



**Syllabus of the educational discipline**  
**« Neuro-psychology of Economic Activity »**

|  |  |
|--|--|
| <b>Specialty</b>   | <i>All</i>   |
| <b>Educational program</b>                                   | <i>all training direction</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 – 30 hours.</i><br><i>Practical studies (seminars) – 30 hours.</i><br><i>Laboratory studies – no hours.</i><br><i>Independent training – 90 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, 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>   |

**The purpose** of the discipline is to develop skills of conducting business negotiations with business partners to produce mutually beneficial agreements

**Prerequisites for learning**

Psychology, Management, Philosophy

**Content of the educational discipline**

Content module 1. 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

Content module 2. 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 personality: neuroeconomic aspect

Topic 10. Actual problems of neuroeconomics in terms of informatization

**Material and technical support (software) of the discipline – not needed**

**Course page on the Moodle platform (personal training system)**

Work plan of the educational discipline, syllabus, technological card, lectures, information materials, tests tasks for practical classes.

<https://pns.hneu.edu.ua/course/view.php?id=6646>

**Recommended literature**

*Main - 1. Наумік К.Г. Економічна психологія : Навчальний посібник / К.Г.Наумік. – Харків: Вид. ХНЕУ, 2007. – 276 с. 2. Наумік К.Г. Управління мотивацією: Наукове видання / К.Г.Наумік,*



М.С. Дороніна, О.В. Солов'єв – Харків: Вид. ХНУ, 2006. – 240 с. 3. Чмут Т. К. Етика ділового спілкування : навч. посіб / Т. К. Чмут, Г. Л. Чайка. – 2-ге вид., перероб. і доп. – К. : Вікар, 2002. – 223 с. 4. Munter M. Guide to Managerial Communication (Guide to Business Communication Series) / M. Munter, T. Haley. – Boston : Prentice Hall, 2005. – 208 p. 5. Thill J. V. Excellence in Business Communication / J. V. Thill, C. Bovée. – 8th edition. – Upper Saddle River, N. J. : Prentice Hall, 2007. – 784 p.

**Ancillary:** 6. Newskills3000 [Electronic resource]. – Access mode : <https://www.instagram.com/>

**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 |
|---------------------------------|------------|
| Reports                         | 20         |
| Presentation                    | 10         |
| Lecture (active participation)  | 10         |
| Practice (active participation) | 10         |
| Competence-oriented tasks       | 10         |
| Quiz                            | 10         |
| Colloquium                      | 20         |
| Team work                       | 10         |
|                                 |            |
| 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 26, 2020