

POST GRADUATE DIPLOMA

BEHAVIOURAL NEUROSCIENCE

FOR BUSINESS

Post Graduate Diploma
in Behavioural Neuroscience for Business





SUMMARY

- ✦ **SCIENTIFIC DIRECTION AND EDUCATION**
- ✦ **STRUCTURE OF THE PROGRAMME**
- ✦ **PROGRAMME, MODULES AND SCHEDULE**
- ✦ **TRAINING SCHEDULE**
- ✦ **ENTRY REQUIREMENTS**
- ✦ **COSTS, REGISTRATION AND CONTACTS**
- ✦ **TERMS AND CONDITIONS**

SCIENTIFIC AND EDUCATIONAL DIRECTION

SCIENTIFIC DIRECTOR



Giuseppe Sartori is a Full Professor of Cognitive Neuroscience at the University of Padua and has authored more than 250 articles in scientific journals. He is internationally known for his studies on semantic memory and decision-making in the economic field. He is an expert in Machine Learning and its applications in psychological and medical contexts.

HEAD OF TEACHING AND LABORATORIES ACTIVITIES



Davide Rigoni, Ph.D., is the founder of ISENSE (www.isenseresearch.com), a company specializing in the application of neuroscience to business, and he teaches Neuromarketing and Management Psychology at Hult International Business School London, UK, and Marketing & Market Research at Vrije Universiteit Brussel in Belgium. He has been providing consultancy services in the field of neuromarketing for over a decade.

MASTER PROGRAM MANAGER



Demetrio Macheda has been working as a management consultant since 1987. Since 1996, he has specialized in the development of web-based systems. He is the founder of Originalskills and a lecturer in Human Resource Management & Business Coaching. He is also a member of the Board of Directors of the International University Center.

STRUCTURE OF THE PROGRAMME

 **MOD.01 - PSYCHOLOGY AND NEUROSCIENCE
OF BEHAVIOR.**

 **MOD. 02 - MARKETING AND
DIGITAL MARKETING**

 **MOD. 03 - NEUROSCIENCE OF
COMMUNICATION AND PERSUASION**

 **MOD. 04 - METHODS AND TOOLS OF
NEUROSCIENCE FOR BUSINESS**

 **MOD. 05 - BEHAVIORAL ECONOMICS
AND NEUROECONOMICS**

 **MOD. 06 - NEUROMARKETING**

 **MOD. 07- APPLICATIONS OF MACHINE
LEARNING AND A.I.**

 **MOD. 08 – NEUROETHICS**

 **MOD. 09 - FINAL WORK. CASE STUDY.**

PROGRAMME, MODULES AND SCHEDULE



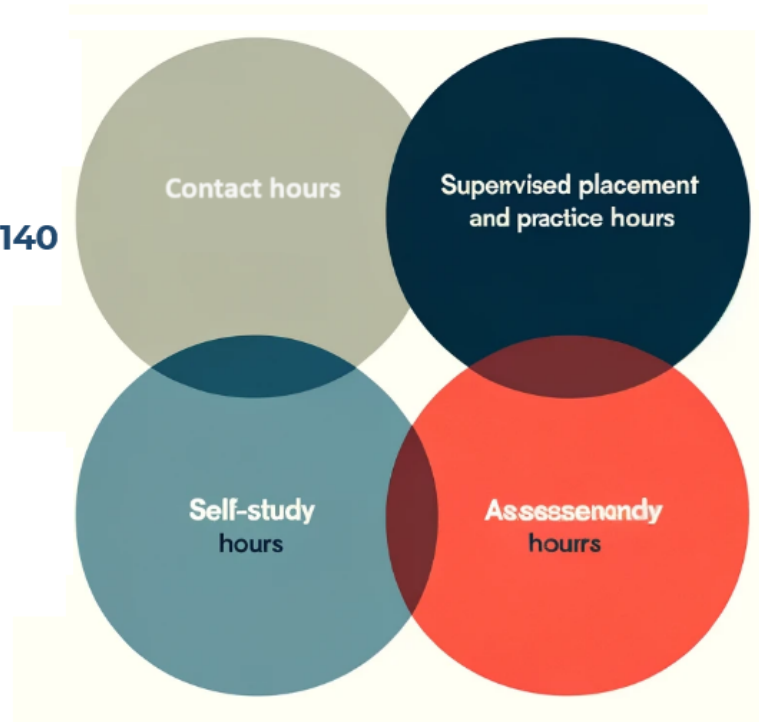
THE LEARNING HOURS BY METHOD

CONTACT HOURS:

