



**Syllabus of the educational discipline**  
**«Neuropsychology of economic activity»**

<b>Specialty</b>	<i>all specialties</i>
<b>Educational program</b>	<i>all</i>
<b>Level of education</b>	<i>Second (master)</i>
<b>Discipline status</b>	<i>selective</i>
<b>Teaching language</b>	<i>English</i>
<b>Course / semester</b>	<i>2 course, 1 semester</i>
<b>Number of credits ECTS</b>	<i>5</i>
<b>Distribution by types of trainings and hours of study</b>	<i>Lectures – 16 hours.</i>
	<i>Practical studies (seminars) – 24 hours.</i>
	<i>Laboratory studies – no hours.</i>
	<i>Independent training – 110 hours.</i>
<b>Form of final assessment</b>	<i>Pass</i>
<b>Department</b>	<i>Department of Tourism, av. Science, 9a, Kharkiv office 316 (building 1), +38 (057) 758-77-26, additional 451, <a href="http://www.hneu.edu.ua/Department_of_tourism">http://www.hneu.edu.ua/Department_of_tourism</a></i>
<b>Teacher (-s)</b>	<i>Naumik-Gladka Kateryna Georgiivna, Dr.Sc.Economics, professor of the department of tourism, professor</i>
<b>Teacher's contacts</b>	<i>naumikateryna@gmail.com</i>
<b>Days of the classes</b>	<i>According to the current schedule</i>
<b>Consultations</b>	<i>According to the schedule</i>
<p><b>The purpose</b> of the discipline is to develop the students' system of knowledge about the essence of the discipline "Neuropsychology of economic activity", teaching them to use the neuropsychological approach in marketing and management of economic behavior of people in the economy</p>	
<p><b>Prerequisites for learning</b>          Psychology, Economics</p>	
<p><b>Content of the educational discipline</b></p>	
<p><b>Content module 1.</b> Neuroeconomics: scientific and practical principles of research          Topic 1. Theoretical foundations of neuroeconomics          Topic 2. Economic behavior          Topic 3. Neuro-bio-psychological principles of economic behavior          Topic 4. Psychologization of economic phenomena          Topic 5. Neuropsychology of entrepreneurship</p>	
<p><b>Content module 2.</b> Neuroeconomics: applied research areas          Topic 6. Neuropsychology of money          Topic 7. Neuropsychology of consumption          Topic 8. Neuropsychology of employment management          Topic 9. Socialization and adaptation of the individual: the neuroeconomic aspect          Topic 10. Current issues of neuroeconomics in the context of informatization and digitalization</p>	
<p><b>Material and technical support (software) of the discipline – not needed</b></p>	
<b>Course page on the Moodle platform (personal training system)</b>	<p>Work plan of the educational discipline, syllabus, technological card, lectures, information materials, tests tasks for practical classes.  <a href="https://pns.hneu.edu.ua/course/view.php?id=6646">https://pns.hneu.edu.ua/course/view.php?id=6646</a></p>
<p><b>Recommended literature</b></p>	
<p><i>Main</i> - І. Наумік-Гладка К.Г. Опорний конспект лекцій «Нейропсихологія економічної діяльності» [Електронний ресурс]. – Режим доступу :</p>	



<https://pns.hneu.edu.ua/course/view.php?id=4961>

**Ancillary:** – 2. Методичні рекомендації до практичних занять з навчальної дисципліни “Економічна психологія” для здобувачів усіх спеціальностей усіх форм навчання / Авт.-укладач К. Г. Наумік. – Харків: Вид. ХНЕУ, 2007. – 120 с. 3. Наумік К.Г. Економічна психологія [Текст] : навч. посіб. / Харківський національний економічний університет. – Х. : ХНЕУ, 2007. – 274 с.; 4. Introduction to Neuromarketing & Consumer Neuroscience. Neurons Inc; 1 edition Denmark, 2015. – 204 p, 5. Newskills3000 [Electronic resource]. – Access mode : <https://www.instagram.com/> 6. Journal of society of NS \ <https://www.jneurosci.org/>

**Assessment system of learning outcomes**

*More detailed information on assessment is given in the technological card of the discipline.*

**Accumulation of rating points in the discipline**

Types of training	Max points
Report	20
Presentation	15
Competence-oriented tasks	25
Quiz	10
Colloquium	10
Essay	5
Team work	5
Max points	100

**Transference of Simon Kuznets KhNUE Characteristics of Students’ Progress into the System of the ECTS Scale**

Total score on a 100-point scale	ECTS assessment scale	Assessment on the national scale	
		for exam, differentiated test, course project (work), practice, training	for pass
90 – 100	A	excellent	pass
82 – 89	B	good	
74 – 81	C	satisfactory	
64 – 73	D		
60 – 63	E	unsatisfactory	not pass
35 – 59	FX		
1 – 34	F		

**Discipline policies**

*Policy of academic integrity, Absenteeism policy, Policy to perform tasks later than the deadline, etc. More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the educational discipline (<https://pns.hneu.edu.ua/course/view.php?id=6646>).*

Syllabus approved at the Tourism Department meeting, proceedings 1 of August 30, 2021