

Postgraduate  
Certificate  
Neuropolitics



## Postgraduate Certificate

### Neuropolitics

- » Modality: online
- » Duration: 2 months.
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/education/postgraduate-certificate/neuropolitics](http://www.techtute.com/education/postgraduate-certificate/neuropolitics)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Course Management

---

*p. 12*

04

Structure and Content

---

*p. 16*

05

Methodology

---

*p. 20*

06

Certificate

---

*p. 28*

# 01

# Introduction

Are you aware of the most advanced resources in Neuropolitics? Would you know how to apply them to teaching? The new way of applying neuropsychology to the most diverse branches of human activity is becoming one of the most interesting and effective ways of working. A way of understanding the emotional reactions that drive and influence decision-making and the emotional reactions, which is supported by knowledge of brain functioning. Knowledge that will soon be indispensable for the most competent teaching professionals.



“

*The techniques of communication and understanding of the interpersonal relationship of Neuropolitics, in an approach directly created for teaching professionals"*

This Postgraduate Certificate in Neuropolitics offers a broad and complete 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 covered.

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

Throughout the course, two types of neuropsychological programs will be dealt with: the eminently biological ones focused on the neuronal bases 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 for application available to them.

This Postgraduate Certificate addresses the new branches of Neuroscience that are currently under development, both theoretical and applied *Neuromarketing* and Neuroeducation, and introduces the new branches that, in a few years, will be demanded by different sectors, such as Neuroeconomics or Neuroleadership. These emerging areas have not yet been included in the traditional educational programs, which makes this Postgraduate Certificate a unique opportunity that will prepare you in a very exclusive way.

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

A comprehensive program in which you will acquire extensive theoretical and practical knowledge that will improve your professional performance.

This **Postgraduate Certificate in Neuropolitics** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ More than 75 practical cases presented by experts in Neuropolitics
- ♦ 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.
- ♦ Developments in Neuropolitics
- ♦ It contains practical exercises where the self-evaluation process can be carried out to improve learning
- ♦ With special emphasis on innovative methodologies in Neuropolitics
- ♦ 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 available from any fixed or portable device with an Internet connection



*Decision-making and personal positioning, studied according to the latest techniques of Neuropolitics, as a basis for their application through new teaching techniques"*

“

*A state-of-the-art Postgraduate Certificate, with which you will have access to the most developed educational platform on the market. So that you can study in total freedom and*

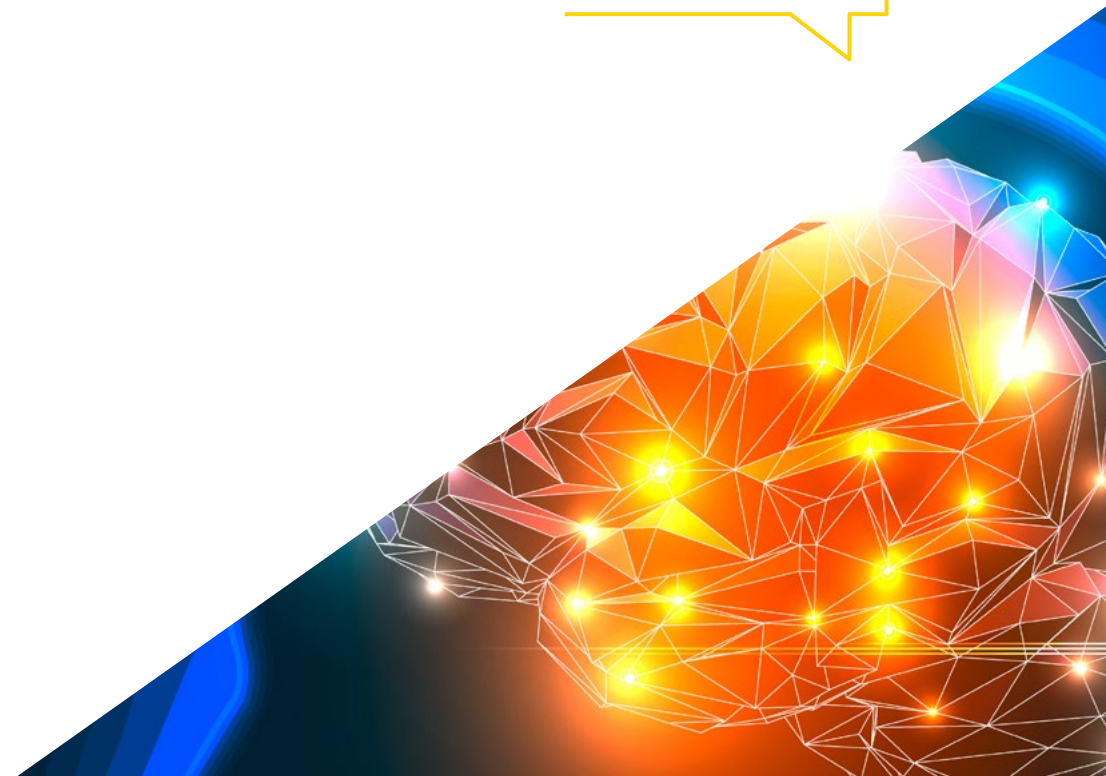
The program is taught by professionals with extensive experience in the field of Neuropolitics, as well as recognized specialists in this area, belonging to reference societies and prestigious universities.