- Face-to-Face Teaching (Malta): **198**
- Synchronous Distance Learning Teacher: **140**
- Asynchronous Video Lessons: **103**

SELF STUDI HOURS

- Estimated workload of research and study: **624**



SUPERVISED PLACEMENT AND PRACTICE HOURS

- During these hours, the student benefits from supervision services, can practice with the tools provided, and is therefore guided by a Tutor: **364**

ASSESSMENT

- Examinations; presentations; group work; projects, etc. : **60**

- Percentage of Contact Hours delivered online: 54%
- Percentage Contact Hours Delivered Face-to-Face: 46%

THE DETAIL FOR EACH MODULE

PROGRAM MODULES	Contact hours	Supervised Placement and Practice Hours	Self-Study Hours	Assessment Hours	TOTAL HOURS FOR ECTS	ECTS
Mod. 01 -Psychology and neuroscience of behavior	96	54	70	5	225	9
Mod. 02 -Marketing and Digital Marketing	56	40	50	4	150	6
Mod. 03 - Neuroscience of communication and persuasion	32	32	56	5	125	5
Mod. 04 - Methods and tools of neuroscience for business	72	72	90	16	250	10
Mod. 05 - Behavioural economics and Neuroeconomics	60	30	54	6	150	6
Mod. 06 - Neuromarketing	72	40	80	8	200	8
Mod. 07 - Applications of machine learning and artificial intelligence	40	45	60	5	150	6
Mod. 08 - Neuroethics	24	26	44	6	100	4
Mod. 09 - Final work. Case study.	0	25	120	5	150	6
Total	452	364	624	60	1500	60

PROGRAMME, MODULES AND SCHEDULE

● **MODULE 1**
225 hours

○ MODULE 2
150 hours

○ MODULE 3
125 hours

○ MODULE 4
250 hours

○ MODULE 5
150 hours

○ MODULE 6
200 hours

○ MODULE 7
150 hours

○ MODULE 8
100 hours

○ MODULE 9
150 hours

PSYCHOLOGY AND NEUROSCIENCE OF BEHAVIOR

Date: October 7-11, 2024

Professor: *Andrea Zangrossi, Ph.D.*

MODULE 1

PSYCHOLOGY AND NEUROSCIENCE OF BEHAVIOR

- This Module will provide students with an overview on core topics in psychology and neuroscience, with a focus on those playing a leading role in our everyday behaviour.
- This Module is primarily aimed at those who do not have a psychology or neuroscience background. The module is also useful for those who, despite having had learning experiences in the field of marketing and consumer psychology, wish to align their knowledge with the discoveries of neuroscience on the functioning of the brain and the mechanisms underlying behavior.
- This module is related to "Methods and tools of neuroscience for business". Attending both modules allows students to acquire ability to apply neuroscience to business.



Provision:
Blended



Platform used for the exercise:
teacher's choice from among those available



Materials used:
slides and links for the exercises



Total Contact Hours:
96 hours



Practice Hours:
54 hours



Self Study & Assessment:
Self Study: 70 hours
Self Assessment: 5 hours. Online multiple-choice test
Assignment: Case study

PROGRAMME, MODULES AND SCHEDULE

- MODULE 1
225 hours
- **MODULE 2**
150 hours
- MODULE 3
125 hours
- MODULE 4
250 hours
- MODULE 5
150 hours
- MODULE 6
200 hours
- MODULE 7
150 hours
- MODULE 8
100 hours
- MODULE 9
150 hours

MARKETING AND DIGITAL MARKETING

Date October 14, 2024

Professor: *Davide Rigoni, Ph.D.*

Assistant Lecturer: *Lorenzo Zorzi*

MODULE 2

MARKETING AND DIGITAL MARKETING

- The module introduces students to traditional marketing concepts that are still present in the context of the current evolution of digital marketing. However, the latter has innovated the ways of thinking about the market and customers in every respect. Just think of the myriad of platforms that offer digital services to connect the business world with customers.
- This module is essential to better understand how neuroscience can intervene in all stages of marketing (it is therefore connected to the neuromarketing module) to offer advanced measurement services that integrate traditional marketing research methodologies.
- This module is also connected to the Machine Learning module for analysing behavioral data.



