

Professional Master's Degree Neurosciences for Teachers



Professional Master's Degree Neurosciences for Teachers

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

Websites: www.techtitute.com/us/education/professional-master-degree/master-neurosciences-teachers

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01

Introduction

Recently, teaching is depending more and more on other disciplines that accompany and support it in the approach to the different situations that occur in the classroom. In light of this situation, the neurosciences have become a highly valuable tool for the planning and implementation of effective educational intervention strategies in certain contexts. It is a teacher-friendly practice that will increasingly become the basic complement in the training of any educator.



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*Be at the forefront of the field of education
with the support of Neurosciences applied
to teaching and discover a new and exciting
way to approach your profession"*

This Professional Master's Degree in Neurosciences for Teachers offers a broad and comprehensive vision of the complex world of Neurosciences from an applied perspective. Starting from the biological principles and neuroimaging techniques, the different practical approaches existing in this discipline are collected.

In this program, the teaching professional will learn to understand and interpret the Neurosciences in order to apply them to their teaching experience.

During the specialization, two types of neuropsychological programs will be covered: the eminently biological ones focused on the neuronal principles and genetics of the brain, and the exclusively clinical programs, where the problems associated with pathologies affecting the brain and neurodegenerative diseases will be studied in depth. This bilateral approach facilitates better understanding of the functioning of Neurosciences from different fields, so that professionals have different options available to them.

This Professional Master's Degree addresses the new branches of Neuroscience that are currently under development, both theoretical and applied, such as Neuromarketing and Neuroeducation, and introduces the new branches that, in a few years, will be highly demanded by different sectors, such as Neuroeconomics or Neuroleadership. These emerging areas have not yet been included in typical educational programs, making this program a unique opportunity that will provide teachers with exclusive training.

Students will have access to the latest advances in Neurosciences with the most complete theoretical contents and through a developed learning system supported by practice. As a result, at the end of their specialization, they will be able to incorporate everything they have learned into their work.

A qualitative advantage over other professionals in the sector that will make it easier for teaching professionals to enter the job market or get a promotion, with extensive theoretical and practical knowledge that will improve their professional skills.

This **Professional Master's Degree in Neurosciences for Teachers** contains the most complete and up-to-date program on the market. Its most notable features are:

- ♦ More than 75 practical cases presented by experts in Neurosciences for Teachers
- ♦ The graphic, schematic, and practical contents with which they are created provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ The latest developments in Neurosciences for Teachers
- ♦ Practical exercises where the self-evaluation process can be carried out to improve learning
- ♦ Special emphasis on innovative methodologies in Neurosciences for Teachers
- ♦ All of this will be complemented by theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



Enter the field of Neurosciences applied to teaching and become an expert in Neurosciences for Teachers"

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Through the PBL learning system, this program will provide you with the experience and skills required for Neuroscience applied to teaching"

The program is taught by professionals with extensive experience in the field of Neurosciences for Teachers, as well as renowned specialists from leading societies and prestigious universities.

Thanks to its multimedia content, developed with the latest educational technology, the professional will enjoy situated and contextual learning. In other words, a simulated environment that will provide immersive learning, programmed to train for real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. This will be done with the help of an innovative interactive video system, one of the most advanced in the educational market.

A program that will provide you with the ability to approach any situation that arises in the classroom, with the vision of a specialist.

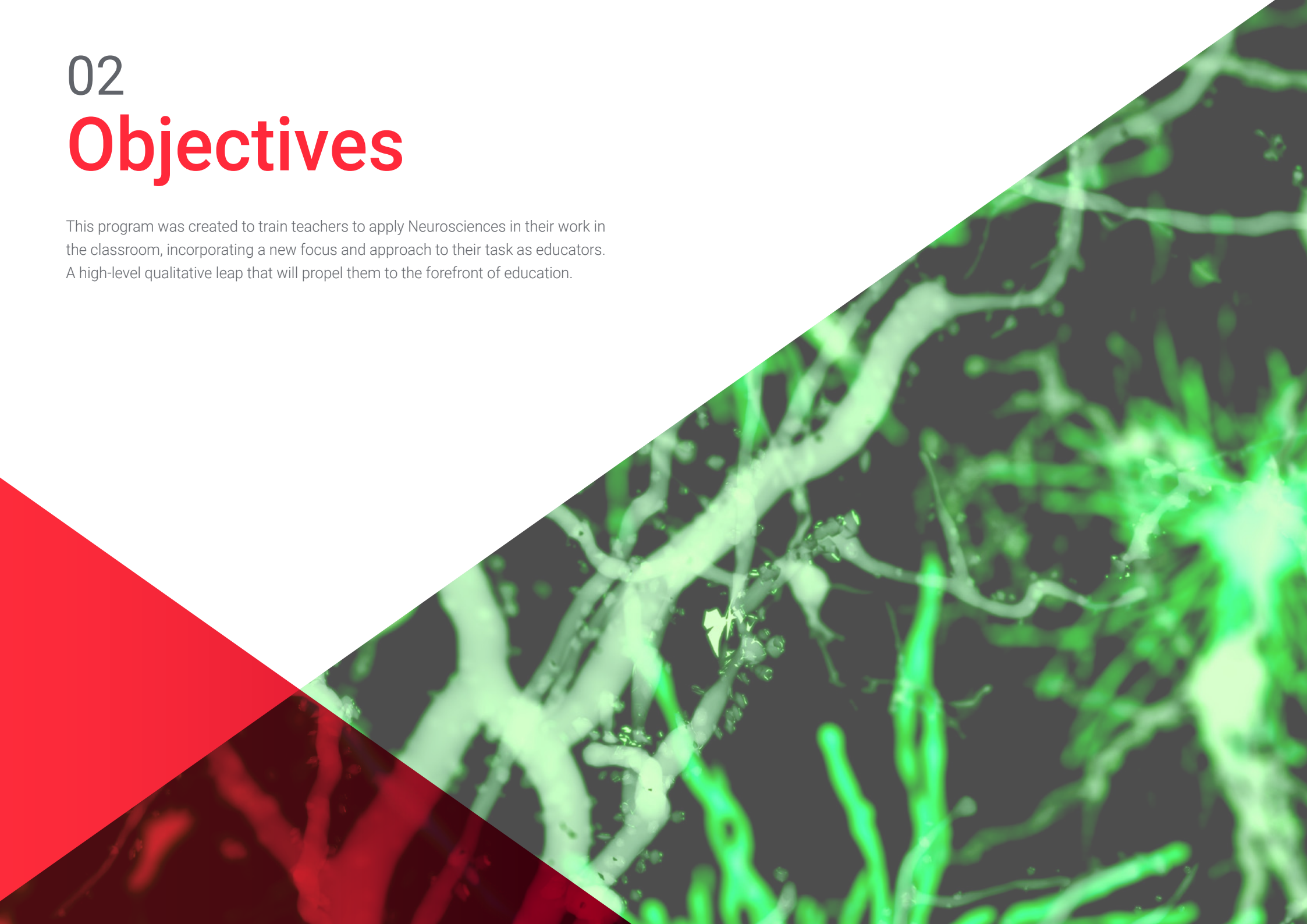
A high-level educational and technological program with which you will be able to change the way you approach your work in the classroom.



