Sciences and Philosophy**

Shane Fitzgerald,
External Relations Manager: fitzgs10@tcd.ie

Ms. Diane Pelly,
Module Lecturer: pellyd@tcd.ie

Trinity College Dublin
Coláiste na Tríonóide, Baile Átha Cliath
The University of Dublin

Applied Behavioural Science

This is an exciting new module 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. While the module will provide participants with a solid grasp of the theory which underpins behavioural science, there will be a strong emphasis on teaching participants how to apply this knowledge in a variety of real-life organizational contexts.

On completion of the module, participants will:

- Understand the psychological, sociological and economic processes that drive human behaviour.
- Be able to critically assess the evidence base relating to these processes.
- Be capable of predicting the role which different influences will have on within- and between-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.

What topics will you cover?

- What is behavioural science? How does it relate to the world of work?
- How do we make decisions? Errors in judgement: cognitive biases and heuristics.
- How does the social context influence our behaviour? The role of social norms, influence, rituals, social identity, trust etc.
- How can 'nudges' and 'choice architecture' be used to change behaviour?
- Real-world applications of behavioural science - recruitment; board decisions; market research; product design; marketing / brand-building and worker well-being.
- Behavioural science in a digital environment.
- Building an evidence base – how to test policies and/or products using surveys; observation / ethnographic studies; panel data; lab and field experiments.
- Applying behavioural science ethically.

How is the course delivered?

The CPD will be delivered online over 8 weeks with one 2-hour session each week. There will also be 9 hours of asynchronous material. In order to be awarded the Certificate of Completion in Applied Behavioural Science participants will need to attend and actively participate.

Cost

The CPD fee is €1,500.

Register at **www.tcd.ie/ssp/CPD**