Provision:
Blended



Platform used for the exercise:
teacher's choice from among those available



Materials used:
slides and links for the exercises



Total Contact Hours:
56 hours



Practice Hours:
40 hours



Self Study & Assessment:
Self Study: 50 hours
Self Assessment: 4 hours. Online multiple-choice test
Assignment: Case study

PROGRAMME, MODULES AND SCHEDULE

- MODULE 1
225 hours
- MODULE 2
150 hours
- **MODULE 3**
125 hours
- MODULE 4
250 hours
- MODULE 5
150 hours
- MODULE 6
200 hours
- MODULE 7
150 hours
- MODULE 8
100 hours
- MODULE 9
150 hours

NEUROSCIENCE OF COMMUNICATION AND PERSUASION

Date: December 9, 2024

Professor: *Demetrio Macheda.*

MODULE 3

NEUROSCIENCE OF COMMUNICATION AND PERSUASION

- This module aims to:
 - a) illustrate the main communication theories and methods traditionally used by marketing experts to convey persuasive messages capable of leading to changes, for example, in consumers' purchasing intentions, voting intentions, health programs, etc.
 - b) examine how neurosciences have come to identify the neural mechanisms that form the basis of persuasion of our species.
 - c) applying the rules of persuasion, adapted with the most recent discoveries in the neuroscientific field.
- This module is connected to the module on "neuroscience tools and methods" that study the physiological activation determined by persuasive messages through neurotechnologies.



Provision:
Blended



Platform used for the exercise:
teacher's choice from among those available



Materials used:
slides and links for the exercises



Total Contact Hours:
32 hours



Practice Hours:
32 hours



Self Study & Assessment:
Self Study: 56 hours
Self Assessment: 5 hours. Online multiple-choice test. Individual exam.

PROGRAMME, MODULES AND SCHEDULE

- MODULE 1
225 hours
- MODULE 2
150 hours
- MODULE 3
125 hours
- **MODULE 4**
250 hours
- MODULE 5
150 hours
- MODULE 6
200 hours
- MODULE 7
150 hours
- MODULE 8
100 hours
- MODULE 9
150 hours

METHODS AND TOOLS OF NEUROSCIENCE FOR BUSINESS

Date December 12, 2024

Professor: Francesca Perna, Ph.D.

Professor: Giulia Songa, Ph.D.

MODULE 4

METHODS AND TOOLS OF NEUROSCIENCE FOR BUSINESS

- This module will provide an overview of research methods used in the practice of neuroscience that are applicable in the business world (from neuromarketing and to citizen services in various sectors such as transportation, healthcare, and public green spaces). Using a practical theoretical approach, we will introduce the methods employed by neuroscience (mainly eye-tracking, GSR, and lately online webcam-based methods) to study and analyse how the human mind functions in the context of business.
- Teaching laboratories and workshops will obviously only use portable and online technology (such as eye tracking, physiological sensors, online platforms).
- This module is linked, in terms of analysis of quantitative data, with the specific "Machine Learning module.". It is also connected with the first module which introduced students to neuroscience topics.



