Behavioural Insights for Business & Policy

ONLINE CERTIFICATE PROGRAMME IN
APPLIED BEHAVIOURAL SCIENCE

Apply for the programme here:

APPLY

About Ashoka University

Ashoka University's Liberal Arts and Sciences education enables critical thinking, complex problem solving, effective communication, teamwork, and innovation for impact and change. The Ashoka University education provides students with foundational knowledge and disciplinary depth while encouraging them to find unexplored connections across disciplines, leading to innovative outcomes. It trains them to do their own in-depth thinking after understanding an issue from multiple viewpoints and perspectives. It orients them towards asking the right questions instead of accepting obvious answers. It combines the qualitative with the quantitative, recognising that every avenue or venture in life has a human context apart from a technical or financial one.

Most importantly, the Ashoka University education teaches students how to learn, preparing them for a future in which both knowledge and work evolve continuously. The academic programmes offered by Ashoka University in a dialogic classroom prepare students to excel in research and higher education as well as in the application of their knowledge to tackle real-world problems as future leaders who can drive change.

About 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 modernize traditional education models and make high-quality learning more accessible.

About Centre for Social and Behaviour Change

The Centre for Social and Behaviour Change (CSBC) 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

The Behavioural Insights for Business and Policy Programme is for leaders who want to use behavioural science to solve concrete problems at work; whether in sales and marketing, strategic communications, digital/product, or public programmes and policy. While grounded in theory, this programme is application-first.

You will learn to:

CHANGE BEHAVIOUR

Diagnose friction and motivation, design choice architecture and nudges, and align incentives and norms.

OVERCOME BIAS IN DECISIONS

Use commitment devices, defaults, and evidence-based routines to improve individual and team judgement.

TELL STORIES THAT SHIFT ACTION

Craft message frames, sequences, and narratives that translate insight into uptake.

The programme integrates core methods—rapid diagnostics, experiments, ethnography, measurement, and ethics—with applications in both private and public/development sectors. Guest sessions bring in practical perspectives on leadership and the self, with an emphasis on influence rather than self-help.

By the end, you will be equipped with a toolkit filled with application-focused exercises for each module, so you can continue translating insights from the course into insights in your day-to-day life.

Who is it for?

Grounded in theory and evidence while focused on application, this programme is for managers and leaders who want to apply behavioural science to solve concrete problems at work—across sales and marketing, strategic communications, public programmes and policy and digital/product.

If you want to:

- increase conversion and retention by redesigning journeys, choice architecture, and message frames.

- diagnose friction, set smart defaults and nudges, and run low-risk experiments to drive adoption (for consumers or beneficiaries).

- craft narratives and sequencing that shift stakeholder action and build trust.

- simplify processes, reduce errors, and raise compliance through behavioural redesign.

- design citizen/provider interventions with ethical guardrails and measurable impact.

THEN THIS PROGRAMME IS FOR YOU!

APPLY HERE

Learning Objectives

> Diagnose behaviour problems in the field using rapid, mixed-methods diagnostics (barrier/enabler mapping, COM-B/EAST mini-audits, ethnographic interviewing) across development programmes and private-sector products/services.

> Design and adapt nudges & choice architecture (defaults, salience cues, commitment devices, prompts) that respect ethics and context, for citizen/beneficiary journeys and customer/user funnels.

> Reduce bias in decisions at individual and team levels (framing, noise, present bias) and install evidence-based routines for better judgement in policy, operations, marketing, and product.

> Tell behaviourally insightful stories—craft message frames and narrative sequences that move stakeholders (citizens, frontline workers, customers, leadership) from awareness to action.

> Translate theory to field: connect norms, habits, incentives, and identity to practical constraints in government systems/NGOs and firms/startups, including procurement, compliance, and scale.

> Plan for scale & sustainability: understand and learn to apply the core fundamentals of implementation, capability building, and partnerships (GovTech, CSR, multilaterals).

Learning Outcomes

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

Demonstrate ability to apply foundational theories in behavioural science to solve behavioural problems or challenges.

Understand the key features of nudges, biases, motivations and emotions which alter behaviour change.

Apply processes of behaviour change to observe changes in goal implementation, emotion regulation and personality change.

Design and implement a behavioural solution from diagnosis to testing.

Employ behavioural strategies for building a behavioural capacity within a team or organisation.