02

Objectives

This program was created to train teachers to apply Neurosciences in their work in the classroom, incorporating a new focus and approach to their task as educators. A high-level qualitative leap that will propel them to the forefront of education.



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The vanguard of teaching is at your fingertips, in a program specifically designed for teachers that will open new paths for your professional development. Take a step towards more specialized training in your industry”



General objectives

- Update knowledge on Neurosciences in their different fields of application, from the clinical, educational or social area
- Increase the quality of the teaching professional's practice in their performance
- Introduce the teacher to the vast world of Neurosciences from a practical perspective
- Know the different disciplines involved in the study of the brain in relation to human behavior and its possibilities
- Learn to use the tools used in Neuroscience research and practice
- Develop skills and abilities in emotional development in the classroom
- Direct the student towards continuing education and research



Make the most of the opportunity and take the step to get up to date on the latest developments in Neurosciences for Teachers”





Specific objectives

Module 1. Basis in Neurosciences

- ♦ Learn about the formation of the nervous system
- ♦ Understand the types of neurons
- ♦ Identify brain hemispheres and lobes
- ♦ Differentiate between localizationism and brain functionalism
- ♦ Discover the undifferentiated neurons
- ♦ Learn about programmed neural death
- ♦ Recognize interneuronal electrical communication
- ♦ Determine the role of myelin in neurons
- ♦ Understand interneuronal chemical communication
- ♦ Learn the peculiarities of the human brain
- ♦ Unravel the left brain
- ♦ Explore the white matter
- ♦ Recognize gender differences at the neural level
- ♦ Classify hemispheric functions
- ♦ Discover the new localizationism
- ♦ Understand invasive techniques
- ♦ Recognize non-invasive techniques

Module 2. The Emotional Brain

- ♦ Recognize the role of emotional intelligence
- ♦ Know the Mayer and Salovey model
- ♦ Differentiate between emotional maturation and emotional intelligence
- ♦ Discover emotional relearning
- ♦ Observe the relationship between intelligence and social skills
- ♦ Discover what The Papez Circuit is
- ♦ Explore the limbic brain
- ♦ Analyze the amygdala and positive emotion
- ♦ Understand the function of the amygdala and negative emotion
- ♦ Recognize the intensity of emotion
- ♦ Determine the affective value of emotion

Module 3. Neuropsychology

- ♦ Classify neurohormones and their functions
- ♦ Differentiate between age and neuronal plasticity
- ♦ Discover neuronal development

Module 4. Neuroeducation

- ♦ Verify the connection between intelligence and creativity
- ♦ Analyze academic intelligence
- ♦ Discover the cognitive processes
- ♦ Observe the connection between the brain and cognition

Module 5. Neurolinguistics

- ♦ Differentiate between gross vs. fine motor skills
- ♦ Approach the experience at the neural level
- ♦ Establish learning at the neuron level
- ♦ Observe the effectiveness of repetitive reinforcement
- ♦ Discover neuromuscular control
- ♦ Explore the neuronal insigne

Module 6. Neuromarketing

- ♦ Verify metacognitive development
- ♦ Analyze the role of feelings
- ♦ Explain the processes of perception
- ♦ Explore the elements of attention
- ♦ Understand the process of attention
- ♦ Analyze the neuronal bases of memory

Module 7. Neuroeconomics

- ♦ Further study the concept of the economic brain
- ♦ Understand the neural basis of computational errors
- ♦ Know how the mathematical brain develops
- ♦ Confront the concepts of mathematics and intelligence
- ♦ Delve into the concepts of learning and memory





Module 8. Neuroleadership

- ♦ Gain further understanding of the genetics of leadership
- ♦ Know the effects of successes and failures at the neural level
- ♦ Know how to apply the different optimization strategies of Neuroleadership

Module 9. Neuropolitics

- ♦ Explore the concept of the political brain
- ♦ Know how group membership and group bias are formed
- ♦ Study, in depth, the positive and negative emotions generated in politics
- ♦ Probe the candidate's brain
- ♦ Know how political branding is formed around a candidate
- ♦ Study, in depth, the new tools applied to Neuropolitics

Module 10. Other Branches of Applied Neurosciences

- ♦ Study Neurobranding in depth
- ♦ Know the concept of Neuroarchitecture and how it works
- ♦ Study Neurotechnology in depth
- ♦ Know the limits of Neuroscience research
- ♦ Study the concept of Neuroethics in depth
- ♦ Study in depth the relationship between the brain and taste: Neurogastronomy
- ♦ Learn more about Neurocriminology and its implication in psychopathic personalities

03 Skills

After passing the assessments on the Professional Master's Degree in Neurosciences for Teachers, the professional will have acquired the professional skills required to provide up-to-date quality practice, based on the most innovative teaching methodology. A giant step forward in the methodological concept of the teaching project that will become one of your greatest professional strengths.



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Acquire the skills required to bring Neuroscience into the classroom and grow exponentially in your profession”



General skills

- ♦ Students learn knowledge that provides a basis or opportunity to be original in the development and/or application of ideas, often in a research context
- ♦ Apply acquired knowledge and problem-solving skills in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study
- ♦ Integrate knowledge and face the complexity of making judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments
- ♦ Know how to communicate their conclusions, and the knowledge and ultimate reasons that support them, to specialized and non-specialized audiences, in a clear and unambiguous manner
- ♦ Acquire the learning skills that will enable them to continue studying in a manner that will be largely self-directed or autonomous





