






Behavioural Science CET Bundle

Save 20% when you sign up
for all three courses!




Bundle Price (till 28 Jan)
\$2,200 + GST **U.P.** \$2,750
+ GST

Introduction to Behavioural Decision Science

 6 Feb 2026 (Fri)  9am–5pm  **U.P.** \$850 + GST

 Shaw Foundation Alumni House, Sage Room


Nudge Theory in Action: How Small Changes Drive Big Results in Health, Business, and Policy

 21 Apr 2026 (Tue)  9am–5pm  **U.P.** \$950 + GST

 Shaw Foundation Alumni House, Sage Room

Precision Nudging for Health–Behaviour Interventions

 11 May 2026 (Mon)  9am–5pm  **U.P.** \$950 + GST




 MD6-01-01B



Scan the QR code or
click here to register
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For enquiries, contact
Fairuz at fairuzr@nus.edu.sg

Introduction to Behavioural Decision Science

 6 Feb 2026 (Fri)  9am–5pm  **U.P.** \$850 + GST

 Shaw Foundation Alumni House, Sage Room

Behavioral economics sits at the intersection of economics, psychology, and data science, and has become a powerful tool used by governments to address societal issues and by businesses to enhance customer experience and decision-making. This masterclass introduces core economic theories of rational choice and contrasts them with how people actually behave. By integrating psychological insights, it explains how people perceive money, time, risk, products, and social interactions — and how these perceptions shape consumer, managerial, and policy decisions. Participants will gain general principles about how the mind works, why preferences shift and forecasts fail, and how decision processes can be improved across sectors.

Course Instructors



Prof. Ivo Vlaev

Professor, Centre for Behavioural and Implementation Science Interventions, Yong Loo Lin School of Medicine, NUS



Dr Eugene Tay





Senior Research Fellow, Centre for Behavioural and Implementation Science Interventions, Yong Loo Lin School of Medicine, NUS



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Learning Objectives

By the end of the course, participants will be able to:





- Understand why human judgments and decisions often deviate from rational economic prescriptions and how psychological insights enrich decision models.
- Identify and explain important biases in judgment and decision-making, including why preferences are inconsistent and why forecasts frequently fail.
- Analyse how experimental methods and behavioural theory reveal the underlying psychological processes that drive decisions in markets and organisations.
- Improve personal and managerial decision-making by recognising biases and applying evidence-based techniques to correct or mitigate them.
- Apply behavioural insights to influence consumer, employee, and stakeholder behaviour by designing environments, messages, and processes aligned with how people actually think.



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Introduction to Behavioural Decision Science

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Target Audience

This course is designed for:

- Researchers seeking robust methodologies to design, implement, and evaluate behaviour change interventions
- Civil service and social service leaders developing policies and programmes with positive societal impact
- HR and organisational development professionals enhancing workplace culture, productivity, and engagement
- Marketing and communications professionals applying behavioural insights to influence consumer and stakeholder decision-making
- Health promotion and public health experts improving large-scale health behaviours and outcomes

(Optional) No prerequisites; familiarity with basic social science concepts is helpful but not required.






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Nudge Theory in Action: How Small Changes Drive Big Results in Health, Business, and Policy

 21 Apr 2026 (Tue)  9am–5pm  **U.P.** \$950 + GST

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Unlock how small behavioural shifts create big impact in organisations and society. This one-day workshop introduces behavioural economics and nudge theory, showing how choice architecture can make better decisions easier and more natural. Through a blend of theory, hands-on exercises, and collaborative problem-solving, participants will learn practical behaviour change strategies to improve motivation, productivity, and decision-making. The session features the MINDSPACE framework, developed by Professor Ivo Vlaev for the UK government and applied globally across policy, health, and organisational settings. You'll work on real-world challenges and leave with actionable tools to design effective, human-centred interventions in your workplace.

Course Instructor



Prof. Ivo Vlaev

Professor, Centre for Behavioural and Implementation Science Interventions, Yong Loo Lin School of Medicine, NUS






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Nudge Theory in Action: How Small Changes Drive Big Results in Health, Business, and Policy

 21 Apr 2026 (Tue)  9am–5pm  **U.P.** \$950 + GST

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Learning Objectives

By the end of the course, participants will be able to:

- Identify key concepts in behaviour change and their relevance to management, leadership, and decision-making.
- Explain the components of a proven behaviour change framework and how they can be applied to organisational challenges.
- Apply practical design skills to create and test behavioural initiatives in workplace or community settings.
- Analyse employee motivation and workplace culture to identify opportunities for positive change.
- Design communication strategies that effectively influence behaviour across different audiences.
- Evaluate real-life case studies of successful organisational behaviour change to extract transferable lessons.
- Collaborate with an academic mentor to develop and refine interventions for long-term impact.