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 on the educational market.

*Increase your confidence in decision making by updating your knowledge through this program.*

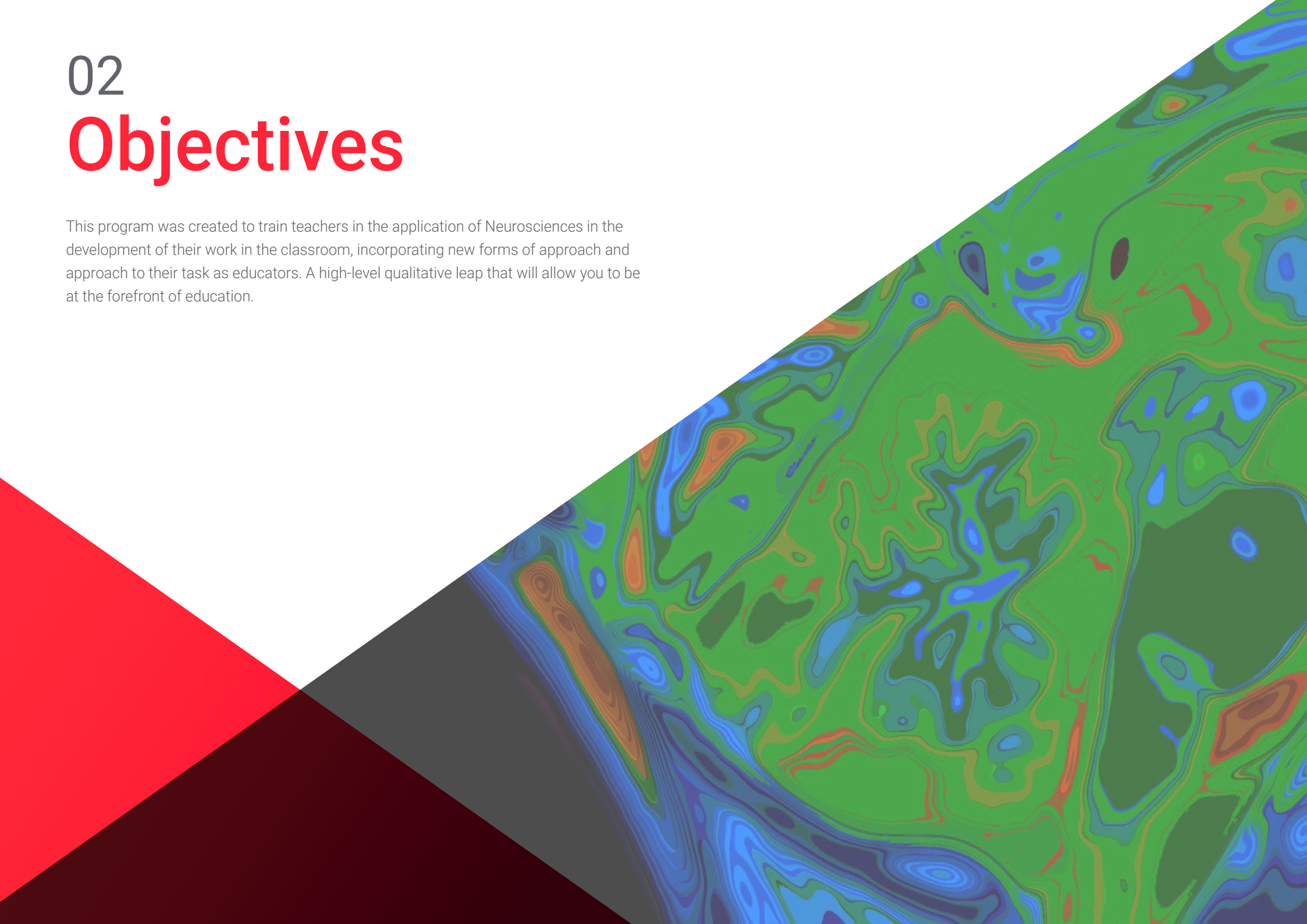
*Incorporate the resources of Neuropolitics into the teaching profession with a complete educational program that will boost your curriculum to another level of competencies.*



02

# Objectives

This program was created to train teachers in the application of Neurosciences in the development of their work in the classroom, incorporating new forms of approach and approach to their task as educators. A high-level qualitative leap that will allow you to be at the forefront of education.







