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### Incorporating the Brain Sciences into the Teaching of Business Psychology

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# Incorporating the Brain Sciences into the Teaching of Business Psychology

Raymond L. Forbes Jr., Ph.D., October 7, 2016  
Franklin University



## Sample Course Assignment

### Purpose

To assess some of the latest findings from brain research.

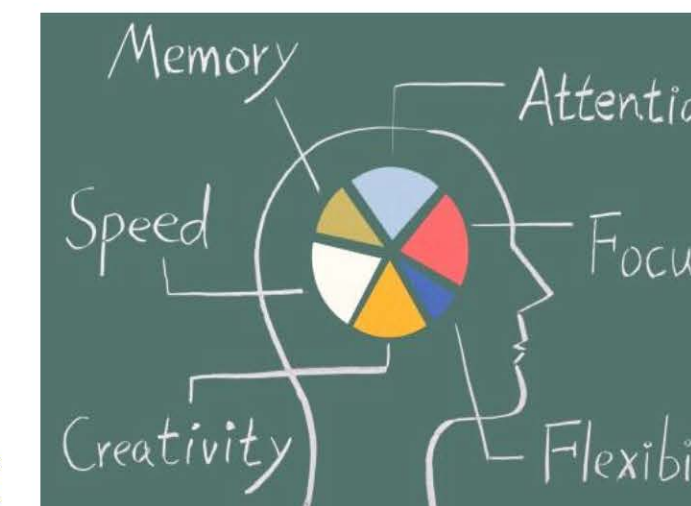
### Action Items

View the Singing Brain video at <http://beckman.illinois.edu/video/watch/OCvJiqKZbz4>

View the Suzana Herculano-Houzel video "What's So Special About the Human Brain" at [https://www.ted.com/talks/suzana\\_herculano\\_houzel\\_what\\_is\\_so\\_special\\_about\\_the\\_human\\_brain?lang](https://www.ted.com/talks/suzana_herculano_houzel_what_is_so_special_about_the_human_brain?language=en)

Prepare a one-page paper that responds to:

- What facts about the brain were confirmed for you?
- What assumptions that you hold about the brain were disconfirmed?
- What did you find to be "Amazing" about the brain?



Business Psychology is an applied science that investigates how to make people and organizations more effective. It uses social scientific research methods to study people, workplaces and organizations in order to better align their multiple and sometimes competing needs.

## What is Business Psychology?

## Franklin MS in Business Psychology

- Distinctive master of science degree that integrates the disciplines of business and psychology
- Qualitatively oriented alternative to the traditional MBA
- Designed to graduate individuals who can fluidly operate across business disciplines
- Graduates are able to apply current knowledge of human behavior to positively influence individuals, groups, and organizations to achieve superior results
- Requires about 20 hours per week of time investment



## Abstract

Franklin University has been at the forefront of integrating the findings of Neuroscience into its' masters degree program in Business Psychology. The teaching problem has been how to translate the often esoteric research of brain scientists into applications useful at the personal and organizational levels

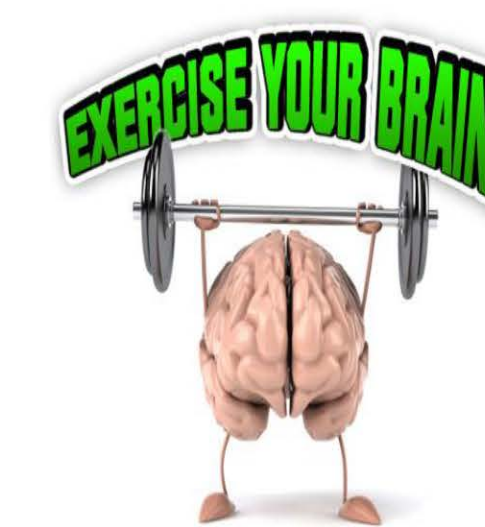
## Contact Information



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## How are the brain sciences incorporated?

Psychological instruments, games, interviews, analysis of TV programming, video clips, assessment of print advertisements, review of professional journal articles, and field assessments are among the devices that are employed to make the content real for students.