Specific skills

- ♦ Explore the relationship between communication and the brain
- ♦ Understand the connection between speech and the brain
- ♦ Learn the connection between reading and the brain
- ♦ Analyze the connection between writing and the brain
- ♦ Improve brain gastronomy
- ♦ Analyze the connection between emotions and the brain in the PNIE
- ♦ Observe the role of oxidative stress and the brain in PNIE
- ♦ Understand psychopathic personality
- ♦ Identify disorganized behaviors at the neuronal level
- ♦ Recognize the role of culture on the brain
- ♦ Explore the connection between numbers and the brain
- ♦ Learn about mathematics and the brain
- ♦ Differentiate between simple calculations vs. complex ones on a neural level
- ♦ Identify common mathematical mistakes
- ♦ Differentiate between language and mathematics on a cerebral level
- ♦ Understand mathematical development
- ♦ Understand multiple intelligences
- ♦ Define emotional illiteracy
- ♦ Explore hypersensitivity to emotions
- ♦ Understand the relationship between intelligence and emotion

- ♦ Recognize emotional intelligence
- ♦ Analyze the relationship between creativity and intelligence
- ♦ Discover the role of self-awareness and intelligence
- ♦ Discover the connection between intelligence and linguistic development
- ♦ Explore the types of intelligence and language
- ♦ Differentiate the phases of language during childhood
- ♦ Determine the influences of the leaders' successes and failures
- ♦ Learn the impact of the leader's successes and failures on the employee
- ♦ Discover training in neuroleadership
- ♦ Analyze the successes of neuroleadership



Get involved in the teaching of the future with this comprehensive online course that will allow you to access the most advanced contents in this field"

04

Course Management

In this program, you will have the support of a team of highly qualified professors, including leading experts in the field of Neurosciences, who will provide you with the best online education, using a multidisciplinary approach. Throughout the six months of learning and through a high-tech communication system, you will be able to access tutoring and guidance from staff at all times, giving you the confidence of knowing you're learning from the best.



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The experience and prestige of the most qualified professors in this field, in the highest quality online program on the educational market"

International Guest Director

Il Dott. Malek Bajbouj è psichiatra e neuroscienziato, specializzato nelle aree della salute globale, della salute mentale e delle scienze affettive. Ha anche esperienza come medico del sonno e come neuroscienziato sociale, affettivo e cognitivo. Insieme a un team interdisciplinare, il suo lavoro si è concentrato sulla ricerca in materia di stress, affetti ed emozioni. In particolare, per realizzare questi studi, alcuni dei suoi lavori principali si sono concentrati sulla coltura cellulare, l'imaging e la stimolazione cerebrale, oltre che sugli aiuti umanitari.

La maggior parte della sua esperienza professionale è stata quella di direttore medico e responsabile del Centro di Neuroscienze Affettive della Charité Universitätsmedizin di Berlino. Inoltre, il suo principale obiettivo di ricerca nel campo della salute mentale globale è stato lo sviluppo di interventi preventivi e terapeutici su misura e a bassa soglia contro lo stress e i disturbi legati ai traumi. A tal fine, ha utilizzato strumenti digitali e studi clinici, conducendo interventi incentrati su approcci di reverse-innovation elettrofisiologica e di neuroimaging per migliorare la fenotipizzazione dei pazienti.

Inoltre, il forte impegno del dottor Malek Bajbouj per la salute mentale in tutto il mondo lo ha portato a sviluppare gran parte della sua attività professionale nei Paesi del Medio Oriente, dell'Estremo Oriente e dell'Ucraina. A questo proposito, ha partecipato a diverse conferenze internazionali, come la Conferenza ucraino-tedesca sulla salute mentale, il sostegno psicosociale e la riabilitazione. Ha inoltre scritto più di 175 capitoli di libri e ha un ampio elenco di pubblicazioni scientifiche in cui ha esplorato argomenti come le neuroscienze emozionali, i disturbi affettivi e la salute mentale globale.

I suoi contributi in Psichiatria e Neuroscienze sono stati premiati più volte. Una di queste è stata nel 2014, quando ha ricevuto il Premio Else Kröner-Fresenius, che riconosce la sua eccezionale ricerca scientifica. Il suo instancabile lavoro per rafforzare la salute mentale delle persone in tutto il mondo lo ha posizionato come uno dei migliori professionisti nel suo campo.



Dott. Bajbouj, Malek

- Direttore medico del Centro di neuroscienze affettive della Charité Universitätsmedizin, Berlino, Germania.
- Ricercatore ospite presso il Dipartimento di Psichiatria della Columbia University e l'Istituto Psichiatrico dello Stato di New York, New York, New York.
- Medico e assistente ricercatore presso la Libera Università di Berlino.
- Specialista in Medicina del sonno
- Specialista in Psichiatria e Psicoterapia
- Master in Business Administration presso l'Università Steinbeis-Hochschule di Berlino
- Laurea in medicina presso l'Università di Scienze Applicate Johannes Gutenberg
- Membro di: Gruppo di ricerca Linguaggi dell'emozione presso la Freie Universität di Berlino

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*Grazie a TECH potrai
apprendere con i migliori
professionisti del mondo”*

Management



Dr. De la Serna, Juan Moisés

- ♦ PhD in Psychology
- ♦ Master's Degree in Neurosciences and Behavioral Biology
- ♦ Director of the Open Chair of Psychology and Neurosciences and science communicator
- ♦ Postgraduate Diploma in Didactic Methodology
- ♦ University Specialist in Clinical Hypnosis
- ♦ Expert in Project Management
- ♦ Occupational Trainer



Ms. Jiménez Romero, Yolanda

- ♦ Educational Psychologist
- ♦ Degree in Primary Education with English
- ♦ Master's Degree in Neuropsychology of High Intellectual Abilities
- ♦ Master's Degree in Emotional Intelligence
- ♦ Neurolinguistic Programming Practitioner
- ♦ Specialized Teacher in High Intellectual Ability
- ♦ Co-director, author and teacher in different university educational projects



Professors

Ms. Pellicer Royo, Irene

- ♦ Physical Education Teacher at Jesuites Education Foundation
- ♦ Bachelor of Science in Physical Activity and Sport, University of Lleida
- ♦ Master's Degree in Medical Sciences applied to Physical Activity and Sport, University of Lleida
- ♦ Certificate in Management and Administration of Sports Entities
- ♦ Master's Degree in Emotional Education and Well-Being
- ♦ Postgraduate Degree in Neuroeducation Learning to Our Full Potential, University of Barcelona

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In a simple and educational way, this Professional Master's Degree will guide you to master the contents, with the most avant-garde teaching resources, and backed by the experience and good results of thousands of teachers"

05

Structure and Content

The structure of the contents has been designed by a team of professionals from leading educational centers and universities. By prioritizing the incorporation of new information and communication technologies, this program is an example of innovative training that is always completely up to date.