*A different approach to the trainer's work,  
which will open up innovative ways of working  
and developing with your students"*



## General Objectives

---

- ♦ Update knowledge of Neurosciences in their different fields of application, from the clinical, educational or social area
- ♦ Increase the quality of the teaching professional's praxis 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*





## Specific Objectives

---

- ♦ Learn 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 programmed neural death
- ♦ Recognise interneuronal electrical communication
- ♦ Determine the role of myelin in neurons
- ♦ Understanding interneuronal chemical communication
- ♦ Classify neurohormones and their functions
- ♦ Differentiate between age and neuronal plasticity
- ♦ Discover neuronal development
- ♦ Learn the peculiarities of the human brain
- ♦ Unravel the left brain
- ♦ Explore white matter
- ♦ Recognize gender differences at the neural level
- ♦ Classify hemispheric functions
- ♦ Discover the new localizationism
- ♦ Understand invasive techniques
- ♦ Recognize non-invasive techniques.
- ♦ Discover what the Papez circuit is.
- ♦ Exploring 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.

03

# Course Management

The direction and development of the program will be carried out with the most qualified professors in this area, in a multidisciplinary approach: Leading experts in the field of Neurosciences at the service of the best online education. Throughout the six months of training and through a high-tech communication system, you will be able to access tutoring and guidance from your faculty at all times. With the confidence of counting on the best.



“

*Leading experts in Neuropsychology and Neuropolitics will become your people of reference in a high-level university program. A complete faculty with demonstrable expertise in the field"*

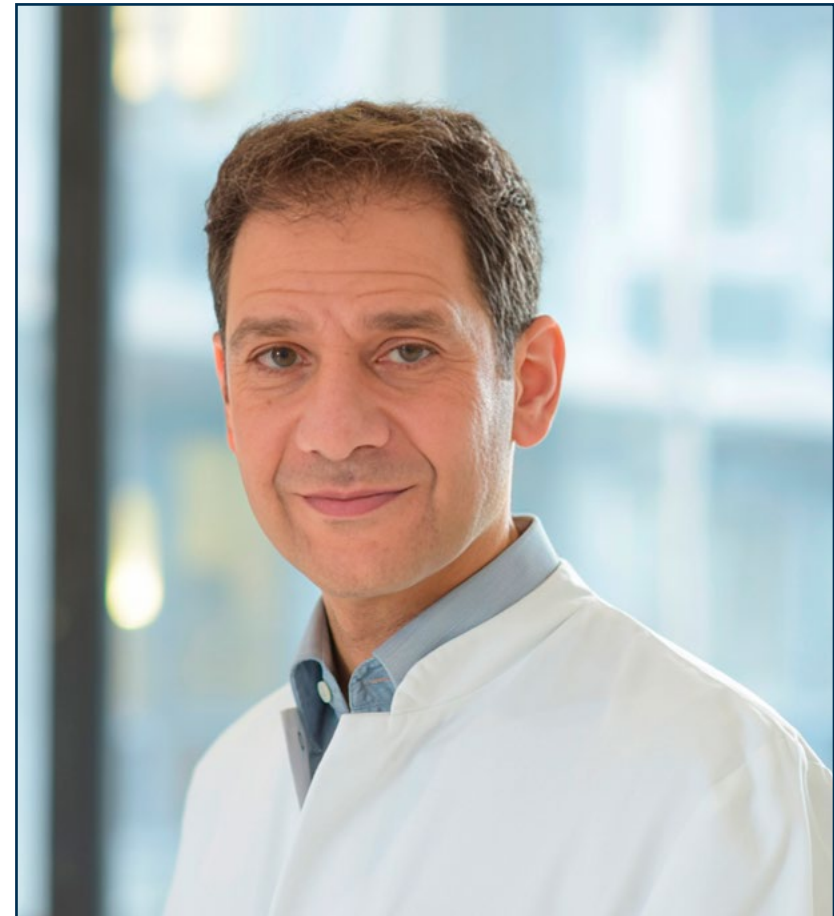
## International Guest Director

Dr. Malek Bajbouj is a Psychiatrist and Neuroscientist, specialized in the areas of Global Health, Mental Health and Affective Sciences. He also has experience as a Sleep Physician and Social, Affective and Cognitive Neuroscientist. Together with an interdisciplinary team, his work has focused on research on stress, affect and emotions. In particular, to carry out these studies, some of his main work has focused on cell culture, imaging and brain stimulation, as well as humanitarian aid.

