

# Design for Change

Certificate in Applied Behavioural Science

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Reprinted from the popular -

*How to Change a Life*

An Online Certificate in Behavioural Science

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Feb 15

2025

Designed for

**Career professionals and lifelong learners across industries.**

Learners with no prior expertise in Behavioural Science are welcome.



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## About Us

# Ashoka University

Ashoka University, now celebrating its 10th anniversary, has swiftly become a leader in interdisciplinary education and research in India. The genesis of Ashoka University was the shared dream of some of India's leading entrepreneurs who envisioned India's premier Liberal Arts and Sciences University.

10 years since, with over 200 founders and donors, Ashoka has created a unique and new model of institution-building in India. Serving nearly 3,000 students, including international scholars and students with diverse abilities, Ashoka is dedicated to fostering critical inquiry and global impact. It boasts a distinguished faculty and an influential alumni network.

Over the next decade, Ashoka University will continue with its march towards building an inclusive institution of excellence in teaching and research and nurture responsible leaders for India and the world while being a pioneering force for interdisciplinary higher education.

# AshokaX

AshokaX is a unique and pioneering learning initiative by Ashoka University, designed to extend its world-renowned faculty and dynamic learning experiences to a broader audience.

This platform embodies Ashoka University's dedication to inclusivity, diversity, equity, and innovation, providing accessible education to a wide range of learners.

By offering targeted programmes for working professionals and lifelong learners, AshokaX seeks to modernise traditional education models and make high-quality learning more accessible.



# Centre for Social and Behaviour Change

The Centre for Social and Behaviour Change seeks to establish a leading Indian institution, driving behavioural change measures for people and communities in need. It advances the science and practice of behaviour changes, harnessing cross-disciplinary expertise in the areas of nutrition, sanitation, maternal health, family planning, and financial services. The Centre works in the areas of nutrition, sanitation, maternal health, family planning and financial services. The Centre executes this vision through a mix of Behavioural Change programmes, Foundational Research and Capability Building.



# Overview



## Self

The first part focuses on the **'Self'**, equipping learners with key levers for individual behaviour change: biases, goals, habits, and emotions.

The aim of the programme is to build the knowledge to apply behavioural science to problem-solving and the tools to design effective solutions.



## Other

In the second half, the focus shifts to the **'Other'**, exploring collective behaviour change through interventions, research methods, and real-life case studies from the Centre for Social and Behaviour Change.



Whether you're new to behavioural science, an early practitioner seeking rigorous training, or a senior leader aiming to implement behaviourally-led solutions, this programme provides a comprehensive toolkit of scope, theory, and practical application for both personal and professional development.

# Who is it for?

You are a >

This programme is suitable for career professionals, mid-to-senior level executives across functions and lifelong learners who are new to behaviour change, or would like to develop an applied understanding of behavioural science tools.

- > **Leader, Entrepreneur, CXO**  
Use behavioural insights to lead teams, innovate, and drive business growth.
- > **Communications, Marketing or Sales Professional**  
Craft persuasive strategies by understanding what drives decisions.
- > **HR and L&D Professional**  
Design impactful programs and boost engagement with behavioural science.
- > **Life Coach**  
Apply science-backed tools to help clients build better habits and grow.
- > **Public Policy, Social Impact Professional**  
Create effective solutions to societal challenges using behavioural insights.



# Programme Highlights



## 8 weeks Online

Two live sessions per week over Zoom



## Interactive Classes

1.5-hour sessions every Wednesday evening and Saturday morning



## Tutorial Sessions

Bi-weekly discussion sessions with Learning Coordinators



## Experiential Learning

Hands-on projects and real-world applications



## Expert Faculty

Learn from globally renowned behavioural scientists and industry leaders



## Tools and Resources

Access exclusive toolkits designed for behavioural solutions

## Learning Objectives and Goals

Understand foundational theories in behaviour change and widely established psychological drivers of behaviour

Explore frameworks and strategies for implementing behaviour change

Gain insights into the behavioural design process, from diagnosis to testing

Practice strategies for application of behavioural science principles, from emotion regulation to changing behaviour

# Faculty



## Dr. Pavan Mamidi

Director, Centre for Social and Behaviour Change  
Visiting Faculty (Practice), LSE  
PhD, University of Oxford



## Dr. Sanna-Balsari Palsule

Senior Research Advisor, Centre for Social and Behaviour Change  
Associate Professor (Visiting Faculty), Ashoka University  
Adjunct Faculty, Golden Gate University  
PhD, University of Cambridge



## Dr. Shagata Mukherjee

Deputy Director, Centre for Social and Behaviour Change  
Academic Lead, Behavioural Insights Unit of India, NITI Aayog  
PhD, Georgia State University

