
Continuing
Business Studies



Rachel Yang

Market Research Analyst
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Technical Safety BC

Class of 2021

UBC Behavioural Insights Programs

sauder.ubc.ca/CBS-BI

FUNDAMENTALS OF BEHAVIOURAL INSIGHTS

3-week, part-time introduction to applied behavioural science

ADVANCED PROFESSIONAL CERTIFICATE IN BEHAVIOURAL INSIGHTS

9-month, part-time applied behavioural science practitioner training

UBC SAUDER
SCHOOL OF BUSINESS



The science of smarter decisions



"Behavioural insights knowledge and skills are increasingly in demand and unquestionably valuable for new and evolving government services."

Alexis Gordon
Methods Specialist, BC Behavioural Insights Group
Class of 2021

What is Behavioural Insights?

Behavioural Insights (BI) draws on the behavioural and decision sciences (the intersection of psychology, economics, consumer behaviour, and related fields) to improve decision-making in ways that promote individual and collective "health, wealth, and happiness".

Using a BI approach to problems enables us to:

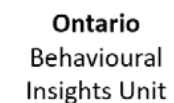
- Understand how people think, make decisions, and behave in everyday life
- Design behaviourally-informed solutions to encourage positive changes in citizens, consumers, and employees
- Rigorously test those behaviourally-informed solutions to create evidence-based recommendations for new or improved programs, policies, and products.

BI has incredibly diverse applications across sectors, including:

- Encouraging active transportation
- Reducing bias in hiring
- Increasing compliance with government regulations
- Helping people save for retirement

UBC's BI programs were created to meet the increasing demand for BI knowledge and skills among both employers and employees.

In the last 15 years, the field of BI has seen rapid growth with the establishment of over 200 public-sector BI groups or "nudge units" around the world and widespread adoption of BI in industry. In response, UBC's BI programs were created to provide rigorous BI training for working professionals. The programs are strategically designed by a nationwide steering committee and delivered by leading applied behavioural science experts to provide immediate professional impact.



"The Advanced Professional Certificate in Behavioural Insights demonstrates the value of education in applied behavioural science. Having sponsored both students and capstone projects, there is tremendous value in increasing organizational capacity in the knowledge of the potential that BI offers."

Kerri Buschel
Senior Director, Communications & Marketing and Chief Experience Officer, WorkSafeBC
Capstone Project Sponsor & Employer



Discover UBC's Behavioural Insights Programs

Fundamentals of Behavioural Insights

Learn how Behavioural Insights creates positive behavioural change.

Fundamentals of Behavioural Insights is a 3-week introductory course that gives you the knowledge to add a BI lens to how you approach problems.

Learn the concepts and skills to:

- 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



Duration:
3 weeks



Format:
Live online



Course Cost:
\$995*



Schedule:
Part-time
(10-12hrs / wk)



Dates:
Offered multiple
times per year

* This course has open enrolment. It is also the required prerequisite course for the full certificate program. The cost of the prerequisite course can be applied toward the full program cost, if taken within three years.



Advanced Professional Certificate in Behavioural Insights

Become a Behavioural Insights Practitioner.


The *Advanced Professional Certificate in Behavioural Insights* is a rigorous 9-month program that gives you the knowledge and skills to design and evaluate BI solutions in your workplace.


Learn the concepts and skills to:


- Diagnose behavioural components of problems
- Design simple solutions that overcome barriers to desired behaviours


- Scope BI problems and conduct exploratory research to understand them
- Design and conduct rigorous research methods that test solutions
- Analyze, interpret, and visualize quantitative data to determine the impact of solutions
- Create and communicate evidence-based recommendations
- Evaluate relevant ethical considerations
- Apply BI knowledge and skills to your capstone project


Quick Look


**Duration:**
9 months

**Format:**
Live online

**Program Cost:**
\$5,995*

**Schedule:**
Part-time
(10-12hrs / wk)

**Dates:**
September - May
each year

**Application Deadlines:**
Early bird May 31,
Late deadline June 30

* Program tuition is eligible for a variety of scholarships and funding opportunities. Additionally, the cost of the prerequisite course can be applied toward the full program cost, if taken within three years.