Most of his professional experience has been as Medical Director and Head of the Center for Affective Neuroscience at the Charité Universitätsmedizin Berlin. In addition, his main research focus in the field of Global Mental Health has been the development of tailored, low-threshold preventive and therapeutic interventions against stress and trauma-related disorders. To this end, he has made use of digital tools and clinical trials, conducting interventions focused on reverse-innovation electrophysiological and neuroimaging approaches to improve patient phenotyping.

Likewise, Dr. Malek Bajbouj's firm commitment to Mental Health worldwide has led him to develop a large part of his professional activity in countries in the Middle East, Far East and Ukraine. In this sense, he has participated in various international conferences such as the Ukrainian-German Conference on Mental Health, Psychosocial Support and Rehabilitation. He has also written more than 175 book chapters and has an extensive list of scientific publications in which he has investigated topics such as Emotional Neuroscience, Affective Disorders and Global Mental Health.

In fact, his contributions in Psychiatry and Neuroscience have been awarded several times. One of them was in 2014, when she was awarded the Else Kröner-Fresenius Prize, recognizing her outstanding scientific research. And it is that his tireless work to strengthen the mental health of people around the world has positioned him as one of the best professionals in his field.



## Dr. Bajbouj, Malek

---

- Medical Director of the Center for Affective Neuroscience at Charité
- Universitätsmedizin, Berlin, Germany.
- Visiting Research Fellow at the Department of Psychiatry, Columbia University and the New York State Psychiatric Institute, New York, New York, USA
- Physician and Assistant Researcher at the Free University of Berlin
- Specialist in Sleep Medicine
- Specialist in Psychiatry and Psychotherapy
- Master of Business Administration from Steinbeis-Hochschule University
- Graduate in Medicine from the Johannes Gutenberg University
- Member of:
  - Research Group Languages of Emotion at the Freie Universität Berlin

“

*Thanks to TECH, you will be able to learn with the best professionals in the world"*

## 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
- ◆ Specialist Diploma in Clinical Hypnosis
- ◆ Expert in Project Management
- ◆ Occupational Trainer



### Ms. Jiménez Romero, Yolanda

- ◆ Educational psychologist
- ◆ Degree in Primary Education with English
- ◆ Educational psychologist
- ◆ 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 Fundació Jesuïtes Educació
- ♦ 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 in Neuroeducation Learning with all our potential, University of Barcelona

