Minor in Economics, Psychology and Neuroscience - not offered in 2017/2018

Description

The Minor concept

A minor gives you the opportunity of having a second specialization in your degree. The minor is a bundle of three to four electives that can be chosen separately but if chosen together rewards a minor.

Purpose

During the past decade, a multidisciplinary effort has arisen in the understanding of consumption behviour. By the integration of economics, psychology and more recently neuroscience, new academic insights and commercial uses have emerged. Today, there is an outspoken and increased need for academics and practicioners that are taught in bridging the divide between traditional scholarly disciplines. The growth is demonstrated in several arenas, including:

- Rise in number of companies that are explicitly based in emerging areas such as neuromarketing, neuroeconomics, neuroleadership and related disciplines
- Stronger integration of neuroscience methods in the industrial sector, including marketing survey companies, and subsequently an increase in demand of multidisciplinary trained professionals.
- Increased use of neuroscience insights in the industrial sector, including the financial sector
- Better integration and more investment of neuroscience in traditional behavioural sciences.
- Leading scientific journals regularly publish work combining economics, psychology and neuroscience

The aim of this minor is to train students to integrate economics, psychology and neuroscience in the commercial understanding and academic approach to consumption behaviour and communication effects. This integration will provide students that are better suited to rising demands for trained practicioners and academics at the national and international level.

Structure

The below table lists the structure and the ECTS credits of the individual courses. The course descriptions are available in the online course catalogue. Direct links are inserted in the below table.

Course	ECTS
Neuromarketing	7.5
Neuroeconomics	7.5
Neuroscience, Management & Leadership	7.5

Content

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Examinations

The minor consists of the examinations listed below. The learning objectives and the regulations of the individual examinations are prescribed in the online course catalogue. Direct links to the individual examinations are inserted in the table below.

Exam name	Exam form	Gradingscale	Internal/external exam	ECTS	Weight
Individual Project	Home assignment - written product	7-step scale	Internal exam	7.5	7.5
Neuroeconomics	Home assignment - written product	7-step scale	Internal exam	7.5	7.5
Individual Project	Home assignment - written product	7-step scale	Internal exam	7.5	7.5

Further information

Minor coordinator

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Study Board

The minor in Sustainable Business is offered by the Study Board for the Master of Science Programme

in Economics and Business Administration.

How to sign up

THE MINOR WILL NOT BE OFFERED IN 2017/2018