Certificate Program Journey

The program runs from the last week in August to the last week in May. The time commitment is approximately 10-12 hours per week, divided between coursework and project work.

August	September		October	November		December	January	February	March	April	May
ORIENTATION WEEK	BI-101 PROBLEM DISCOVERY	BI-102 EXPLORATORY RESEARCH	BI-103 THE BEHAVIOURAL & DECISION SCIENCES	BI-104 THE BEHAVIOURAL INSIGHTS TOOLKIT	BI-105 RESEARCH DESIGN		BI-106 INTRODUCTION TO DATA FOR BEHAVIOURAL INSIGHTS		BI-107 BASIC STATISTICAL ANALYSIS FOR BEHAVIOURAL INSIGHTS	BI-108 INSIGHTS COMMUNICATION & IMPLEMENTATION	
BEHAVIOURAL INSIGHTS CAPSTONE PROJECT											GRADUATION NIGHT

Program schedule and course offerings may be subject to change.



Orientation Week

This mandatory orientation introduces you to your cohort, familiarizes you with your program journey, and shares insights into how to succeed over the next 9 months.



Coursework

A comprehensive, broad-based curriculum gives you a strong foundation in the theory and methods of applied behavioural science.



Capstone Project

A mandatory project provides opportunities to apply your developing knowledge and skills to a BI problem faced by a real client.



Graduation Night

The cohort comes together to celebrate their accomplishments over the previous 9 months.





"The certificate program far exceeded my expectations, from both an individual learning perspective and a course delivery perspective. The instructors went above and beyond to ensure it was engaging with a wide variety of learning activities and practical applications of concepts."

Carolyn Babakaiff

Strategic Human Resources Manager, BC Ministry of Social Development and Poverty Reduction
Class of 2021



The Curriculum

Facilitated by faculty who link behavioural insights theory to real-world challenges, you will enjoy a rich and stimulating learning experience enhanced by the calibre and diversity of your classmates. Relationships formed during the program will become the foundation for valuable personal and professional connections in the future.

Developing Your BI Knowledge & Skills with Coursework

The *Fundamentals of Behavioural Insights* prerequisite course provides an introduction to Behavioural Insights, experimentation, and BI ethics.

The *Advanced Professional Certificate in Behavioural Insights* program courses provide a strong foundation in the theory and methods of applied behavioural science by tracing the phases of the BI project life-cycle, from scoping to scaling.

- Each course is 3 weeks long.
- Each week has a 2-hour live online seminar. For the certificate, seminars are Wednesdays 5-7pm PT. For *Fundamentals*, seminar times vary.
- Preparatory work typically involves a mix of reading book chapters, scientific articles, and case studies, listening to podcast episodes, and watching short videos.
- Typical assessments include in-class activities, discussion board posts and critiques, quizzes, and summative written assignments.
- Courses focus on achieving competencies that earn you verified digital badges you can share on social media and with prospective employers.

The RIDE Model for Behavioural Change



The Curriculum (continued)

Applying Your BI Knowledge & Skills with the Capstone Project

Completing a capstone project from start to finish provides the opportunity for students to apply their growing BI knowledge and skills to a real challenge faced by a client.

Small teams of students are supported by a faculty advisor as they work through scoping, exploratory research, BI solution and research design, data collection and analysis, and communicating evidence-based recommendations.

Capstone projects use BI to tackle pressing issues and “nudge for good”

Examples of previous projects include working with:

- Provincial government ministries to improve employee performance or encourage online renewals.
- Local governments to reduce illegal dumping or illegal parking.
- Public-sector organizations to improve waste sorting, increase program uptake, or help injured workers return to work.
- Private sector organizations to help consumers.

Students and partner organizations are invited to submit capstone project ideas. Program faculty review project ideas and select projects based on program fit, feasibility, and student interest. To read about previous projects, <https://blogs.ubc.ca/biwiki/bi-at-ubc/#WorkingPapers>.



“The Behavioural Insights skillset and competency is so critical to effective service delivery. After having an RTB employee complete the program, including a capstone project focused on an RTB challenge, we have successfully classified a new role in the BC Government: Behavioural Insights Specialist. Thank you so much for this program - this certificate is a requirement of the new position.”