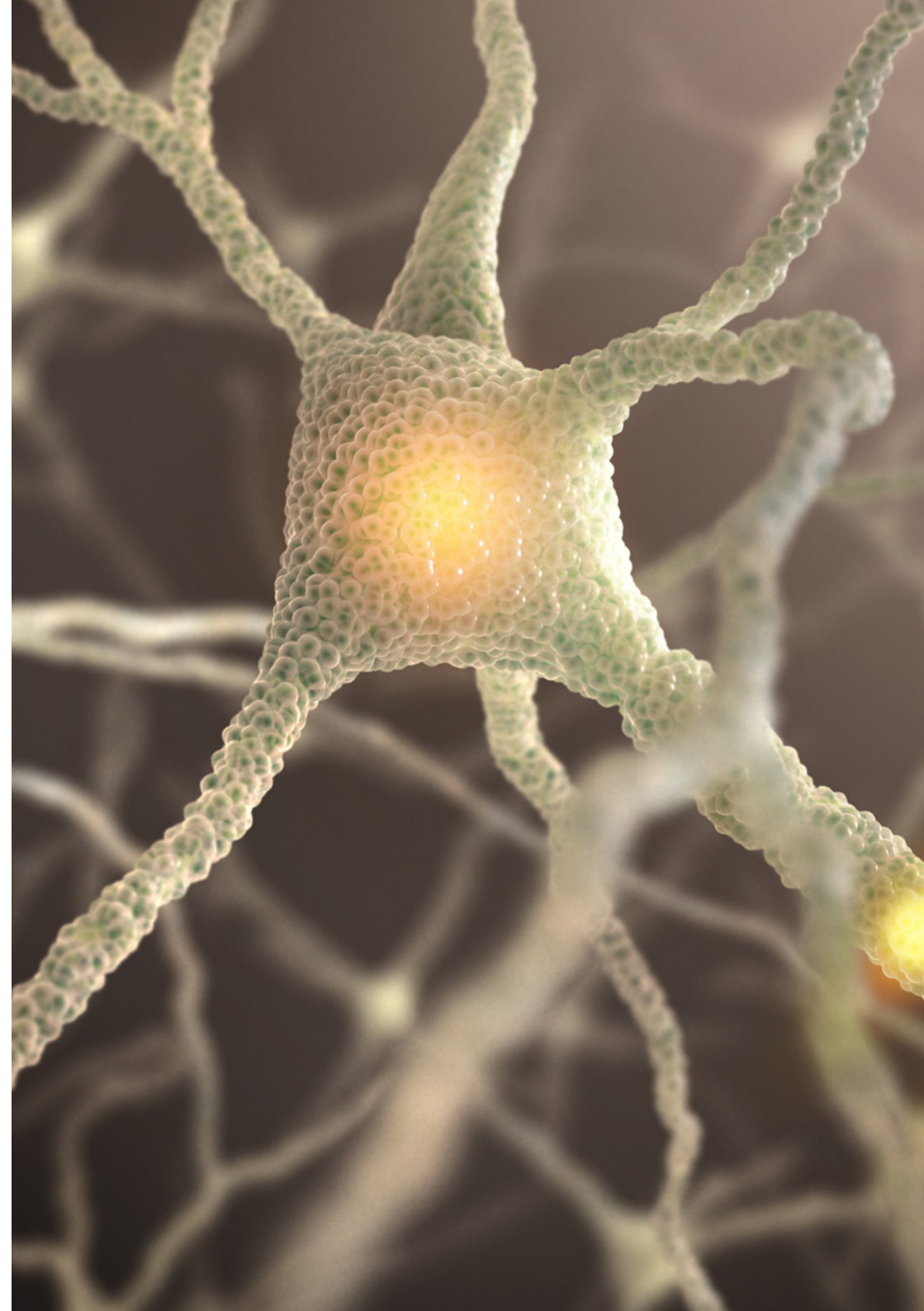


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The most complete and advanced educational program on the market, with specific contents, aimed at guaranteeing the best online learning results"

Module 1. Principles of Neurosciences

- 1.1. The Nervous System and Neurons
 - 1.1.1. The Formation of the Nervous System
 - 1.1.2. Types of Neurons
- 1.2. Neurobiological Principles of the Brain
 - 1.2.1. Brain Hemispheres and Lobes
 - 1.2.2. Localizationism vs. Brain Functionalism
- 1.3. Genetics and Neurodevelopment
 - 1.3.1. Undifferentiated Neurons
 - 1.3.2. Programmed Neuronal Death
- 1.4. Myelination
 - 1.4.1. Electrical Interneuronal Communication
 - 1.4.2. Role of Myelin in Neurons
- 1.5. Brain Neurochemistry
 - 1.5.1. Interneuronal Chemical Communication
 - 1.5.2. Neurohormones and Their Functions
- 1.6. Plasticity and Brain Development
 - 1.6.1. Age vs. Neuronal Plasticity
 - 1.6.2. Neurodevelopment
- 1.7. Hemispheric Differences
 - 1.7.1. Right Brain
 - 1.7.2. Left Brain
- 1.8. Interhemispheric Connectivity
 - 1.8.1. White Matter
 - 1.8.2. Differences Between Genders
- 1.9. Localizationism vs. Functionalism
 - 1.9.1. Hemispheric Functions
 - 1.9.2. New Localizationism
- 1.10. Invasive vs. Non-Invasive Techniques for Studying the Brain
 - 1.10.1. Invasive Techniques
 - 1.10.2. Non-Invasive Techniques



Module 2. The Emotional Brain

- 2.1. The Emotional Brain
 - 2.1.1. Papez Circuit
 - 2.1.2. The Limbic Brain
- 2.2. Positive vs. Negative Emotions
 - 2.2.1. Amygdala and Positive Emotion
 - 2.2.2. Amygdala and Negative Emotion
- 2.3. Arousal vs. Valence
 - 2.3.1. The Intensity of Emotion
 - 2.3.2. The Affective Value of Emotion
- 2.4. Emotional Intelligence and the Education of Emotions According to the Mayer and Salovey Model
 - 2.4.1. Emotional Intelligence
 - 2.4.2. The Model of Mayer and Salovey
- 2.5. Other Emotional Intelligence Models and Emotional Transformation
 - 2.5.1. Emotional Maturation vs. Emotional Intelligence
 - 2.5.2. Emotional Relearning
- 2.6. Social-Emotional Competencies and Creativity by Level of Intelligence
 - 2.6.1. Intelligence and Social Skills
 - 2.6.2. Intelligence and Creativity
- 2.7. Emotional Coefficient vs. Intelligence
 - 2.7.1. Academic Intelligence
 - 2.7.2. Multiple intelligences
- 2.8. Alexithymia vs. Hyper-Emotivity
 - 2.8.1. Emotional Illiteracy
 - 2.8.2. Hypersensitivity to Emotions
- 2.9. Emotional Health
 - 2.9.1. Intelligence and Emotion
 - 2.9.2. Emotional Intelligence
- 2.10. The Social Brain
 - 2.10.1. Creativity and Intelligence
 - 2.10.2. Self-Knowledge and Intelligence

