

**KURSUS *INTRODUCTION TO BEHAVIOURAL INSIGHTS IN POLICY MAKING* SIRI 2/2025**  
**ANJURAN PUSAT PENGAJIAN DASAR AWAM, PENGURUSAN PROJEK DAN GOVERNAN**

| Hari/Masa                | 9.00 - 10.30 pagi                                                                                                                                                                           | 11.00 pagi – 1.00 tengah hari                                                                                              | 2.30 – 4.30 petang                                                                                                                          |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| 8 Julai 2025<br>(Selasa) | <u>Sesi 1:</u> <ul style="list-style-type: none"> <li>Pengenalan</li> <li>Kepentingan &amp; Faedah Pendekatan <i>Behavioural Insights</i></li> </ul> <b>En. Mohammad Abdul Hamid</b>        | <u>Sesi 2:</u> <p><i>Behavioural Insights</i> Sebagai Alat Dasar</p> <b>En. Mohammad Abdul Hamid</b>                       | <u>Sesi 3:</u> <ul style="list-style-type: none"> <li>Kerangka “ABCD” dalam Tingkah Laku Manusia</li> </ul> <b>En. Mohammad Abdul Hamid</b> |
|                          | 8.30 – 10.30 pagi<br><u>Sesi 4:</u> <ul style="list-style-type: none"> <li>Konsep-konsep, Pelaksanaan &amp; Aplikasi <i>Behavioural Insights</i></li> </ul> <b>En. Mohammad Abdul Hamid</b> | 11.00 pagi – 1.00 tengah hari<br><u>Sesi 5:</u> <p>Langkah-langkah Merangka Intervensi</p> <b>En. Mohammad Abdul Hamid</b> | 2.30 – 4.30 petang<br><u>Sesi 6:</u> <p>Rumusan</p> <b>En. Mohammad Abdul Hamid</b>                                                         |