Richard McLay

Director of Innovation & Continuous Improvement, BC Residential Tenancy Branch
Capstone Project Sponsor & Employer



“The certificate program provides a unique opportunity to develop a practical skillset for addressing real-world problems. Not only do you receive a firm grounding in theory, but you are supported in putting this theory into practice through an applied project.”

Lindsay Bochon

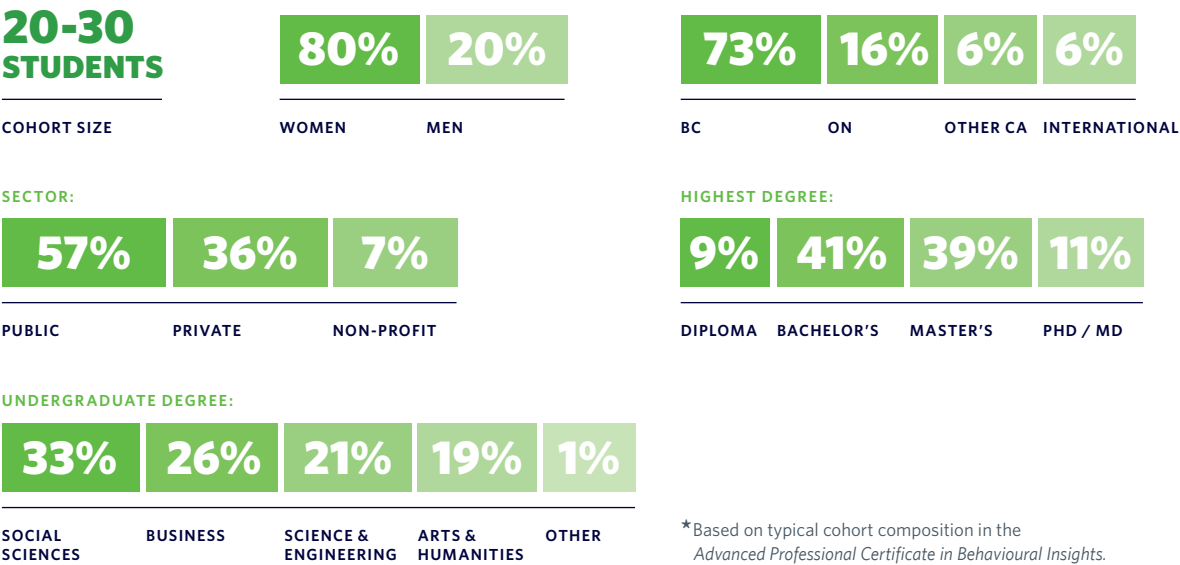
PhD Candidate, Simon Fraser University
Class of 2022

Who Should Attend?

This program appeals to a wide range of working professionals who want to create positive change for consumers, citizens, and/or employees.

- It is an ideal fit for those who develop or deliver programs, policies, or products in the public, private, or non-profit sectors.
- Past students have represented local and provincial governments, Crown corporations, non-profit organizations, universities, and companies focused on consulting, finance, health, marketing, research, retail, stakeholder engagement, and technology.
- Students come from a wide range of fields including communications, customer service, design, EDI, education, finance, healthcare, HR, insurance, IT, management, marketing, psychology, public policy, research, social work, sociology, and sustainability.
- The program is complementary to training in project management, change management, business analysis, innovation, lean, agile, and service design.

Your Classmates*



“It was refreshing to see the many ways Behavioural Insights can be applied and get to know people in the Behavioural Insights community directly. I was amazed by the caliber of my professors and classmates, who came from a variety of professions.”

Kelsie Wright
Child Protection Social Worker, BC Ministry of Children and Family Development
Class of 2021

The Student Perspective



Parinda Chagani
Senior Consultant, Cognitive Process Consulting Ltd.
Class of 2021

“The certificate program provides an opportunity to learn more about human behaviour from leading experts. The program provides an excellent opportunity to learn more about the theory behind behavioural insights in addition to providing the opportunity to develop practical skill sets to apply these theories to address real world challenges. Developing these skills not only supported my transition to a new career in the behavioural science field, but it also provided me with a new lens on human behaviour that I will be able to use throughout my career, no matter what field it is in.”



