



**APPROVED**

at the meeting of the Department of Tourism

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Letter of renewal and re-approval of the syllabus of the educational discipline

Academic year	Date of the meeting of the Department of Tourism	Protocol number	Signature of the Head of the Department

## 1. Introduction

Course annotation: Neuropsychology of economic activity is a tool for stable development and effective activity of economic entities of tourism business. The interests of individual economic entities must be coordinated and form a positive motivation that meets the needs of all levels of management.

Classes in the discipline "Neuropsychology of Economic Activity" are aimed at the formation of theoretical and practical knowledge on the problems of psychologization of economic process management. The discipline "Neuropsychology of Economic Activity" is based on the main trends of modern economy, namely: socially oriented management and psychology, humanization and psychologization of economic processes, socially responsible entrepreneurship, ideas of formation and development of human capital; use of a reflective approach in management; contradictions of economic and social policies at different levels of management. Neuropsychology of economic activity comprehensively studies human behavior in the distribution, production and consumption of goods and services; it is an interdisciplinary new science in which the Nobel Prize was first awarded in 2002.

The subject of the discipline is the laws of formation, functioning and development of the human psyche and economic behavior in the information economy.

The purpose of the discipline: to form a system of knowledge about the essence of the discipline "Neuropsychology of economic activity", to teach them to use the neuropsychological approach in managing the economic behavior of people in the field of tourism.

Objectives of the discipline: mastering generalized theories and practices of economic psychology and consolidation of knowledge gained in seminars, the formation of skills in decision-making on the management of economic behavior

Course	1	
Semester	1	
Number of ECTS credits	150	
Classroom classes	lectures	20
	seminar, practical	20
Independent work		110
Form of final control	test	

**Structural and logical scheme of studying the discipline:**

<b>Previous disciplines</b>	<b>The following disciplines</b>
Economic theory	Micro-Macro-economy
Psychology	Marketing
Neuropsychology, ethics and business communication skills	Management

**1. Competences and learning outcomes in the discipline:**

<b>Name of competence / Competence code</b>	<b>Elements of Competences</b>
Ability to explore the essence of economic behavior and the factors that determine it	Take into account the information conditions of management and use the knowledge of neuroeconomics
	Systematization and definition of the evolution of the psychology of economic activity
	Determining the role of economic psychology in the management system of economic organization
Ability to research and develop current trends in the development of knowledge of modern economic psychology	Determine the feasibility of using socio-neuropsychological management methods
	Develop and implement strategies and tactics of socio-psychological motivation based on knowledge of neuropsychology
	Analyze and summarize information conditions of management, identify neuro-economic instruments of influence
Ability to explore the psychological foundations of entrepreneurship	Research of psychological aspects of consumption process, motivation of consumption
	Disclosure of the relationship between the motivational orientation of the individual with the choice of professional activity, the level of his work activity and creative abilities
	Use neuro-economic principles of staff motivation
Ability to study the influence of money on the formation of personality	Motivation of monetary behavior
	Man's attitude to money and dependence on money
	Motivation of accumulation

### **3. The program of the discipline**

CONTENT MODULE 1. Neuroeconomics: scientific and practical principles of research

#### **Topic 1. Theoretical foundations of neuroeconomics**

Subject, object of neuroeconomics. Interdisciplinary approach in studying the development of the knowledge system of neuroeconomics. Interrelation of scientific disciplines and their influence on the formation of neuroeconomics.

Basic categories of neuroeconomics (economic consciousness, economic behavior, economic relations, economic perception, economic thinking, emotions related to economic activity). Areas of study of economic behavior: business, market, households, relations "society-citizen".

Methods of research and development of neuroeconomics (general scientific methods, economic and neuropsychological methods, economic and neuropsychological experiment).

#### **Topic 2. Economic behavior**

Economic behavior: the essence and content of the concept.