## Guest Speakers



## Samyak Chakrabarty

Founder, Workverse, Nimaya  
Foundation and Adopt One



## Pooja Haldea

Senior Advisor, Centre for  
Social and Behaviour Change



# Schedule and Modules

01

15-19 Feb

Week

**Orientation Session**

**Module 1**

*How to Outsmart Your Biases - Dr. Shagata Mukherjee*

02

22-26 Feb

Week

**Module 2**

*How to Understand Your Personality – Dr. Sanna Balsari-Palsule*

**Module 3**

*How to Manage Your Emotions – Dr. Sanna Balsari-Palsule*

03

1 - 5 March

Week

**Module 4**

*How to Build Your Habits – Dr. Sanna Balsari-Palsule*

**Module 5**

*How to Change Your Goals – Dr. Sanna Balsari-Palsule*

04

8 - 12 March

Week

**Module 6**

*How to Tell Your Story – Dr. Sanna Balsari-Palsule*

**Guest Seminar 1**

*Storytelling for Change – Samyak Chakrabarty*

# Schedule and Modules

05

Week

15 - 19 March

**Individual  
Storytelling  
Assignment**

**Guest Seminar 2:**  
*From Theory to Field*  
– Pooja Haldea

07

Week

29 March - 2 April

**Module 9**  
*How to Conduct  
Ethnographic Research*  
– Dr. Pavan Mamidi

**Module 10**  
*How to Design for  
Social Norms* – Dr.  
Pavan Mamidi

06

Week

22 - 26 March

**Module 7**  
*How to Change  
Behaviour* – Dr. Pavan  
Mamidi

**Module 8**  
*How to Run  
Experiments* – Dr.  
Pavan Mamidi

08

Week

5 - 12 April

**Module 11**  
*How to Invent Nudges*  
– Dr. Shagata  
Mukherjee

**Project  
Presentations**

# Key Takeaways

On completion of this programme, learners will be able to:

- **Understand** the science behind **nudges, biases, motivations,** and **emotions** driving behavior change.
- **Apply** core **behavioural theories** to address **real-world challenges** effectively
- **Utilise** behaviour change frameworks to enhance **goal-setting, emotion regulation,** and **personal growth**
- **Design, test,** and **implement** impactful **behavioural solutions**
- **Develop strategies** to build **behavioural expertise** within **teams** and **organisations**



Get a **toolkit** for every module covered for consolidation and application



Custom-made for every cohort based on learner demographics and profiles



Proprietary, specifically designed by faculty for the course

Join our active and growing community of alumni and like-minded professionals — where learning never stops!



# Hear from our Alumni



**Aishwarya Ravindran**  
CEO, Karmine Consulting

I really enjoyed the content and learning experience. The faculty was really good... The facilitators were great and provided a lot of relevant and timely support... I particularly enjoyed the pre-reading material and links for reference... This has been a great introduction to the behavioural science domain and I am looking forward to immersing myself more and gaining more in depth knowledge.



**Sandhya Krishnan**  
Wellness and Mindfulness  
Coach

This programme truly transformed me, and I hope to use it to impact many more lives. My biggest takeaway was realising the power of like-minded optimists — when a few of us come together, we can drive exponential change. I'm thrilled about the next steps many of us have already started implementing. Thank you, Ashoka, for this incredible opportunity.



**Kaushalya Guduru**  
MD, Legal and Compliance,  
Accordian India

It was an excellent experience overall. The professors and teaching staff really helped to ease matters and simplify concepts. I hope to be able to implement learning going forward.



**Rajasekhar Kaliki**  
CTO, Digital Bharat Collective

I loved the content and structure. This is exactly what I need at this time in my life. I have been referring to the content in many conversations in personal life and work, and have applied for my own personal development.



# Pricing & Scholarships

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The programme is priced at **INR 95,000** all-inclusive.

**Early bird and group discounts** available for groups of 3 or more learners from the same organisation.

**Need-based scholarships** are available to deserving applicants.

## Application & Selection Process

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Register your **interest** to get the **prospectus**

Applications will be **reviewed** and **selected** by a **committee**



**Fill and submit** the **Application**

Once selected, complete the **payment** to **secure your seat**

# FAQs

## **1. Who is this course for?**

For anyone interested in understanding human behaviour, whether for personal growth or to design impactful solutions in any field like business, HR, marketing, public policy, or social innovation.

## **2. Do I need a background in behavioural science?**

No prior experience is required. The course is designed for learners from diverse backgrounds.

## **3. Does the course focus on self-improvement or influencing others?**

The course covers both:

*Self-improvement:* The first half focuses on understanding your own behaviour and how to nudge yourself towards better decisions.

*Influencing others:* The second half teaches you how to ethically design interventions to influence others' behaviour.

## **4. Will I receive a certificate?**

Yes, participants who complete the course successfully will receive a certificate of completion from Ashoka University.

## **5. What is the course fee?**

The programme fee is INR 95,000 all inclusive.

## **6. Are scholarships or financial aid options available?**

Yes, financial aid and scholarships are available on need-basis. The application and selection process remains the same.

## **7. Can I join the programme while working full-time?**

Yes, the flexible online format is designed to fit into the schedule of working professionals.

## **8. How do I apply?**

Apply [here](#). Applications will open soon. Look out for this space.

## **9. Who do I contact for more information?**

For any questions, reach out to [certificates@x.ashoka.edu.in](mailto:certificates@x.ashoka.edu.in) or call us on + 91-7497099940

# Apply Now!

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To apply, fill the form [here](#).



**AshokaX**

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