Module 3. Neuropsychology

- 3.1. Principles of Neuropsychology
 - 3.1.1. Defining Neuropsychology
 - 3.1.2. Psychological Processes
 - 3.1.3. Neuropsychological Assessment
- 3.2. Sensation and Awareness
 - 3.2.1. Defining Sensation
 - 3.2.2. Neurological Basis of Sensation
 - 3.2.3. Evaluation of Sensation
 - 3.2.4. Defining Perception
 - 3.2.5. Neurological Foundations of Perception
 - 3.2.6. Evaluation of Perception
- 3.3. Attention
 - 3.3.1. Defining Attention
 - 3.3.2. Neurological Foundations of Attention
 - 3.3.3. Care Evaluation
 - 3.3.4. Attention Disturbances
- 3.4. Memory
 - 3.4.1. Defining Memory
 - 3.4.2. Neurological Foundations of Memory
 - 3.4.3. Memory Evaluation
 - 3.4.4. Alterations of Memory
- 3.5. Emotion
 - 3.5.1. Defining Emotion
 - 3.5.2. Neurological Foundations of Emotion
 - 3.5.3. Emotion Evaluation
 - 3.5.4. Emotional Disturbances
- 3.6. Language
 - 3.6.1. Defining Language
 - 3.6.2. Neurological Foundations of Language
 - 3.6.3. Language Evaluation
 - 3.6.4. Language Impairment

- 3.7. Executive Functions
 - 3.7.1. Defining Executive Functions
 - 3.7.2. Neurological Foundations of Executive Functions
 - 3.7.3. Executive Functions Assessment
 - 3.7.4. Executive Function Disorders
- 3.8. Motivation
 - 3.8.1. Defining Motivation
 - 3.8.2. Neurological Basis of Motivation
 - 3.8.3. Motivation Assessment
 - 3.8.4. Alterations of Motivation
- 3.9. Metacognition
 - 3.9.1. Defining Metacognition
 - 3.9.2. Neurological Foundations of Metacognition
 - 3.9.3. Metacognition Assessment
 - 3.9.4. Metacognition Disorders
- 3.10. Intelligence
 - 3.10.1. Defining Intelligence
 - 3.10.2. Neurological Foundations of Intelligence
 - 3.10.3. Evaluation of Intelligence
 - 3.10.4. Intelligence Disorders

Module 4. Neuroeducation

- 4.1. Neural Principles of Learning
 - 4.1.1. Experience on a Neural Level
 - 4.1.2. Learning on a Neural Level
- 4.2. Cerebral Learning Models
 - 4.2.1. Traditional Learning Models
 - 4.2.2. New Learning Models
- 4.3. Cognitive Processes and Learning
 - 4.3.1. Cognitive Processes and the Brain
 - 4.3.2. Cognitive Processes and Learning
- 4.4. Emotions and Learning
 - 4.4.1. Emotion and the Brain
 - 4.4.2. Emotion and Learning

- 4.5. Socialization and Learning
 - 4.5.1. Socialization and the Brain
 - 4.5.2. Socialization and Learning
- 4.6. Cooperation and Learning
 - 4.6.1. Cooperation and the Brain
 - 4.6.2. Cooperation and Learning
- 4.7. Self-Control and Learning
 - 4.7.1. Self-Control and the Brain
 - 4.7.2. Self-Control and Learning
- 4.8. Different Minds, Different Learning Experiences
 - 4.8.1. Different Minds from Neuroeducation
 - 4.8.2. Giftedness from Neuroeducation
- 4.9. Neuromyths in Education
 - 4.9.1. The Brain and Adult Learning
 - 4.9.2. The Brain and Learning in Autism
- 4.10. Neurodidactics Applied to the Classroom
 - 4.10.1. The Neurodidactics of Attention
 - 4.10.2. The Neurodidactics of Motivation

Module 5. Neurolinguistics

- 5.1. Language and the Brain
 - 5.1.1. Communicative Processes of the Brain
 - 5.1.2. The Brain and Speech
- 5.2. The Psycholinguistic Context
 - 5.2.1. Foundations of Psycholinguism
 - 5.2.2. The Brain and Psycholinguism
- 5.3. Language Development vs. Neural Development
 - 5.3.1. Neural Foundations of Language
 - 5.3.2. Neural Development of Language
- 5.4. The Spoken Language and Written Language
 - 5.4.1. Childhood and Language
 - 5.4.2. Adulthood and Language
- 5.5. The Brain in Bilingualism
 - 5.5.1. Native Language at the Neural Level
 - 5.5.2. Multiple Languages at the Neural Level



- 5.6. Developmental Speech and Language Disorders
 - 5.6.1. Intelligence and Linguistic Development
 - 5.6.2. Types of Intelligence and Language
- 5.7. Childhood Language Development
 - 5.7.1. Phases of Language in Childhood
 - 5.7.2. Difficulties in Childhood Language Development
- 5.8. Adolescent Brain
 - 5.8.1. Adolescence Language Development
 - 5.8.2. Language Difficulties in Adolescence

Module 6. Neuromarketing

- 6.1. The Brain and Decisions
 - 6.1.1. Single or Multiple Choices
 - 6.1.2. The Neural Learning of Choices
- 6.2. Pleasure vs. Surprise
 - 6.2.1. The Brain and Pleasure
 - 6.2.2. The Brain and Surprise
- 6.3. The Consumer Brain
 - 6.3.1. Decisions and Choices on a Neural Level
 - 6.3.2. Consumption as the Purpose of Choosing
- 6.4. The Ages of the Brain
 - 6.4.1. Child Brain and Choices
 - 6.4.2. Adult Brain and Choices
- 6.5. Male Brain vs. Female
 - 6.5.1. Male Brain and Choices
 - 6.5.2. Female Brain and Choices
- 6.6. Mirror Neurons and Social Behavior
 - 6.6.1. The Relevance of Mirror Neurons in Marketing
 - 6.6.2. Social and Prosocial Behavior in Marketing
- 6.7. Learning and Memory
 - 6.7.1. Learning Decisions
 - 6.7.2. Remembering and Forgetting Decisions
- 6.8. Neuromarketing Evaluation Techniques
 - 6.8.1. Invasive Neural Techniques
 - 6.8.2. Non-Invasive Neural Techniques

