

The Brain in Business: Neuroscience for Better Managerial Decisions / Electives 2026

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FACULTY INFORMATION

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FACULTY BIO



Alex Genevsky received his Ph.D. from Stanford University with a focus on valuation and decision-making. Previously, he worked as a business consultant for IBM Global Services in New York City and as a human factors researcher in Silicon Valley, California. Dr. Genevsky has received awards including the RSM Professor of the Year award for his teaching and research in Marketing Management and Human Decision Making. He has also recently been awarded the 2020 EUR Fellowship. Dr. Genevsky's

research explores the social and emotional influences that shape consumer and managerial decision-making and behavior. Using behavioral experimentation, market-level data analysis, and neuroscience, he probes how emotions and deliberation influence preference and choice. His current projects explore the potential to scale what we learn in the laboratory to develop models that more accurately describe and predict market-level behavior in the real world.

ABSTRACT

This course will explore the intersection of neuroscience, psychology, and business. We focus on how understanding the brain and behavior can be used to improve managerial decision-making regarding consumer behavior, innovation, marketing, and leadership. The course will also examine the applications, limitations, and ethical implications of the emerging field of consumer neuroscience.

EDUCATIONAL GOALS

Learning areas	Educational Goals
I. Content- related	Students will understand the basic principles of psychology and neuroscience and how they can be applied to address organizational challenges

	Students will develop a critical perspective on the use of neuroscience in business and evaluate the effectiveness and ethics of neuroscience-based business strategies
II. Skills-related	Students will understand how to apply tools from psychology and neuroscience, including psychological tests, eye-tracking, and brain imaging, to improve managerial decision making in marketing, leadership, and finance
	Students will be able to apply critical thinking skills to analyze real-world business scenarios from a psychological perspective
	Students will be able to develop and implement strategies based on the principles of psychology and neuroscience
III. Attitude-related	Students will be able to appreciate the role of psychology and neuroscience in shaping consumer behavior, group dynamics, and organizational culture in the workplace
	Students will be able to engage in constructive interactions with peers and colleagues, recognizing the value of interdisciplinary approaches to business challenges

TEACHING METHODS AND WORKLOAD

Welcome to The Brain in Business! This course is designed to provide you with a broad understanding of how principles of psychology and neuroscience apply in business contexts, and equip you with the skills and knowledge necessary to apply these tools and principles in real-world scenarios. Throughout the course, you will engage in a variety of activities, including lectures, in-class exercises, hands-on workshops, and a final consulting project.

The lectures will provide a solid theoretical foundation, introducing you to the latest research in neuroscience and psychology, and their relevance to business. This theoretical knowledge will be essential for understanding the principles that underpin the application of neuroscience and psychology in business contexts. In-class exercises provide an opportunity for you to apply the tools and theoretical knowledge you have acquired in real-world scenarios. These activities are designed to develop your analytical and problem-solving skills, and enable you to explore different techniques for applying neuroscience and psychology to solve business questions. This course also provides an opportunity for hands-on experiences with neuroscience tools. You will be exposed to the tools and skills necessary to collect and analyze data using techniques such as electroencephalography (EEG), fMRI, and eye-tracking. You will also learn how to interpret and use these data to inform strategic decision-making.

Finally, in the culminating experience of this course you will design an experiment that applies principles of psychology and neuroscience to a concrete business problem. This project will require you to identify a real-world business challenge, design an experiment to test a hypothesis related to this challenge, and analyze the results of your experiment. By the end of this course, you will be well-equipped to leverage the latest research in

neuroscience and psychology to make strategic business decisions, lead teams effectively, and create positive organizational change.