Types of economic behavior (deviant economic behavior; distributive behavior and its models: economic, agency, functional; model of investment behavior; innovative (entrepreneurial) behavior; production behavior; labor behavior and models of professional skills; exchange behavior; commercial economic behavior, sales behavior, consumer behavior, managerial behavior, monetary behavior and its forms: rational, traditional, altruistic, affective-rational).

Classification of human models (stereotype model "economic man", "psychological man", "functional man", "social man", "ethical man", "information man"). Theme

#### **3. Neuro-bio-psychological principles of economic behavior**

Neuropsychological determinants of economic behavior (expectations, reinforcements, affective complexes, locus of control, information (cognitive approach), self-awareness (will, self-determination, self-actualization). Cognitive factors of economic behavior (feeling, perception, memory, thinking, imagination).

Axiom of transitivity and substitution as rules of realization of cognitive factors of economic behavior. Systematic errors of rational economic decision and their classification: effects of clarity, representativeness, isolation, mirror, egocentrism, reliability, conservatism, Monte Carlo effect, Irwin and Stoner effect. G. Simon's model of economic behavior "search - pleasure". Economic selfishness and economic interaction.

Characteristics of factors of the emotional-affective sphere: modality and intensity, their influence on economic decision-making.

Motivation of neuroeconomic behavior: the essence and content of the process. Volitional components of neuroeconomic behavior.

#### **Topic 4. Psychologization of economic phenomena**

Sociocultural features of economic behavior. Paradoxes of socio-economic development of modern society.

Economic ethnopsychology: prerequisites for formation and directions of research. The main tasks of ethnopsychology: determining the impact on economic behavior of ethnic mentality and the formation of the mechanism of interethnic economic partnership. Signs and superstitions in economic behavior.

Evolution of the psychology of economic activity. Pagan spiritual traditions of the Slavs and their influence on the development of economic thinking. The ideology of Orthodox Christianity as a factor in changing the economic worldview of the people. Protestant ethics and the spirit of capitalism. Socio-psychological features of the economy of the Soviet period and market economies.

### **Topic 5. Neuropsychology of entrepreneurship**

Psychophysiological approach to the study of entrepreneurial activity. Fundamentals of neurohumoral theory in determining the prerequisites for the formation of entrepreneurial skills.

The genesis of the concepts of "entrepreneur" and "entrepreneurship". Evolution of entrepreneurial activity. Entrepreneur and manager: semantic unity and dissimilarity of concepts. Socio-psychological portrait of an entrepreneur. Elements of the psychological portrait of W. Sombart (conqueror, organizer, merchant). Classification of entrepreneurial qualities according to O. Deineka and V. Andreeva (intellectual, communicative, motivational and volitional characteristics). The value system of the modern entrepreneur: the results of the definition and guidelines for research.

Models of entrepreneurial behavior (investment, inventory, organizational, intermediary, acquisition, commercial, consulting, business and gaming models). Socio-economic deprivation and its impact on the formation and actualization of entrepreneurial skills. Success of entrepreneurial activity (competent calculation, active search, principle of "just in time", simple luck, own unique abilities).

Neuroeconomic essence of the concept of trade secret, typology. Neuropsychological foundations of revealing secrets.

## CONTENT MODULE 2. Neuroeconomics: applied research areas

### **Topic 6. Neuropsychology of money**

Socio-cultural features of the attitude to money. Areas of research in the psychology of money. Neuropsychological factors of monetary behavior. The correlation regularity of R. Lynn between the value attitude of the population to money and economic growth of the country.

Current directions of research of socio-cultural peculiarities of the attitude to money: the structure of expenditures and savings, feelings for the more affluent and poor people, self-determination of the population on the problem of equal distribution of income.

Stratification of people according to their attitude to the amount of wages and spending money (employees with regular pay, workers of "free" professions, private entrepreneurs).

The influence of money on the formation of personality. Monetary types of personality (miser, squanderer, money bag, trader, player, collector, abstractionist, concretizer, envious, parasite, counterfeiter).

### **Topic 7. Neuropsychology of consumption**

Social and neuropsychological essence of the concept of "consumer behavior". Stages of consumer behavior, its features. Conditions of consumption balance.