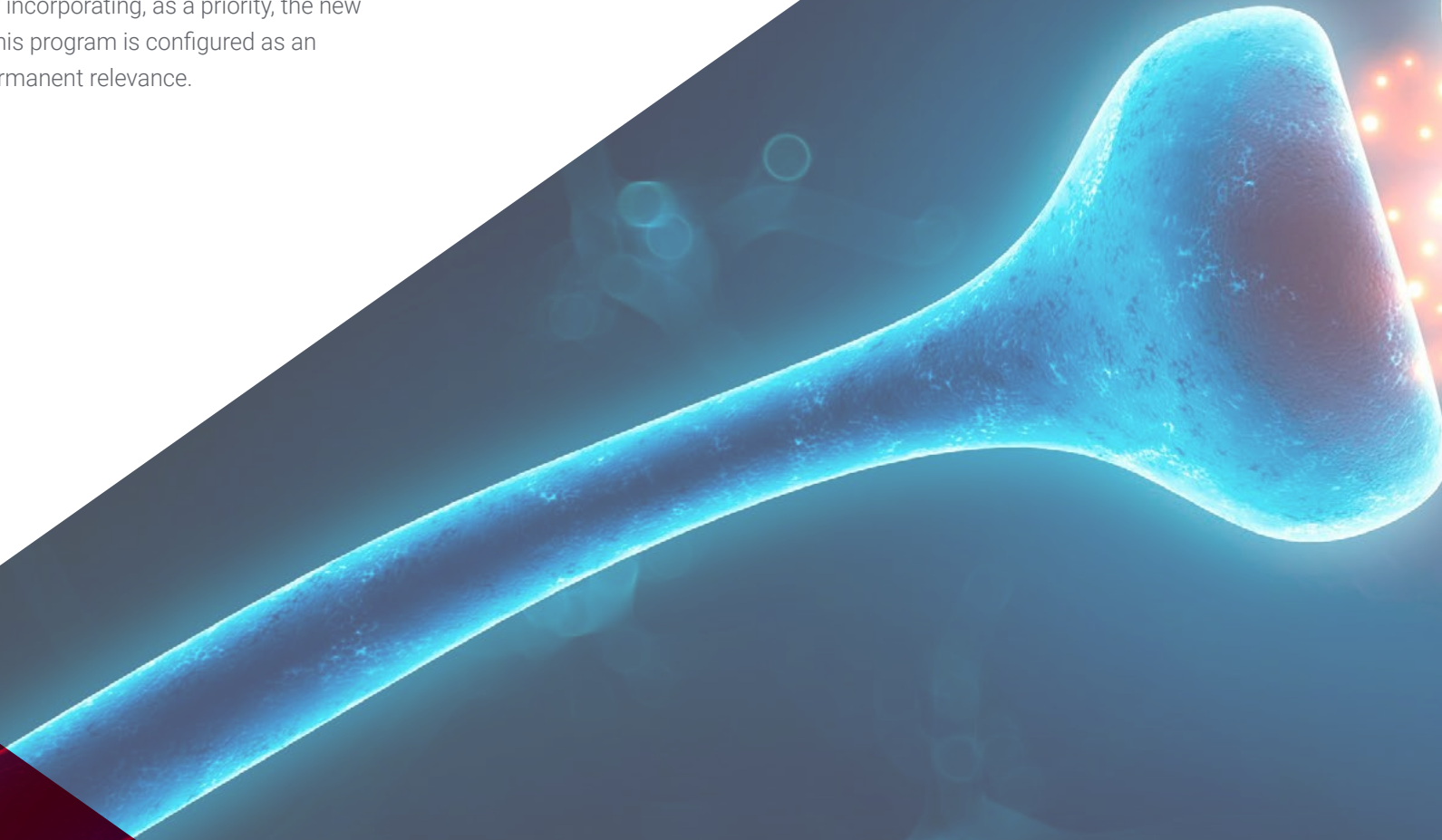
“

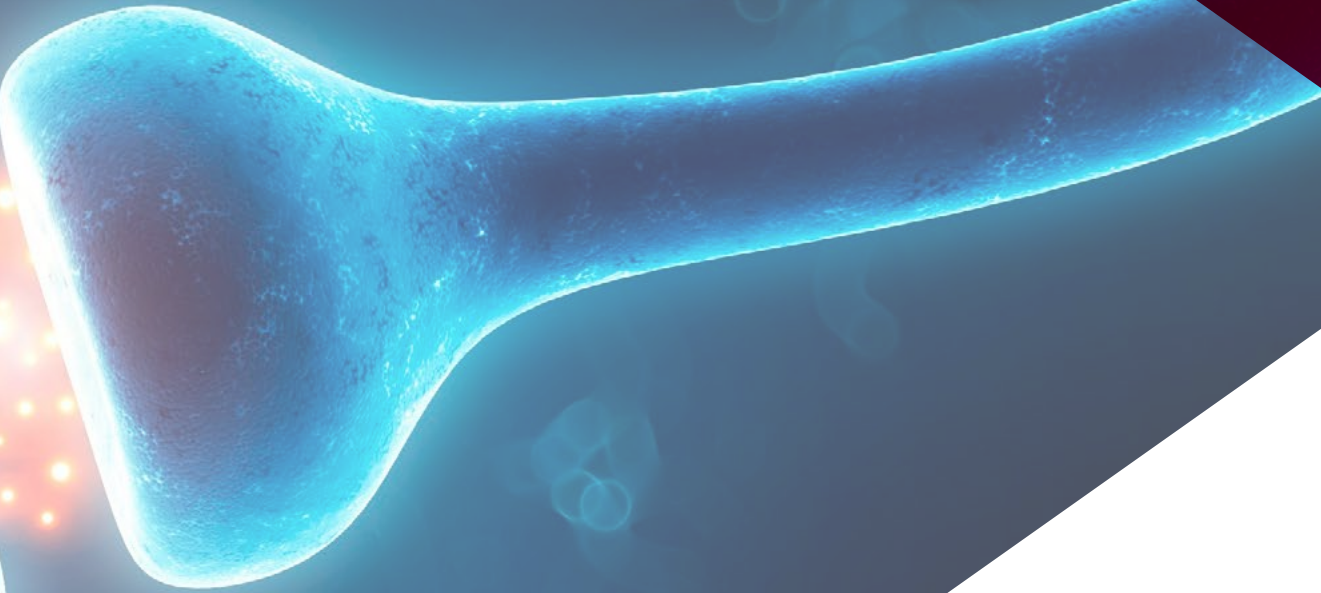
*Discover the mechanisms that control and drive decision making and emotions from a neuropsychological point of view and get the resources you need to take advantage of them in just six months of high-level training”*

# 04

## Structure and Content

The structure of the contents of the Postgraduate Certificate in Neuropolitics has been designed by a team of professional experts in neuropsychology, from the best educational centers and universities in Spain. By incorporating, as a priority, the new information and communication technologies, this program is configured as an example of innovative education, of total and permanent relevance.



