



SUBJECT SYLLABUS

ACADEMIC OVERVIEW
INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: Neuroscience and the firm (NAF)
PROGRAM: Business Administration, Service Institutions Administration,
International Business Administration, Marketing &
International Logistics Administration, Gastronomy
Level of Study Undergraduate Program

GENERAL ACADEMIC INFORMATION	
LATEST UPDATE	2014-1
VALID FOR	Valid
ACADEMIC AREA	Marketing
CYCLE	N/A
SEMESTER	N/A
SUBJECT TYPE	Elective
CREDIT POINTS	2
CLASSROOM HOURS PER WEEK	2
PRE-REQUISITES	None
LANGUAGE	English
TEACHER'S NAME	Alejandro Salgado Montejo
COURSE DETAILS	
COMPETENCES DEVELOPED	<ol style="list-style-type: none">1. Provide students with a deeper understanding of how biological, cognitive and social systems interact to generate behaviour within and outside organizations.2. Allows student to link economic, biological, and psychological concepts that can provide a more complete understanding to address issues in marketing, problem solving, management, and logistics.3. Develop critical and strategic thinking to help solve issues that are relevant to be part of a successful firm or organization.4. Seminars focuses in developing basic writing skills necessary for academic research and communication in industry.
COURSE CONTENTS	<ol style="list-style-type: none">1. The hidden mechanisms of choice and action2. Unveiling the meaning of a brand3. A product map for managers4. Surviving on borrowed DNA: A science-based approach to benchmarking5. The emotion machine I: Understanding the role of emotion in decision-making.6. The emotion machine II: Naming emotional experience and how this relates to behaviour7. Negotiation theory and the brain II8. The biology of being social: How genes, hormones and neurotransmitters are involved in human social behaviour.9. The neuroscience of leadership.10.
METHODOLOGY	<ul style="list-style-type: none">• There will be a seminar once a week. Students must read the suggested article for each seminar.• The class will be divided in two 50 minute sessions. During the first session key concepts will be presented and discussed. The second session will revolve around a case similar to a tutorial. The professor in charge will be more of a moderator, asking questions and the students should be the ones that take charge of the class.
ASSESSMENT	<ul style="list-style-type: none">• First Exam 30%• Second Exam 30%• Final Exam 40%
LINKS:	
WEEKLY PLAN	Provided by request

DETAILED CONTENT

Provided by request