Consumer behavior: the relationship between personality characteristics and consumer behavior. The essence and main effects of consumer behavior: ("bandwagon", "snob", Veblen

effect, "price-quality", "commitment to quality"). Factors of consumer choice. Models of consumer behavior: the concept of "7 Os", a rational model. Neuropsychological causes of debt. Thrifty behavior. Consumer behavior management.

Neuropsychology of advertising: basic research approaches and the impact of social stratification.

### **Topic 8. Neuropsychology of employment management**

Motivation to choose a professional activity. Socio-neuropsychological essence of the motives "social prestige", "material well-being", "interest".

Motivation of labor activity management. The main motives of effective work (economic, social, psychological, organizational and administrative). The role of neuroeconomics in improving the management system of economic organization.

Neuropsychological principles of creative activity. Creative and creative activity: essence and criteria of definition. Motives of creative activity. socio-neuropsychological characteristics of creative personality.

Neuropsychology of unemployment. Socio-neuropsychological characteristics of the unemployed. Stages of emotional stress from job loss. Psychophysiological aspects of unemployment: the impact on human health.

### **Topic 9. Socialization and adaptation of the individual: the neuroeconomic aspect**

Economic self-determination of the individual: essence and stages. Economic education as a factor of economic socialization of the individual.

Research on the concepts of "corruption", "bribery" and "nepotism". Social and neuropsychological essence of the concepts "bribe" and "blat". Factors and motivation of bribery and nepotism.

Property psychology as a field of neuroeconomics research. Economic and psychological essence of the concept of "property". Personality and group in the system of property relations.

### **Topic 10. Relevant issues of neuroeconomics in the context of informatization and digitalization**

Neuropsychology of Internet business. Internet dependence. Social and neuropsychological characteristics of Internet users.

Neuropsychology of gambling: motives and factors of gambling. Socio-psychological characteristics of a person prone to gambling.

Neuropsychology of tax evasion. Tax mentality. Forms of deviant behavior of the taxpayer (tax evasion and circumvention of the tax system). Macroeconomic model of behavior of the taxpayer Strumpel.

Directions of development of scientific knowledge of neuroeconomics in the conditions of informatization.

The list of seminars, as well as questions and tasks for independent work is given in the table "Rating plan of the discipline"

### **Teaching and learning methods**

The teaching of the discipline "Neuropsychology of Economic Activity" uses a comprehensive approach combining traditional and innovative methods of activating educational and cognitive activities of students: from academic methods to complex, interactive transformative-phenomenological, exploratory approaches that involve the use of such teaching methods and technologies as: problem lectures on all topics, brainstorming on the first topic, seminars-discussions on the second and fifth topics, independent creative tasks during the

semester, etc.

### **The procedure for evaluating learning outcomes**

The system of assessment of the formed competencies of students takes into account the types of classes, which according to the curriculum of the discipline include lectures, seminars, practical classes, as well as independent work. Assessment of the formed competencies of students is carried out according to the accumulative 100-point system. According to the Provisional Regulation "On the procedure for assessing the learning outcomes of students on the cumulative point-rating system" KhNEU. S. Kuznets, control measures include:

current control, which is carried out during the semester during lectures, practical, seminars and is estimated by the amount of points scored (maximum amount - 100 points; the minimum amount that allows a student to pass the test - 60 points);

modular control, conducted in the form of a colloquium as an intermediate mini-exam at the initiative of the teacher, taking into account the current control for the relevant content module and aims at integrated assessment of student learning outcomes after studying material from the logically completed part of the discipline - content module;

final / semester control, which is conducted in the form of a test, according to the schedule of the educational process.