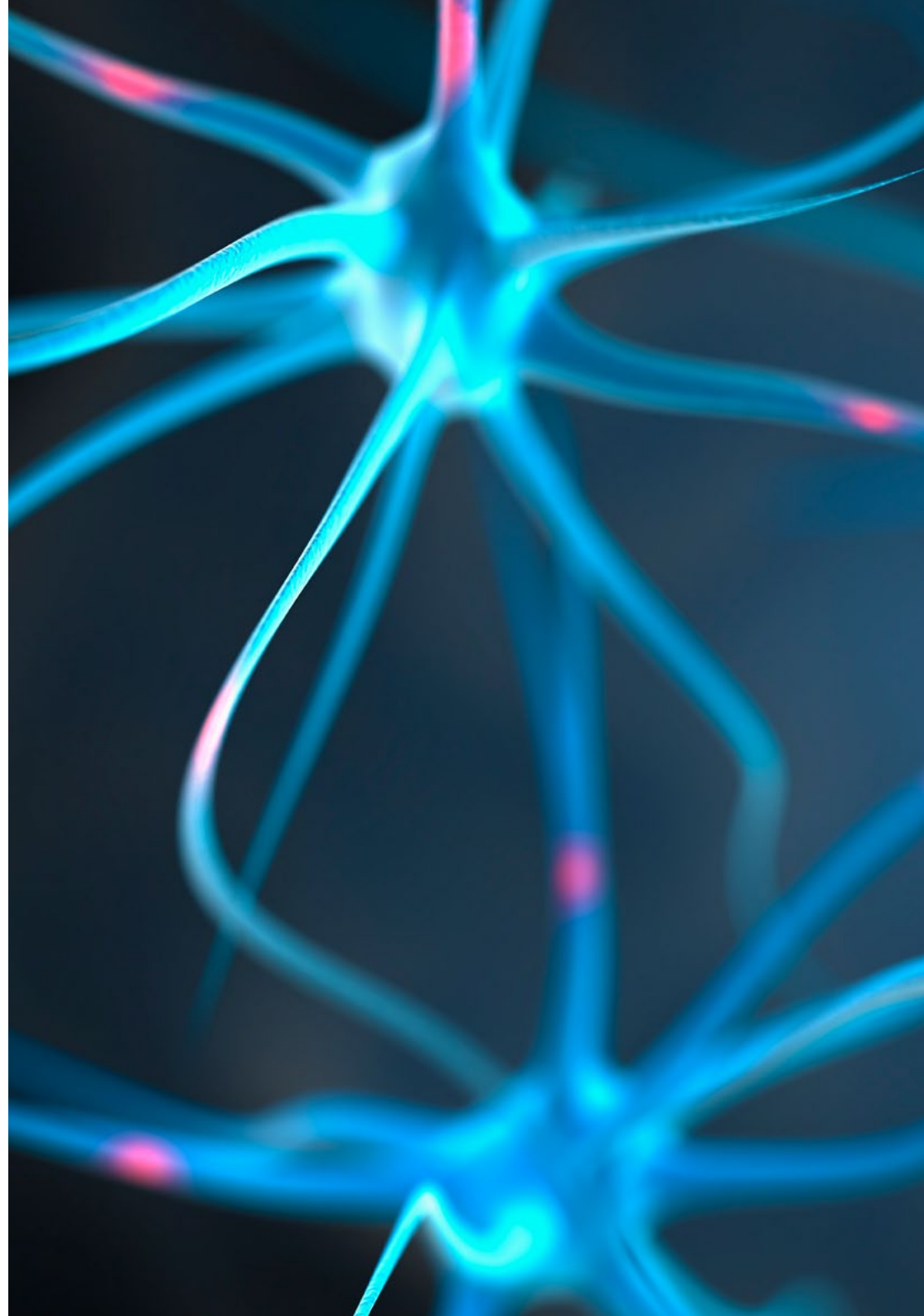


“

*This Postgraduate Certificate in Neuropolitics contains the most complete and up-to-date educational*