Programme Structure

- **Format - Live-Online over Zoom**
- **Duration - 8 weeks including a winter break**
- **3 hours per week of teaching**
  - 6:00 PM to 7:30 PM Wednesday
  - 10:00 AM to 11:30 AM Saturdays
- **Weekly Discussion sessions**
- **One In-person Gathering (Mixer) in NCR**

Teaching Team

DR. PAVAN MAMIDI

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

POOJA HALDEA

Co-Founder and Senior Advisor,
Centre for Social and Behaviour Change
MBA, IIM Bangalore

DR. SHAGATA MUKHERJEE

Deputy Director (Policy),
Centre for Social and Behaviour Change
PhD, Georgia State University

SAMYAK CHAKRABARTY

Founder, Workverse
Nimaya Foundation and Adopt One

Teaching Team

ANIRUDDHA ROY CHOUDHARY

Filmmaker and Producer
National Award-Winner for his film PINK

NIRAT BHATNAGAR

Partner, Dalberg Advisors
Founder, Belongg
IIT Kharagpur & IIM Bangalore

JAFAR BAIG

Founder, Moonshot Catalysts
Ex-Swiggy, Ex-ALLEN Digital and Ex-Final Consulting
Masters in Behavioural Economics,
University of Nottingham

Programme Curriculum and Timeline

01 Week

22 Nov

Orientation and Introduction to Behaviour Science

26 Nov

How to change behaviour

Examine the power of formal institutions, informal change agents, and techniques like nudges and choice architecture to drive transformation, along with the four ideas of behaviour change.

02 Week

29 Nov

How to outsmart your biases

Explore your decision-making approach and learn techniques to overcome biases, such as temptation bundling and commitment devices, to make better choices.

3 Dec

How to invent nudges

Study case examples of impactful nudges, learn the process of designing them, understand the dynamics of nudge units, and explore scaling advocacy through behavioural labs.

03 Week

6 Dec

How to run experiments

Understand the critical role of experiments in behavioural science, including how to design, measure, and address challenges in behavioural experiments.

10 Dec

How to conduct ethnographic research

Gain insights into qualitative methods like interviews and ethnography to identify barriers and enablers of behaviour change effectively.

04 Week

13 Dec

How to design for social norms

Examine the role of social norms in shaping behaviour, how to measure them, and whether they can be changed in a short time.

17 Dec

Storytelling

Explore how story structure and identity cues shift beliefs and behaviour. Practice turning a single behavioural ask into a story with actionables, tailored for stakeholders across media, policy, and civil society.

Programme Curriculum and Timeline

05
Week

20 Dec

Mixer

Connect with your cohort in an interactive mixer designed to bring the programme community together. Share experiences from your own context, discover common threads across sectors, and start building relationships that will enrich both the learning journey and future collaborations.

06
Week

27 Dec

From Theory to Field - [Development Sector]

Learn to identify barriers and enablers of change, design Identify barriers and enablers of behaviour change in development programmes, and learn how to map and redesign everyday touch points where citizens and frontline workers interact with systems. Explore why the boredom of efficiency sustains scale better than the excitement of novelty, and practice adapting tools from lab evidence to real-world applications in government and NGO settings.

07
Week

3 Jan

From Theory to Field [Private sector]

Apply behavioural insights to consumer and workplace challenges in the private sector. Learn to spot friction and bias across customer journeys and employee processes, and redesign touch points—from onboarding flows to product choices—that shape everyday decisions. Examine how small, efficient nudges outperform flashy gimmicks, and practice translating theory into scalable interventions for marketing, digital innovation, and organisational change.

7 Jan

Changing Our Behaviour for Impact

Understand how personality patterns shape judgement and influence at work, then apply evidence-based tools to regulate emotions, build durable habits, and convert goals into implementable "if-then" plans. Learn self-authoring to craft a professional narrative that aligns choices with desired outcomes—so your daily behaviours, team rituals, and leadership signals reinforce the change you want to drive.

8 Jan

Preparation Session for Project Presentations

08
Week

10 Jan

Behaviour Science in Digital Products

14 & 17 Jan

Project Presentations

Teaching Hours and Self Work Hours

TEACHING HOURS
4 hrs/week

SELF-WORK HOURS
2 to 6 hrs/week
(based on personal commitment)

Testimonials from Past Learners

Kaushalya Guduru
Managing Director - Legal & Compliance, Accordian

"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, Piramal Foundation

"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."

Sandhya Krishnan
Executive Life Coach, Dynamic Living India

"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!

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, timely support. I particularly enjoyed the pre-reading material and links for reference

Centre for
Social and
Behaviour
Change

Fee

PROGRAMME FEE

₹84,999/-

> **Group Discounts:** Special rates available for group registrations.

Application and Selection Process

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

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

Fill and **submit** the **Application** (**linked here**)

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

FAQs

1. Is this an online or in-person programme?

The programme blends the convenience of online interactive sessions with the opportunity for in-person gatherings to deepen connections.

2. Who is this course for?

For leaders and managers interested in understanding human behaviour to drive change at work; across the private and public sector.

3. Do I need a background in behavioural science?

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

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 ₹84,999/- inclusive of taxes and duties.

6. Are any discounts available?

Yes. An early-bird discount is available until 5th October. After that, group applicants are eligible for special discounts.

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. Class recordings will be available.

8. How do I apply?

You can apply by filling in the application form (Link Here).

9. Who do I contact for more information?

For any questions, reach out at courses@x.ashoka.edu.in
or call us on + 91-7497099940

APPLY
NOW

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courses@x.ashoka.edu.in or **+91 7497099940.**