Lindsay Miles-Pickup
Methods Specialist, BC Behavioural Insights Group
Class of 2021

Our Admissions Process

Fundamentals of Behavioural Insights is open enrollment to give everyone a chance to get introduced to Behavioural Insights.

In contrast, the *Advanced Professional Certificate in Behavioural Insights* has a formal, competitive admissions process designed to support a high-quality educational experience that meets the needs and expectations of students. The program is designed for full-time working professionals or graduate students.

We intentionally keep each cohort small (20-30 students per year) to help foster a more collegial environment and enable robust faculty support for all students.

Applicants are carefully selected against competitive requirements to ensure that, once in the program, they will learn from peers who have demonstrated a firm commitment to the program and using behavioural insights for positive impact.

STEP 1

Review program details and requirements.

Attend one of our regularly scheduled free, online webinars to learn more and ask questions. More details at <https://sauder.ubc.ca/CBS-BI>.

STEP 2

Review and complete admission criteria.

Admission is based on a combination of academic qualifications, interest in the field, professionalism, and program fit:

- An undergraduate degree or equivalent experience and basic 11th-grade math skills.
- Successful completion of the required prerequisite course, *Fundamentals of Behavioural Insights*, with a minimum grade of 60.
- A high level of English language proficiency.
- Work experience is an asset, but not a requirement.

STEP 3

Apply online by May 31 (early bird deadline) or June 30 (late deadline) at

<https://sauder.ubc.ca/CBS-BI>.

Successful early bird applicants receive a free copy of one of the BI books in the program curriculum. Please submit:

- Basic personal information.
- Education and employment information.
- Contact information for 3 supervisory academic or professional references.
- Resume or CV focused on relevant education, work, and/or volunteer experience.
- Letter of intent describing your reasons for applying, goals for using BI for positive impact, previous BI experience, and previous quantitative research experience.

STEP 4

Await results.

- Applications are reviewed after each deadline in order of receipt.
- Successful candidates will be notified by email within 30 days of their application deadline.
- Upon acceptance, a \$400 tuition deposit is required to reserve your seat for the program, which starts the last week of August!

Scholarships & Funding Opportunities

BIG Difference BC Scholarship:

BIG Difference BC awards a \$5,000 scholarship each year to a student in UBC's *Advanced Professional Certificate in Behavioural Insights* program!

Eligibility: Working professionals who reside in British Columbia and work in the public sector or not-for-profit sector are eligible. Priority will be given to students who identify as IBPOC, 2SLGBTQIA+, persons with disability, and/or women.

Application: Learn more and apply at <https://bit.ly/BIGdiffBCScholarship> by July 15.

BC Pacific Leaders Scholarship for Public Servants:

BC government employees can [apply](#) for up to \$5,000 towards program costs.

Learn more and apply by May 31.

For help applying, read this post (<https://bigdifferencebc.ca/blog/pacific-leaders>)

or email the BC Behavioural Insights Group at BIG@gov.bc.ca.

BC Employer Training Grant:

BC employers can apply for up to 60% of eligible training costs for participants.

UBC Tuition Waiver Program:

UBC employees may be eligible for a tuition waiver to cover partial program costs.

Learn more about these and other funding opportunities:

<https://continuingstudies.sauder.ubc.ca/student-resources>.



“The UBC Advanced Professional Certificate in Behavioural Insights program provided me with a practical toolkit to incorporate into my current field of work. From behavioural insights theory to statistical analysis and project management, this course taught me how to create, execute, analyze, and scale behavioural interventions accordingly. Whether in a traditional field like marketing or something more modernized such as user experience, this program applies to various work areas and levels of expertise.”

Richard Galazzo

Content Marketing Lead, CENGN
Class of 2022

UBC Behavioural Insights Programs at a Glance

Fundamentals of Behavioural Insights

- 3-week, part-time, live online introduction to applied behavioural science
- Offered multiple times per year
- Fee: \$995 CAD

Advanced Professional Certificate in Behavioural Insights

- 9-month, part-time, live online Behavioural Insights practitioner training
- Program runs September-May each year
- Application deadlines May 31 (early) and June 30 (late)
- Fee: \$5,995 CAD

Contact Us

Our admissions office is located at UBC Robson Square

Mailing address:

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C650-800 Robson Street
Vancouver, BC V6Z 3B7

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