## Module 1. Neuropolitics

- 1.1. The Political Brain
  - 1.1.1. The Social Brain
  - 1.1.2. The Political Option on a Neural Level
- 1.2. Attentional Biases
  - 1.2.1. Personal Choice
  - 1.2.2. Family Tradition
- 1.3. Political Affiliation
  - 1.3.1. Belonging to a Group
  - 1.3.2. Group Biases
- 1.4. Political Emotions
  - 1.4.1. The Positive Emotions of Politics
  - 1.4.2. The Negative Emotions of Politics
- 1.5. Right vs. Left.
  - 1.5.1. Right-Wing Brain
  - 1.5.2. Left-Wing Brain
- 1.6. The Politician's Image
  - 1.6.1. Candidate and the Brain
  - 1.6.2. Political Collaborators and the Brain
- 1.7. The Party Brand
  - 1.7.1. Political *Branding*
  - 1.7.2. The Brain and Political Brands
- 1.8. Political Campaigns
  - 1.8.1. Advertising Campaigns in Politics
  - 1.8.2. Electoral Campaigns in Politics
- 1.9. The Decision to Vote
  - 1.9.1. The Voter's Profile
  - 1.9.2. The Undecided Person's Profile
- 1.10. New Tools Applied to Neuro-Politics
  - 1.10.1. Cases of Application of Neuro-Politics
  - 1.10.2. Successes of Neuropolitics





“

*A unique, key, and decisive educational experience to boost your professional development”*

05

# Methodology

This academic program offers students 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.





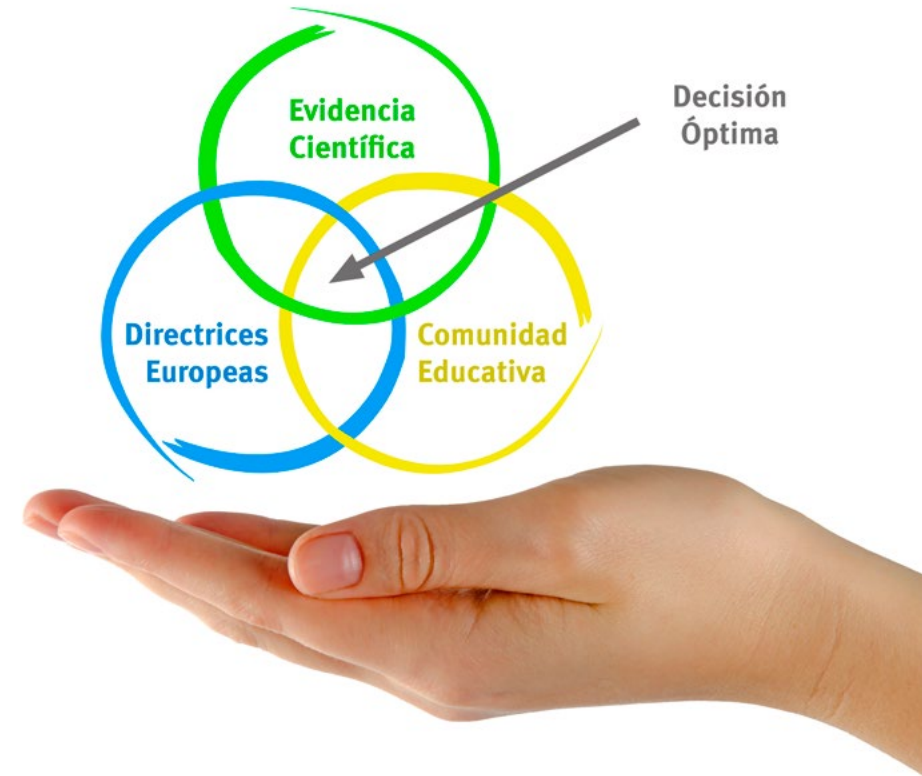
“

*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

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 Harvard 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 adapted in 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, students can watch them as many times as they want.