- 6.9. Neuromarketing Successes and Failures
 - 6.9.1. Applied Cases of Neuromarketing
 - 6.9.2. Neuromarketing Results
- 6.10. Sales Techniques vs. Neuromarketing
 - 6.10.1. Sales Technology and the Brain
 - 6.10.2. Neuromarketing and Sales

Module 7. Neuroeconomics

- 7.1. The Economic Brain
 - 7.1.1. Numbers and the Brain
 - 7.1.2. Mathematics and the Brain
- 7.2. Neural Foundations of Calculation Errors
 - 7.2.1. Simple vs. Complex Calculations. Complexity
 - 7.2.2. Common Mathematical Mistakes
- 7.3. Development of the Mathematical Brain
 - 7.3.1. Language vs. Mathematics on a Cerebral Level
 - 7.3.2. Mathematical Development
- 7.4. Mathematics vs. Intelligence
 - 7.4.1. Intelligence and Mathematics
 - 7.4.2. Multiple and Mathematical Intelligences
- 7.5. Trends and Fads at the Neural Level
 - 7.5.1. Implicit Theories vs. Explicit Trend Indicators
 - 7.5.2. Fashion and Neural Idiom
- 7.6. Risk Assumption vs. Conservation
 - 7.6.1. Personality and Risk
 - 7.6.2. The Brain and Risk
- 7.7. Mathematical Biases
 - 7.7.1. The Basic Biases of Mathematics
 - 7.7.2. The Complex Biases of Mathematics
- 7.8. Emotions vs. Economy
 - 7.8.1. Positive Neural Emotions and the Economy
 - 7.8.2. Negative Neural Emotions and the Economy

- 7.9. Economic Success and Failure
 - 7.9.1. Economic Success on a Neural Level
 - 7.9.2. Economic Failure on a Neural Level
- 7.10. Economic Psychopathology
 - 7.10.1. Clinical and Economic Psychology
 - 7.10.2. Personality and the Economy

Module 8. Neuroleadership

- 8.1. Genetic Leadership vs. Environmental Leadership
 - 8.1.1. The Genetics of Leadership
 - 8.1.2. Training the Leader
- 8.2. Leadership Styles
 - 8.2.1. Types of Leadership
 - 8.2.2. Delegating Leadership
- 8.3. Neural Biases
 - 8.3.1. Leader on a Neural Level
 - 8.3.2. Employee on a Neural Level
- 8.4. Habits and Change of Patterns
 - 8.4.1. The Leader's Patterns
 - 8.4.2. The Employee's Patterns
- 8.5. Emotion vs. Leadership
 - 8.5.1. The Leader's Emotions
 - 8.5.2. The Employee's Emotions
- 8.6. Communicative Skills
 - 8.6.1. The Leader's Communication
 - 8.6.2. The Employee's Communication
- 8.7. The Stressed Brain
 - 8.7.1. The Leader's Stress
 - 8.7.2. The Employee's Stress
- 8.8. Self-Management vs. Assigning Responsibility
 - 8.8.1. The Leader's Self-Management
 - 8.8.2. The Employee's Responsibility

- 8.9. Successes and Failures on a Neural Level
 - 8.9.1. The Leader's Successes and Failures
 - 8.9.2. The Employee's Successes and Failures
- 8.10. Neuroleadership Optimization Strategies
 - 8.10.1. Neuroleadership Training
 - 8.10.2. Successes in Neuroleadership

Module 9. Neuropolitics

- 9.1. The PoliticalBrain
 - 9.1.1. The Social Brain
 - 9.1.2. The Political Option on a Neural Level
- 9.2. Attentional Biases
 - 9.2.1. Personal Choice
 - 9.2.2. Family Tradition
- 9.3. Political Affiliation
 - 9.3.1. Belonging to a Group
 - 9.3.2. Group Biases
- 9.4. Political Emotions
 - 9.4.1. The Positive Emotions of Politics
 - 9.4.2. The Negative Emotions of Politics
- 9.5. Right vs. Left
 - 9.5.1. Right-Wing Brain
 - 9.5.2. Left-Wing Brain
- 9.6. The Politician's Image
 - 9.6.1. Candidate and the Brain
 - 9.6.2. Political Collaborators and the Brain
- 9.7. The Party Brand
 - 9.7.1. Political Branding
 - 9.7.2. The Brain and Political Brands
- 9.8. Political Campaigns
 - 9.8.1. Advertising Campaigns in Politics
 - 9.8.2. Electoral Campaigns in Politics
- 9.9. The Decision to Vote
 - 9.9.1. The Voter's Profile
 - 9.9.2. The Undecided Person's Profile

- 9.10. New Tools Applied to Neuro-Politics
 - 9.10.1. Cases of Application of Neuro-Politics
 - 9.10.2. Successes of Neuro-Politics

Module 10. Other Branches of Applied Neurosciences

- 10.1. Neurobranding
 - 10.1.1. Personal Brand and Personal Style in the Brain
 - 10.1.2. Improving Brain Branding with Neuroscience Techniques
- 10.2. Neuroarchitecture
 - 10.2.1. Amazement and Awe in Neuroscience
 - 10.2.2. Functionality and Environmental Development in Neuroscience
- 10.3. Neurotechnology
 - 10.3.1. The Use of Technologies in Neuroscience
 - 10.3.2. Neuroimplants
- 10.4. Neuroethics
 - 10.4.1. The Limits of Research in Neuroscience
 - 10.4.2. The Dangers of Neuroscience
- 10.5. Neurospirituality
 - 10.5.1. The Neural Center of Faith
 - 10.5.2. The Neural Center of Spirituality
- 10.6. Neurofashion
 - 10.6.1. Fashion and the Brain
 - 10.6.2. Style and Taste at the Cerebral Level
- 10.7. Neurogastronomy
 - 10.7.1. Taste and the Brain
 - 10.7.2. Improving Cerebral Gastronomy
- 10.8. Psychoneuroimmunoendocrinology
 - 10.8.1. Emotions and the Brain
 - 10.8.2. Oxidative Stress and the Brain
- 10.9. Neurocriminology
 - 10.9.1. Psychopathic Personality
 - 10.9.2. Neural Disorganized Behaviors
- 10.10. Neuroculture
 - 10.10.1. Culture and the Brain
 - 10.10.2. Society and the Brain

06

Methodology

This program offers a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.