Description	Calculation	Total
In-Class sessions:	6 x 3 hours	18 hours
Class Preparation:	18 x 2	36 hours
Team Assignment(s)		20 hours
Individual Assignment(s)		10 hours
Total Course Hours		84 Total hours
EC (Number of study credits)	3 x 28	84 Total hours

GRADING AND ASSESSMENT

Course: The Brain in Business: Neuroscience for Better Managerial Decisions	Assessment formats			
Educational goals per course	Experiments	Quizzes*	Consulting Project	Total
After following this course, students will be able to:				
Understand the basic principles of psychology and neuroscience and how they can be applied to address organizational challenges	x	x	x	
Develop a critical perspective on the use of neuroscience in business and evaluate the effectiveness and ethics of neuroscience-based business strategies	x	x	x	
Understand how to apply tools from psychology and neuroscience, including psychological tests, eye-tracking, and brain imaging, to improve managerial decision making		x	x	
Apply critical thinking skills to analyze real-world business scenarios from a psychological perspective	x	x	x	
Develop and implement strategies based on the principles of psychology and neuroscience	x		x	
Appreciate the role of psychology and neuroscience in shaping consumer behavior, group dynamics, and organizational culture in the workplace	x	x	x	
Approach workplace interactions with empathy and a deep understanding of the psychological and neurological factors that impact communication, decision-making, and leadership	x			
Weighting factor	10%	50%	40%	100%
Minimum grade required	5.5	5.5	5.5	5.5
When failed, resit option within academic year	Yes	Yes	Yes	
Form of examination (e.g. MC, Open-book, etc.)	experiments in class	Online	Report / Presentation	
Group / Individual assessment (Group/Individual)	Ind	Ind	Group	

**For grading purposes, the quizzes are a composite component. The grade for this component is calculated as the average score of 3 quizzes as given in the Assessment / Deliverable table below.*

In order to pass the course, each assessment or deliverable (component grade) with a resit option, needs to be at least 5.5. Components with no resit option bear no minimum grade required, but to pass the overall course, the final grade needs to be at least 5.5.

Grades are rounded according to the rounding provisions included in the Teaching and Examination Regulations (TER) of the programme and are expressed with 1 decimal point. Not meeting the minimum grade required for either a component grade or the overall course grade determines a fail for the course. Participants can resit a failed component only once. There is no capping of the grade for a resit examination. The only exception is when the nature of the failed assignment allows for an improvement effort of the same assignment (capped at 5.5 for that component).

For this particular course, the faculty has decided that all assignments with a resit allow for ***an improvement effort***. *For the consulting project, this means that students can improve the slide deck in order to bring it to a passing grade capped at 5.5 and submit a video of them re-doing the presentation itself.*

Grade penalties for unauthorized late submissions will be automatically imposed. Penalties for unauthorised late submissions range from 10% to 20% deduction from the examination component depending on the hours/days late. Unauthorised late submissions 4 days or longer after the deadline without prior notification and a reasonable explanation for the late submission, will not be accepted.

Attendance is mandatory and a requirement to pass the course. Missing classes and arriving late may result in grading penalties and even a fail for the course.

Fraud, Plagiarism / Self-plagiarism (Appendix B on Code of Conduct, Teaching and Examination Regulations -TER-)

The Examination Board defines fraud as *“the action or negligence of a student because of which it is impossible, entirely, or partially, to form a correct judgment about the knowledge, insight, and skills of them or another student”* (TER). Examples of fraud are cheating, cribbing, plagiarism, freeriding in a team assignment, availability of unauthorized (study) material during a test such as mobile phones, contract cheating/outsourcing/ghost-writing, unauthorized use of generative AI, identity fraud, theft.

Confirmed cases of fraud/plagiarism will lead to (appropriate and proportional) sanctions as defined by the Examination Board in the Rules and Guidelines. Repetitive cases of fraud/plagiarism lead to expulsion from the programme.

Plagiarism is presenting another person's work as one's own. Plagiarism includes any paraphrasing or summarising of the work of another person or group without acknowledgment, including submission of another student's work as one's own. Plagiarism frequently involves a failure to acknowledge the quotation of paragraphs, sentences, or even a few phrases written or spoken by someone else.

Using ideas from your own prior work (assignment) without referencing the work in your assignment is considered self-plagiarism.