### Interactive Summaries

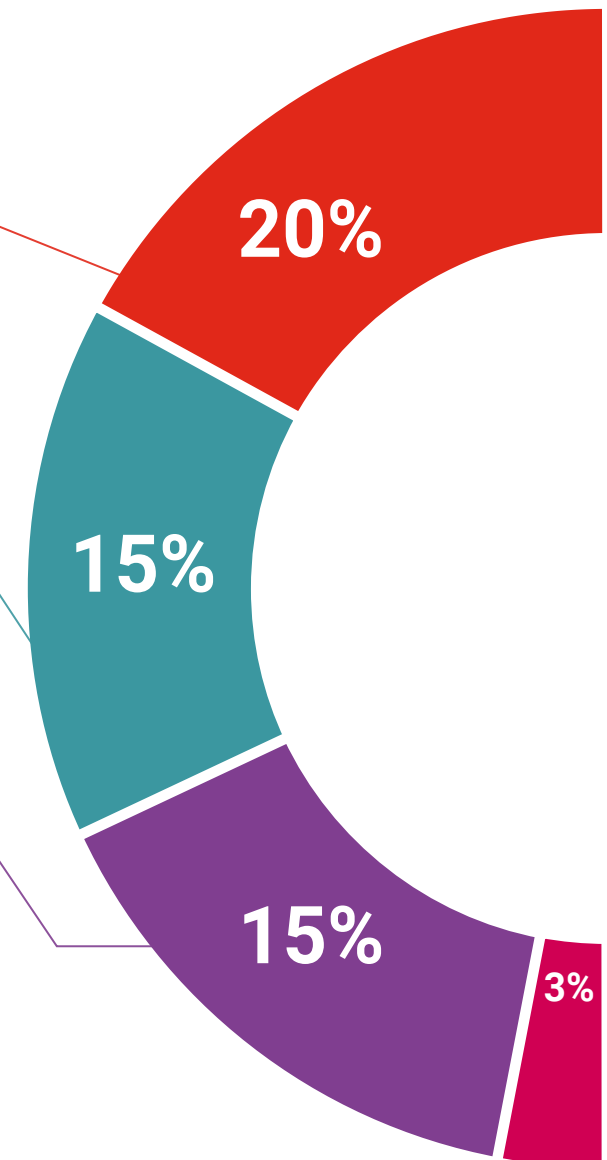
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

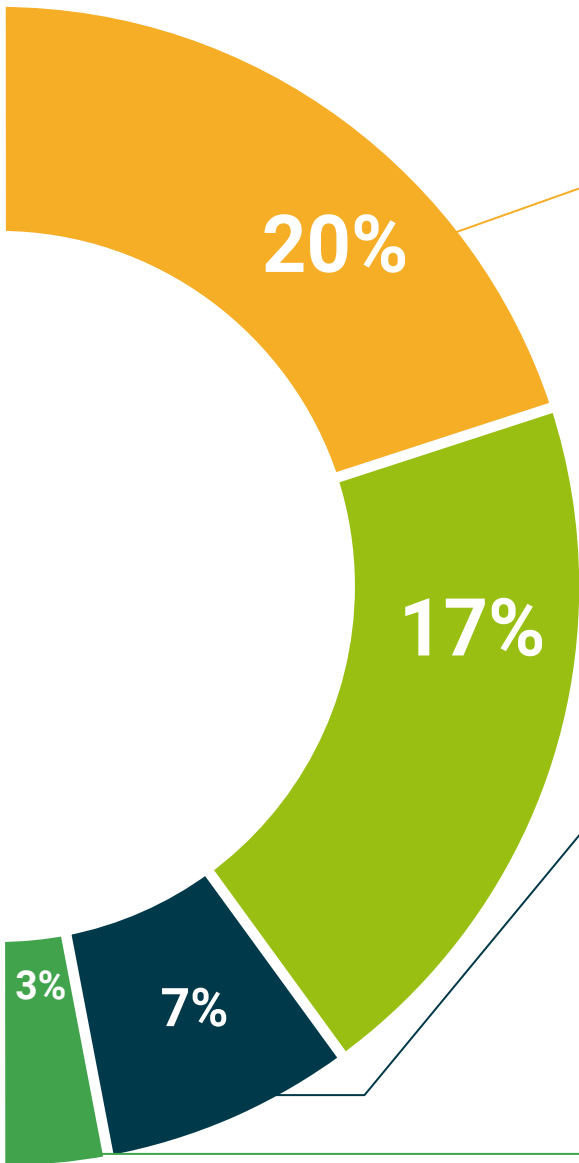
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### 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.





**Expert-Led Case Studies and Case Analysis**

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



**Testing & Retesting**

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



**Classes**

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



**Quick Action Guides**

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



06

# Certificate

The Postgraduate Certificate in Neuropolitics guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



“

*Successfully complete this program  
and receive your university qualification  
without having to travel or fill out laborious*

The Postgraduate Certificate in **Postgraduate Certificate in Neuropolitics** guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by **TECH Global University**.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra (**official bulletin**). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Neuropolitics**

Modality: **online**

Accreditation: **6 ECTS**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



future

health confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

personalized service innovation

knowledge present quality

online training

development languages

virtual classroom

**tech** global  
university

Postgraduate Certificate

Neuropolitics

- » Modality: online
- » Duration: 2 months
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Certificate Neuroinformatics