The procedure for conducting current assessment of students' knowledge. Assessment of student knowledge during seminars and practical classes and individual tasks is carried out according to the following criteria:

mastering the material (degree of understanding, study of theories and methodologies of the problems under consideration; the level of mastering the actual material of the discipline);

acquaintance with the recommended literature (awareness of publications, mastering modern literature on the issues under consideration);

ability to analyze practical situations;

performance of individual tasks and tasks presented in the audience (correctness, logic, structure, scientific style of presentation of material in written works, critical and independent assessment of problematic issues, clarity of reasoning, literacy of material; use of methods of comparison, generalization of concepts and phenomena; registration of work in accordance with the requirements);

performances in the audience (the ability to justify their position, explain alternative views and the presence of their own point of view, to summarize information and draw conclusions);

The general criteria for assessing extracurricular independent work of students are: depth and strength of knowledge, level of thinking, ability to systematize knowledge on individual topics, ability to draw sound conclusions, mastery of categorical apparatus, skills and techniques of practical tasks, ability to find necessary information, to carry out its systematization and processing, self-realization in practical and seminar classes.

Final control of knowledge and competencies of students in the discipline is carried out on the basis of a test, the task of which is to test students' understanding of the program material in general, logic and relationships between individual sections, ability to creatively use accumulated knowledge, ability to formulate their attitude to a problem. etc.

Tasks during the semester to obtain credit are offered at different levels of difficulty. The tasks of the theoretical level (in the amount of 5 tasks) are evaluated by the sum of 5 points for each. The heuristic level task is estimated at 15 points. The complex task of theoretical-diagnostic-heuristic level is estimated at 20 points. Test written work (in the amount of 3) is evaluated 10 points according to each. The oral examination (in the amount of 2) is evaluated with 5 points for each.

A student should be considered certified if the sum of points obtained as a result of the final / semester test is equal to or exceeds 60. The total score in the semester is - "60 or more points -



credited", "59 or less points - not credited" - and is entered in the test "Statement of success" in the discipline.

The final grade is set according to the scale given in the table "Grade scale: national and ECTS".

Forms of assessment and distribution of points are given in the table "Rating-plan of the discipline".

### Results scale: national and ECTS

The amount of points for all types of educational activities	ECTS score	National score	
		for an exam, term paper (work), training	for a final test
90 – 100	A	excellent	passed
82 – 89	B	good	
74 – 81	C		
64 – 73	D	satisfactory	
60 – 63	E		
35 – 59	FX	unsatisfactory	failed

### Rating plan of the discipline

Theme	Forms of education		Forms of control	max. score
Theme 1.	<i>Classroom work</i>			
	Lecture 1	Problem lecture. Theoretical foundations of neuroeconomics	presence, copybook	-
	Practical session 1	Practical session 1	presence; participation in the discussion	
	Task 1 Brain storm	Brain storm – «The idea of understanding the relationship between economics and psychology», to justify the model	In writing	5
	<i>Individual work</i>			
	Questions and tasks for self-study	Acquaintance with the rating plan, technological map, list of recommended literature, requirements for the report, presentation and essay		-
	Study of lecture material, preparation for a practical session, Search, selection and review of educational and scientific literature on the subject, Theme 1.		-	
Theme 2.	<i>Classroom work</i>			
	Lecture 2	Problem lecture. Economic behavior	presence, copybook	
	Practical session 2	Practical session 2:	presence; participation in the	