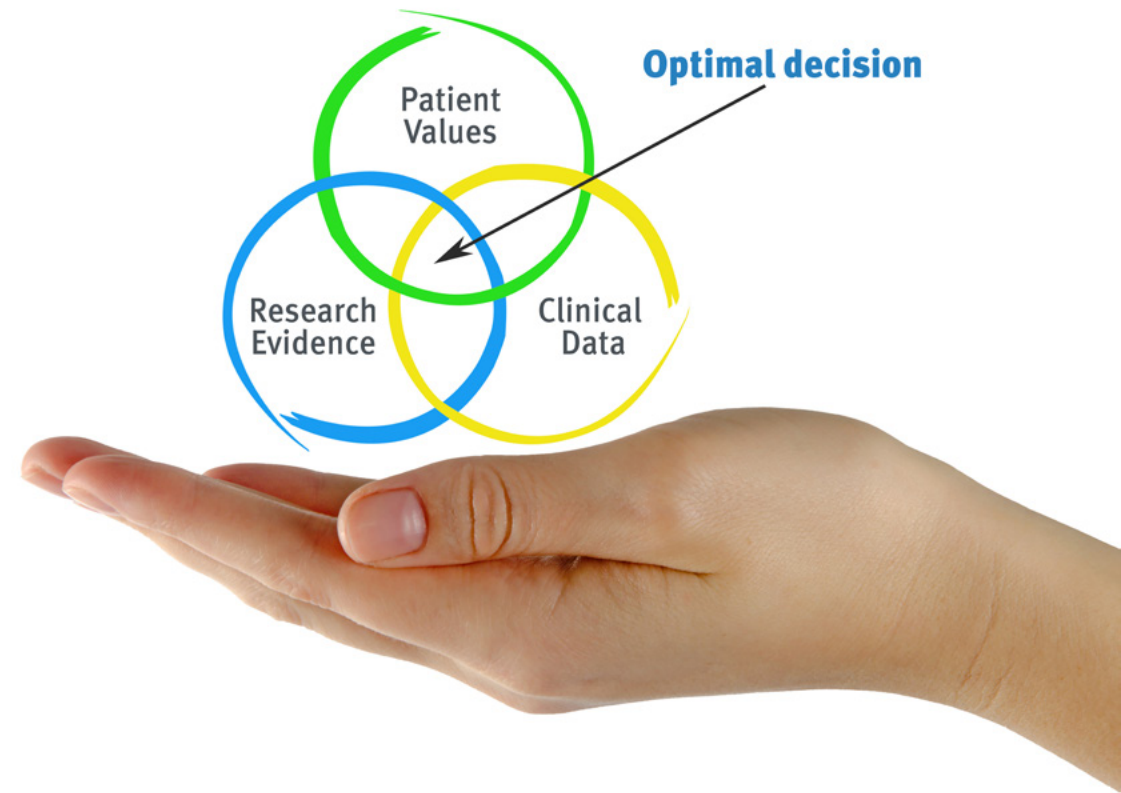
“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

At TECH Education School we use the Case Method

In a given situation, what should a professional do? Throughout the program students will be presented with multiple simulated cases based on real situations, where they will have to investigate, establish hypotheses and, finally, resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method.

With TECH, educators can experience a learning methodology that is shaking the foundations of traditional universities around the world



It is a technique that develops critical skills and prepares educators to make decisions, defend their arguments, and contrast opinions

“

Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”

The effectiveness of the method is justified by four fundamental achievements:

1. Educators who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.
2. The learning process is solidly focused on practical skills that allow educators to better integrate the knowledge into daily practice.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life teaching.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

Our University is the first in the world to combine case studies with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, which represent a real revolution with respect to simply studying and analyzing cases.



Educators will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning

At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology we have trained more than 85,000 educators with unprecedented success in all specialties. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort
and better performance, involving you more in
your specialization, developing a critical mindset,
defending arguments, and contrasting opinions:
a direct equation to success*

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by our learning system is 8.01, according to the highest international standards.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialist educators who teach the course, specifically for the course, so that the teaching content is really specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Educational Techniques and Procedures on Video

TECH introduces students to the latest techniques, with the latest educational advances, and to the forefront of Education. All this, first-hand, with the maximum rigor, explained and detailed for your assimilation and understanding. And best of all, you can watch them as many times as you want.



Interactive Summaries

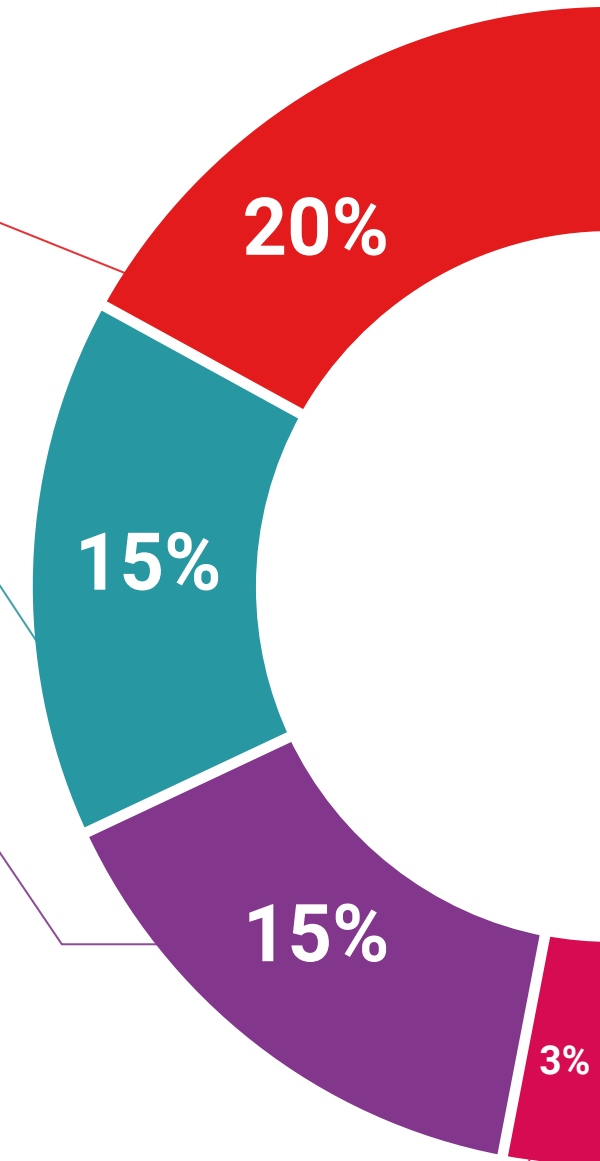
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