Provision:
Blended



Platform used for the exercise:
teacher's choice from among those available



Materials used:
slides and links for the exercises



Total Contact Hours:
72 hours



Practice Hours:
72 hours



Self Study & Assessment
Self Study: 90 hours
Self Assessment: 16 hours. Solution of a knowledge task Evaluation ability to analyze data and interpretation

PROGRAMME, MODULES AND SCHEDULE

- MODULE 1
225 hours
- MODULE 2
150 hours
- MODULE 3
125 hours
- MODULE 4
250 hours
- **MODULE 5**
150 hours
- MODULE 6
200 hours
- MODULE 7
150 hours
- MODULE 8
100 hours
- MODULE 9
150 hours

BEHAVIOURAL ECONOMICS AND NEUROECONOMICS

Date: March 31, 2025

Professor Behavioural Economics: *Claudia Civali, Ph.D.*

Professor Neuroeconomics/Neurofinance: *Duccio Martelli, Ph.D.*

Professor Behavioural Economics: *Sergio Beraldo, Ph.D.*

MODULE 5

BEHAVIOURAL ECONOMICS AND NEUROECONOMICS

- The main objective of this course is to illustrate what behavioural economics has to say with regard to decision-making. The approach will be an interdisciplinary one, typical of the behavioural sciences. This approach uses tools and techniques from economics, neuroscience and psychology to better understand the cognitive processes underlying economic decision making.
- The course will illustrate how behavioural economics predictions systematically deviate from those put forward by mainstream economics; explore heuristics and biases that affect decisions; discuss the role of social norms and emotions as well as the emergence of cooperation and altruistic behaviour.
- A particular attention will be devoted to the design of public policies. In this respect, the course will cover two topics: the efficacy of material incentives to modify behaviour; the legitimacy of exploiting flaws in human decision-making to nudge people towards better choices.



Provision:
Blended



Platform used for the exercise:
teacher's choice from among those available



Materials used:
slides and links for the exercises



Total Contact Hours:
60 hours



Practice Hours:
30 hours



Self Study & Assessment:
Self Study: 54 hours
Self Assessment: 6 hours. Multiple choice test. Assignment of a real-life task

PROGRAMME, MODULES AND SCHEDULE

- MODULE 1
225 hours
- MODULE 2
150 hours
- MODULE 3
125 hours
- MODULE 4
250 hours
- MODULE 5
150 hours
- **MODULE 6**
200 hours
- MODULE 7
150 hours
- MODULE 8
100 hours
- MODULE 9
150 hours

NEUROMARKETING

Date: April 3, 2025

Professor: *Davide Rigoni, Ph.D.*

MODULE 6

NEUROMARKETING

- This module is an introduction to the field of consumer neuroscience and neuromarketing and is intended for students who already have a basic understanding of the concepts of marketing, digital marketing and decision making in the economic field (see module: D_05. Behavioral economics and Neuroeconomics).
- The module, starting from the foundations provided by module D_01 (Psychology and neuroscience of behavior) will explore how these principles can be applied to the study of consumer behaviour. Students will learn about the elements of the consumer mind in a real context through neuroscientific methods.
- The module then enters the world of business to comprehensively understand how marketing strategies can be applied in commercial and social contexts. Not only that, the module presents cases of nudge that can be applied in many sectors of human coexistence. The ultimate goal is to get students used to thinking about business with a new lens and combined methodologies.



Provision:
Blended



Platform used for the exercise:
teacher's choice from among those available



Materials used:
slides and links for the exercises



Total Contact Hours:
72 hours



Practice Hours:
40 hours



Self Study & Assessment:
Self Study: 80 hours
Self Assessment: 8 hours Individual written assignment. Case studies
Multiple Choice Questionnaire

PROGRAMME, MODULES AND SCHEDULE

○ MODULE 1
225 hours

○ MODULE 2
150 hours

○ MODULE 3
125 hours

○ MODULE 4
250 hours

○ MODULE 5
150 hours

○ MODULE 6
200 hours

● **MODULE 7**
150 hours

○ MODULE 8
100 hours

○ MODULE 9
150 hours

APPLICATIONS OF MACHINE LEARNING AND ARTIFICIAL INTELLIGENCE

Date: May 12, 2025

Professor: *Merilyn Monaro Ph.D.*

MODULE 7

APPLICATIONS OF MACHINE LEARNING AND ARTIFICIAL INTELLIGENCE

- This module will introduce basic concepts of machine learning (e.g., general types of problems, such as categorization, regression, cluster, anomaly detection, and NLP), and will provide indications for the use of open source and low code software. Students will be presented with the analysis of data related to brain functioning and human behaviour in a marketing and organizational key (e.g., machine learning for intelligent customer profiling, recommender systems, machine learning for job candidates' screening, help companies to make the most of their data to "owners" to improve the working conditions of their staff).
- The current GDPR legislation and the one soon to be introduced at the European level will also be studied. This last part is connected to the neuroethics section.