			discussion	
	Task 2 report	Preparation of analytical report	In writing	-
	<i>Individual work</i>			
	Questions and tasks for self-study	Study of lecture material, preparation for a practical session, Search, selection and review of educational and scientific literature on the subject, Theme 2.		-
		Preparation of brief review		-
Theme 3	<i>Classroom work</i>			
	Lecture 3	Problem lecture. Neuro-bio-psychological principles of economic behavior	presence, copybook	
	Practical session 3	Practical session, theme 3:	presence; participation in the discussion	
	Експрес-опитування 1	According to lectures	Orally	5
	Task 3 report	Defense of an analytical report on the selected problem	in writing	5
	<i>Individual work</i>			
	Questions and tasks for self-study	Study of lecture material, preparation for a practical session, Search, selection and review of educational and scientific literature on the subject, Theme 3.		-
		Preparation to a quiz		-
Theme 4	<i>Classroom work</i>			
	Lecture 4	Problem lecture. Psychologization of economic phenomena	presence, copybook	-
	Practical session 4	Practical session, theme 4:	presence; participation in the discussion	-
	Task 4 report	Defense of an analytical report on the selected problem	in writing	5
	<i>Individual work</i>			
	Questions and tasks for self-study	Study of lecture material, preparation for a practical session, Search, selection and review of educational and scientific literature on the subject, Theme 4.		-
		Preparation to a control test		-
Theme 5	<i>Classroom work Classroom work</i>			
	Lecture 5	Problem lecture. Neuropsychology of entrepreneurship	presence, copybook	
	Practical session 5	Practical session, discussion, Theme 5:	presence; participation in the discussion	
	Colloquium 1	Control test	in writing	10
	<i>Individual work</i>			
	Questions and tasks for self-study	Study of lecture material, preparation for a practical session, Search, selection and review of educational and scientific literature on the subject, Theme 5.		-
		Preparation to quiz		-
Theme 6	<i>Classroom work</i>			
	Lecture 6	Problem lecture. Neuropsychology of money	presence, copybook	
	Practical session 6	Practical session, Theme 6:	presence; participation in the discussion	

	Quiz 2	According to lectures	Orally	5
	Task 5 report	Defense of an analytical report on the selected problem	in writing	5
	<i>Individual work</i>			
	Questions and tasks for self-study	Study of lecture material, preparation for a practical session, Search, selection and review of educational and scientific literature on the subject, Theme 6.		-
Preparation of analytical review				
Theme 7	<i>Classroom work</i>			
	Lecture 7	Problem lecture. Neuropsychology of consumption	presence, copybook	
	Practical session 7	Practical session, theme 7:	presence; participation in the discussion	
	Task 6	According to lectures	in writing	5
	Task 7 Essay	Preparation of essays on the chosen problem topic	In writing	5
	<i>Individual work</i>			
	Questions and tasks for self-study	Study of lecture material, preparation for a practical session, Search, selection and review of educational and scientific literature on the subject, Theme 7.		-
Preparation of a presentation			-	
Theme 8	<i>Classroom work</i>			
	Lecture 8	Problem lecture. Neuropsychology of employment management	presence, copybook	-
	Practical session 8	Practical session 3a темою 8:	presence; participation in the discussion	-
	Task 7 Essay	Presentation of essays on the chosen problem topic	Orally	-
	Defence of a complex Task	Defence of a complex Task of theoretical-diagnostic-heuristic level	presence; participation in the discussion	20
	<i>Individual work</i>			
	Questions and tasks for self-study	Study of lecture material, preparation for a practical session,		-
Search, selection and review of educational and scientific literature on the subject, Theme 8.			-	
Preparation of presentation			-	
Theme 9	<i>Classroom work</i>			
	Lecture 9	Problem lecture. Socialization and adaptation of the individual: the neuroeconomic aspect	presence, copybook	
	Practical session 9	Practical session 3a темою 9:	presence; participation in the discussion	
	Presentation	Presentation of the research	Orally, slides	15
	<i>Individual work</i>			
Questions and tasks for self-study	Search, selection and review of educational and scientific literature on the subject, Theme 9.		-	
	Preparation to the control test		-	
Theme 10	<i>Classroom work</i>			
	Lecture 10	Problem lecture. Relevant issues of neuroeconomics in the context of informatization and digitalization	presence, copybook	
	Practical	Practical session, Theme 10:	presence;	

session 10		participation in the discussion	
Task 5 Imitation game	Imitation game	In writing	5
Colloquium 2	Control test	in writing	10
<i>Individual work</i>			
Questions and tasks for self-study	Study of lecture material, preparation for a practical session,		-
	Review of theoretical material		-
	Search, selection and review of educational and scientific literature on the subject, Theme 10.		-
<b>Total</b>			100

## Recommended Literature

### 1. Main

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