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Target Audience

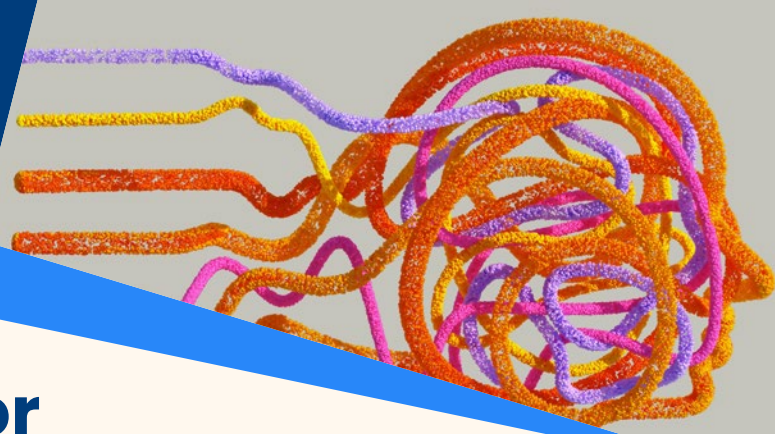
This course is designed for:

- Researchers seeking robust methodologies to design, implement, and evaluate behaviour change interventions.
- Civil service and social service leaders aiming to develop policies and programmes that drive positive societal impact.
- HR and organisational development professionals looking to enhance workplace culture, productivity, and employee engagement.
- Marketing and communications professionals who want to apply behavioural insights to influence consumer and stakeholder decision-making.
- Health promotion and public health experts focused on improving health behaviours and outcomes at scale.




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Precision Nudging for Health-Behaviour Interventions

 11 May 2026 (Mon)  9am–5pm  **U.P.** \$950 + GST

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Most digital health campaigns rely on generic reminders, but the Personalisation Nudge (PeN) framework provides a structured way to personalise prompts while navigating real clinical constraints such as small samples, ethics oversight, and transparent decision rules. This masterclass helps clinicians, programme leads, and digital-health designers map interventions across six PeN levels, choose suitable empirical methods using a four-step decision aid, and design pilot plans that balance rigour, technological complexity, and patient safety. No coding expertise is required and demonstrations use interactive dashboards with optional code walkthroughs. Participants also receive follow-up R/Python notebooks for deeper exploration.

Course Instructor



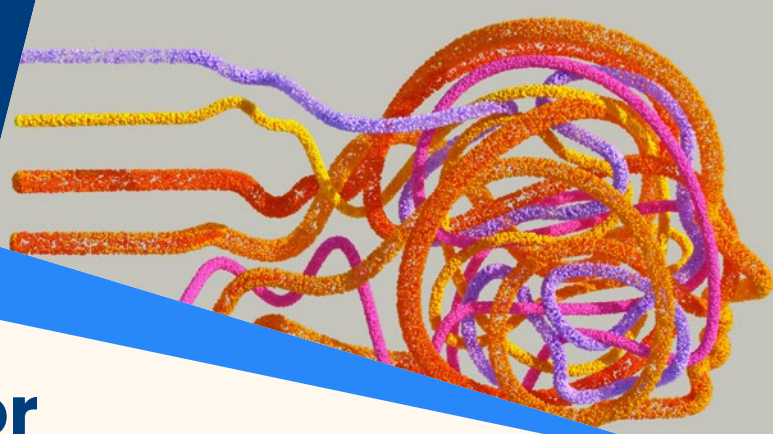
Prof. Giuseppe A. Veltri

Professor, Centre for Behavioural and Implementation Science Interventions, Yong Loo Lin School of Medicine, NUS




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Learning Objectives

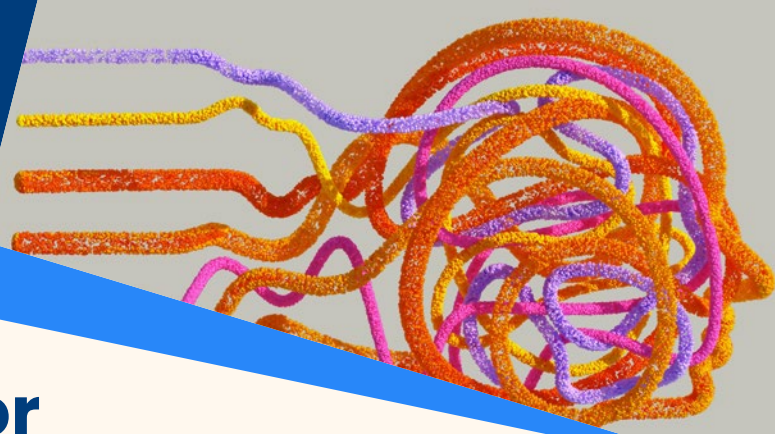
By the end of the course, participants will be able to:

- Explain the PeN ladder and its relevance to medication adherence, screening uptake, lifestyle change.
- Diagnose which PeN level your current initiative occupies and whether a higher level is feasible.
- Select one of four “health-ready” method families (MRT/Just-In-Time Adaptive Intervention (JITAI), SMART, causal-forest targeting, safety-aware bandits).
- Sketch an evaluation plan that meets CONSORT-AI / CONSORTSMART guidelines and common IRB concerns.
- Identify at least two safeguards for privacy, fairness, and patient safety when using adaptive algorithms.




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Target Audience

This course is designed for:

- Clinicians, programme leads, and digital-health designers responsible for designing, delivering, or evaluating health-behaviour interventions such as medication adherence, screening uptake, or lifestyle-change programmes.
- Teams running SMS, app-based, or digital reminder initiatives and want to advance beyond generic prompts toward more precise, data-informed nudges.
- Participants with no coding background who want to understand evidence-driven personalisation.

No coding expertise is required during the workshop; live demonstrations use interactive dashboards, with optional code walkthroughs for advanced participants. Follow-up R/Python notebooks are provided for those who wish to dive deeper.



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