Participants are required to adhere to the 6 principles outlined in the RSM AI guidelines with regard to the use of Artificial Intelligence Platforms such as ChatGPT and related software/tools. The unauthorised use constitutes violation of plagiarism/ fraud policy. For this particular course, the faculty **promotes a “restrained” use of AI.**

For more information about academic integrity and AI please refer to the Programme's Examination Regulations and RSM AI guidelines documents on the Student Hub

Assessment / Deliverable:	Individual or group:	(Due) date and hand in location:	% of final grade:
Quiz 1: Neuroimaging tutorial	Ind	TBD	50% composite component
Quiz 2: Eye-tracking tutorial	Ind	TBD	
Quiz 3: GSR tutorial	Ind	TBD	
Consulting project pitch	Group	TBD	P/F
Finalized eye-tracking experiment	Group	TBD	P/F
Participate in experiments	Ind	TBD	10%
Final consulting project (slides & presentation)	Group	TBD	40 %

For all Canvas submissions, please make sure to include the student name and programme name in the title of the file submission, as well as within the document itself (on the cover page).

REQUIRED AND SUPPLEMENTAL READINGS

All required and supplemental readings are listed below in the session outline.
Readings should be completed **before** the class session.

DETAILED COURSE SCHEDULE

Session 1: Introduction to the Neuroscience of Business	
Topics:	- Overview of the course and its objectives - Introduction to the principles of neuroscience and psychology in business - Introduction to Brain structure and function - Understanding the connections between brain function, decision-making, and behavior - Neuroscience hype: Fundamental facts and misconceptions about the brain and the tools for studying it.
In class exercises:	TBD
Readings and Media:	TBD

Session 2: The Consumer Neuroscience Toolkit

Topics:	• Introduction to the various tools available in consumer neuroscience • The advantages and disadvantages of different approaches, such as eye-tracking, EEG, fMRI, and others. • Examples of how these methods can inform business decisions • Visual perception, attention, and decision-making
In class exercises:	• Eye-tracking exercise via expoze.io • Prepare consulting project pitch
Readings and Media:	• TBD

Session 3: Neuromarketing: The Science of Understanding Consumers

Topics:	• Introduction to Neuromarketing: The history, definitions, and scope of Neuromarketing. • Consumer Choice: Insights from how the brain processes and reacts to different types of stimuli. • Managerial Implications: How marketers can apply the psychology of consumer decision-making to develop effective strategies, including product design, pricing, promotion, and distribution. • Visual Perception and The Visual System • Measuring Attention using Eye Tracking • Current practices and the state-of-the-art
In class exercises:	• TBD
Readings and Media:	• TBD

Session 4: Managerial Neuroscience: The Science of Strategic Interaction and Leadership

Topics:	• An overview of game theory and its applications in strategic interactions • Decision-making: The role of decision-making in strategic interactions, including rationality and bounded rationality. • Cooperation and competition: The dynamics of cooperation and competition in strategic interactions, including the prisoner's dilemma and the tragedy of the commons. • Strategic alliances: The formation and management of strategic alliances in business, including joint ventures and partnerships. • Ethics: The ethical considerations in strategic interactions, including issues such as honesty, fairness, and social responsibility.
In class exercises:	• TBD
Readings and Media:	• TBD

Session 5: Neuroeconomics and Neurofinance

Topics:	• Introduction to the field of neuroeconomics and neurofinance • Value in the Brain: how do we evaluate and compare options • Reward and Decision-making: how do we make choices • Decision-making and Risk: How the brain processes information and makes decisions in situations involving risk, uncertainty, and ambiguity. • Reward and Punishment: How the brain responds to different types of rewards and punishments and how this affects decision-making in economic and financial contexts.
In class exercises:	• TBD
Readings and Media:	• TBD

Session 6: Neuroforecasting, Ethics, & The Future of Neuroscience in Business

Topics:	• Using brain data to improve predications of market-level outcomes • Market applications of neuroforecasting • General Ethical Considerations for Neuroscience Research: The ethical considerations that arise in neuroscience research, including issues related to informed consent, privacy, and confidentiality. • Ethical Considerations for Brain-Based Marketing and HR: An examination of the ethical considerations associated with the use of brain-based techniques in marketing, hiring, and performance evaluation • The Future of Neuroscience in Business: An exploration of the emerging neurotechnologies and their potential impact on the market, workplace, and society.
In class exercises:	• TBD
Readings and Media:	• TBD

ASSIGNMENTS DESCRIPTION

More information about the assignments and grading rubrics will be made available on Canvas closer to the start of the course.