## Business Psychology Courses

- PSYC 601-Introduction to Business Psychology
- PSYC 602-Individual and Organizational Intelligence
- PSYC 603-Managerial Psychology
- PSYC 604-Behavioral Economics & Neurofinance
- PSYC 605-Psychology of Marketing
- PSYC 606-Psychology of Human Resources
- PSYC 607-Psychology of Creativity, Innovation and Change
- PSYC 608-Psychology of Organizational Coaching
- PSYC 609-Business Psychology Mastery

## Credits

- Herrmann, N. and Hermann-Nedhi, A. (2015). *The Whole Brain Business Book*. New York: Mc Graw-Hill.
- Forbes, R., Jones, B., and Jones, K. (2014). Business Psychology: Building an Interdisciplinary Bridge From the Ground Up. *American International Journal of Social Science*. Vol. 3, No.2. pp. 10-17.

Your Amazing Brain

PSYC 601

Assignment 2-2

End

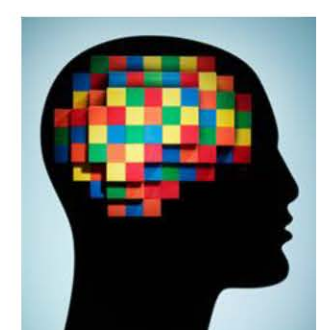
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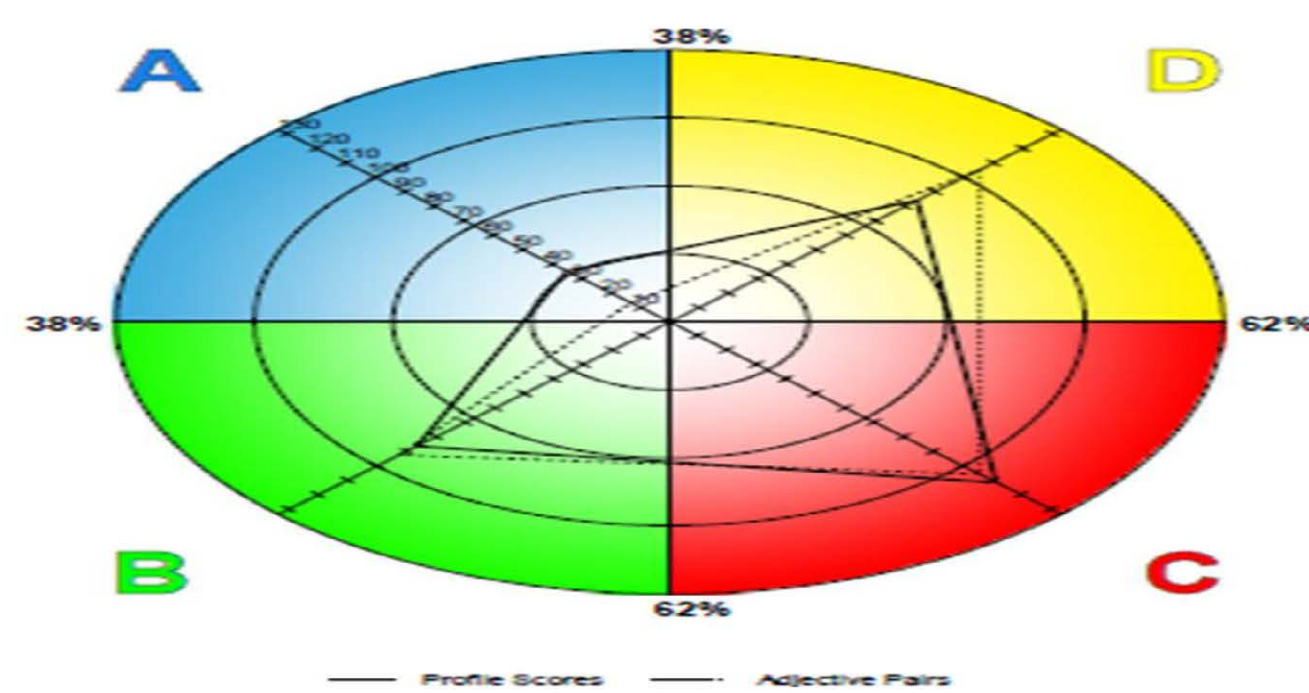
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## Example Application Thinking Preferences

HBDI Profile Overlay

Quadrant	A	B	C	D
Preference Code	2	7	4	8
Adjective Pairs	35	85	101	84
Profile Scores				



- Together your genetics (your brain) and your experiences give you particular thinking preferences
- If you are aware of your own preferences, you will be able to better understand your own behavior and personal thinking style
- With knowledge of your preferred thinking style you will have more choices to be successful in in working with students
- You can apply the model to others and adapt your behavior to be more effective with them
- Style descriptors can also be used as a way to understand student preferences
- Brain science reinforces the importance and usefulness of diversity