**Provision:**

Blended

**Platform used for the exercise:**

teacher's choice from among those available

**Materials used:**

slides and links for the exercises

**Total Contact Hours:**

40 hours

**Practice Hours:**

45 hours

**Self Study & Assessment:**

Self Study: 60 hours

Self Assessment: 5. Assignments (practical task) and group presentations

PROGRAMME, MODULES AND SCHEDULE

○ MODULE 1
225 hours

○ MODULE 2
150 hours

○ MODULE 3
125 hours

○ MODULE 4
250 hours

○ MODULE 5
150 hours

○ MODULE 6
200 hours

○ MODULE 7
150 hours

● **MODULE 8**
100 hours

○ MODULE 9
150 hours

NEUROETHICS

Date: May 14, 2025

Professor: *Giuseppe Sartori*

Assistant Professor: *Andrea Lavazza*

MODULE 8

NEUROETHICS

- Neuroethics is a recent discipline that focuses on the ethical, legal, and social implications of neuroscientific research. The latter has developed very rapidly in the last few decades. The new knowledge about the brain and the possibilities of intervening in it require specific skills and rules so that scientific progress is always at the service of the human being.
- This module aims to introduce the field of neuroethics; to provide the tools to be able to assess the ethical implications of neurotechnologies and their use; and to know how to deal with possible conflicts and dilemmas related to the application of neuroscience in business and society.



Provision:
Blended



Platform used for the exercise:
teacher's choice from among those available



Materials used:
slides and links for the exercises



Total Contact Hours:
22 hours



Practice Hours:
26 hours



Self Study & Assessment:
Self Study: 120 hours
Self Assessment: 5. Assignment and oral exam Multiple Choice Questionnaire

PROGRAMME, MODULES AND SCHEDULE

- MODULE 1
225 hours
- MODULE 2
150 hours
- MODULE 3
125 hours
- MODULE 4
250 hours
- MODULE 5
150 hours
- MODULE 6
200 hours
- MODULE 7
150 hours
- MODULE 8
100 hours
- **MODULE 9**
150 hours

FINAL WORK - CASE STUDY: From October 1, 2025

Accessible only to students enrolled in the full programme.

Hours for project preparation. Individual study and research work: 120
For the preparation of the case study, a professor and tutor will be available to facilitate the work of the students. The preparation of the case study can be started from the second semester, after the completion of the modules of the first semester.

The tutor will be available throughout the project (25 hours for the program). In this way, the 150 hours provided for the preparation of the final case study can be supported by the teaching staff and appointed tutors.

MODULE 9

FINAL WORK - CASE STUDY

- For the final work, each student will have to present a Case Study. The Case Study allows to analyze a particular phenomenon or problem without dealing, as happens in academic research, with the generalization of the results to an entire population. A case or an essay on a topic of interest to the student can therefore be interesting and acquire value in itself.
- In the case study, students will be able to combine both the knowledge and skills acquired also in terms of the use of neurotechnologies and quantitative methods to demonstrate the goodness of learning.
- The development of a case then allows you to plan your own working future and already provides the student with initial feedback on the level of knowledge acquired and the effective ability to be able to complete projects to resolve practical issues at a business level.
- For the preparation of the case, the student will employ logics, strategies, approaches and tools that will be informative in terms of skills that can be used at a professional level.



Practice Hours:
25 hours



Self-Study Hours:
120 hours



Assessment: 5 hours for prepare and presentation final wok. Final text or Power point

The case study should demonstrate the student's mastery of the concepts covered in the course.

Objective of the case study: to show the student's ability to apply the concepts and what has been learned, in terms of methodology explicated in many cases, in a real scenario.

The case study is presented by the student in written form (text) or as a presentation (power point) and should include a detailed analysis of the context, the problem, the solution and the results achieved.

