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ABSTRACT

Neuromarketing, neuro-economics, and now the field of neuro-information systems (neuro-IS) is growing and our students want to know more about it all. This poster presents an elective course targeted to undergraduate IS majors. The course is focused on design aspects of brain-based computer interfaces for people with disabilities, new uses in organizations, and better understanding of human mental states. Students read seminal book chapters and papers, engage with guest lecturers on specialized topics, and watch related video and films to gain a background in the latest brain-based technology and its application to various organizations. The course material focuses on design, usability, psychological and cognitive states of users, and evaluation. Students demonstrate their understanding of key concepts by designing and conducting a related research study, analyzing a case in the field, or designing their own brain-based interface. Taught to forty undergraduate students in a face-to-face format, the course was met with positive reviews and sparked creation in an online format.

Keywords: neuro-IS, brain-computer interface, pedagogy, course