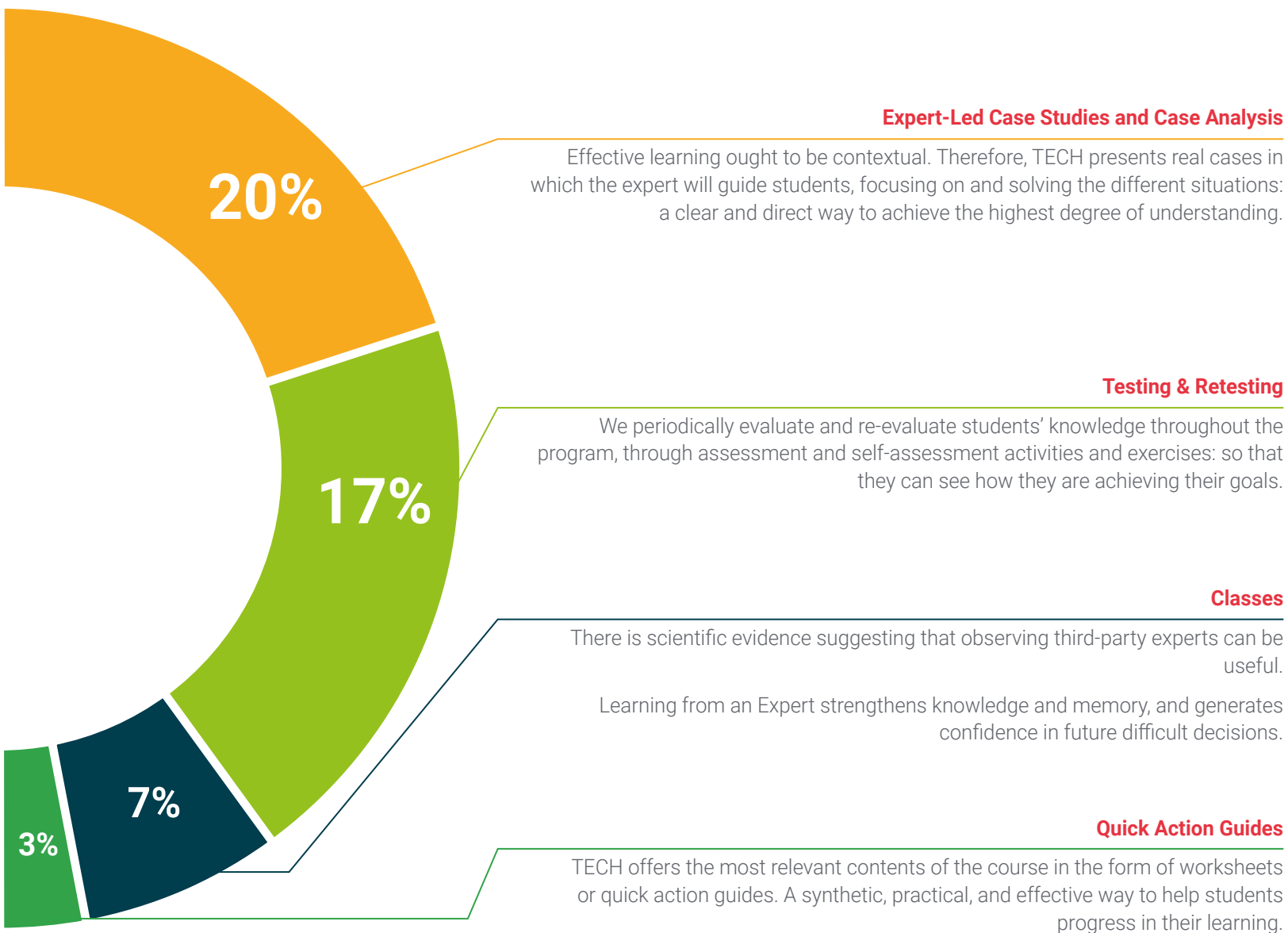
This exclusive system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





07

Certificate

The Professional Master's Degree in Neurosciences for Teachers guarantees you, in addition to the most rigorous and up-to-date training, access to a Professional Master's Degree issued by TECH Technological University.



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*Successfully complete this program
and receive your university degree
without travel or laborious paperwork”*

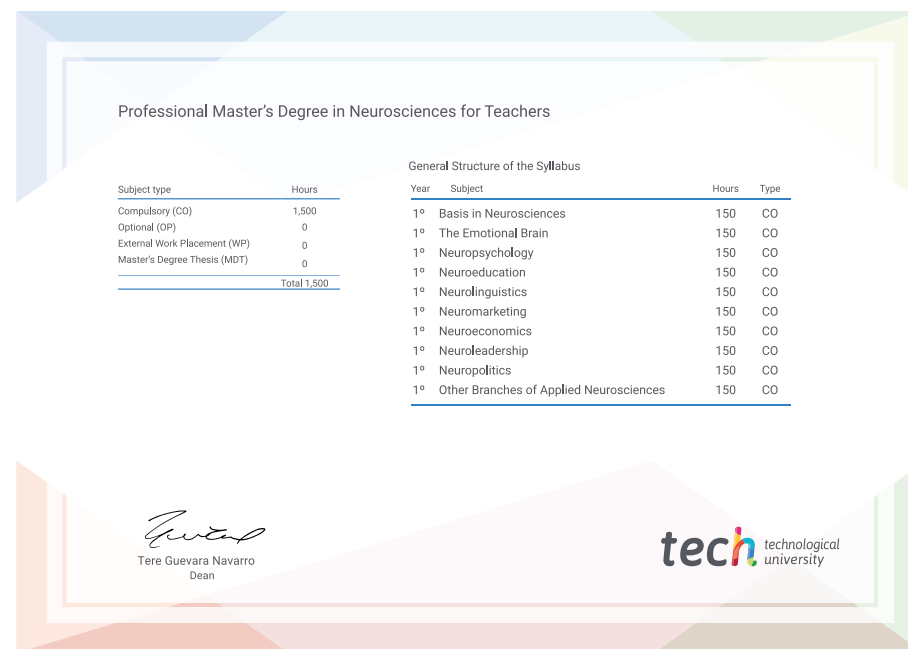
This **Professional Master's Degree in Neurosciences for Teachers** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Professional Master's Degree** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Professional Master's Degree, and meets the requirements commonly

demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Professional Master's Degree in Neurosciences for Teachers**





Professional Master's Degree

Neurosciences for Teachers

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

Professional Master's Degree

Neurosciences for Teachers