TRAINING SCHEDULE

- 52 Weeks.
- Start date: October 7, 2024
- The training will be divided into two semesters. The course modules are sequential.
- Date of final exams: October 1, 2025. The total commitment for the students, including the presentation of the project and the assignment of the final award, is one year.
- Real

	Start	Module Evaluation
First semester	Monday, October 7, 2024	Tuesday, December 10, 2024
	Monday, October 14, 2024	Wednesday, January 15, 2025
	Monday, December 9, 2024	Friday, February 28, 2025
	Monday, December 16, 2024	Thursday, March 20, 2025
Second semester	Monday, March 31, 2025	Friday, May 30, 2025
	Thursday, April 3, 2025	Tuesday, June 17, 2025
	Monday, May 12, 2025	Tuesday, July 15, 2025
	Wednesday, May 14, 2025	Monday, September 8, 2025
	Final Exam	Wednesday, October 1, 2025

TRAINING SCHEDULE: DAYS OF ATTENDANCE IN MALTA FOR FACE-TO-FACE LECTURES

Module	Hours	Period
Mod. 01 -Psychology and neuroscience of behavior	40	From October 7 to 11, 2024
Mod. 02 -Marketing and Digital Marketing	26	From October 14 to 17, 2024
Mod. 03 - Neuroscience of communication and persuasion	16	From December 9 to 10, 2024
Mod. 04 - Methods and tools of neuroscience for business	36	From December 12 to 17, 2024
Mod. 05 - Behavioural economics and Neuroeconomics	12	From March 31 to April 1, 2025
Mod. 06 - Neuromarketing	40	Wednesday, April 2 to April 9, 2025
Mod. 07 - Applications of machine learning and artificial intelligence	16	From Monday, May 12 to 14, 2025
Mod. 08 - Neuroethics	12	From Thursday, May 15 to 16, 2025
Mod. 09 - Final work. Case study.		From October 1, 2025, until the end of exams

ENTRY REQUIREMENTS

Entry Level: MQF Level 6 required.

English Proficiency: Mandatory for admission. Recognized certifications include:

- TOEFL
- IELTS (minimum C1 score)
- Cambridge English: Advanced (CAE)

Digital Skills: Proficiency in using common software on Windows (Microsoft Office) and iOS (Apple Pages, Numbers, Keynote). Statistical skills are a plus.

Specific Knowledge: No prior economics knowledge needed. The program assumes foundational understanding in marketing and corporate communication, which implies some familiarity with consumer psychology.

Modules: The Marketing and Digital Marketing module updates students with industry practices, particularly in the context of changes post-pandemic. The module caters to both fresh graduates and those seeking to update their knowledge. The Psychology and Neuroscience of Behavior module provides psychologists an opportunity to refresh and align their knowledge with current industry standards.

COSTS, REGISTRATION AND CONTACTS

Costs

The cost for participation, including teaching in Malta and both synchronous and asynchronous online lessons, educational materials on the platform, tutoring, and assistance, is €6,700.00.

- The fee at registration is € 700.00.
- At the start of the first semester: €2,500.00 (by the end of September 2024)
- At the beginning of the second semester: €2,500.00 (by 21 March 2025).
- Thesis and graduation: € 1. 000,00 (before 1 September 2025).

Bank:

Besc Enrollment Service - International University Center

BANCA INTESA. IBAN: IT91U0306909606100000180660

BIC/SWIFT: BCITITMM

Payment description: Registration fee PgD BNB € 700,00

The conditions of costs and registration can be found on the website:

Link: <https://www.bescgraduate.eu/PgD-neuroscience-for-business>

Contacts: professor.macheda@bescgraduate.eu

TERMS AND CONDITIONS

In a separate document, the student who wishes to enroll in the Educational Programme must accept the terms and conditions specified. Without acceptance of these conditions, enrolment cannot proceed.



Post Graduate Diploma
in Behavioural Neuroscience for Business

College Health and Behavioral Science Graduate Studies
(BESC)- R.O. 102, St Catherine Street, Attard, 2605 MT.
info@bescgraduate.eu