

# Hochschule für Technik Stuttgart

## Module manual

# Bachelor Business psychology

Status: Summer semester 2024

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## **Module: 1010 Fundamentals of Business Administration and Economics**

**Modul responsible(s): Prof. Dr. Roland Erben**

### **Qualification goals:**

Knowledge:

After successful completion of the module, students know relevant terms and theoretical concepts from business administration and economics.

Skills:

Students are able to understand and analyse basic business and economic relationships and processes.

Competences:

After the course, students have the competence to work on and solve business and economic questions and problem areas.

### **Workload:**

ECTS: 8

SWS: 6

Contact studies: 90h

Self-study: 150h

**Total workload: 240h**

### **Module contents:**

Economics

Bookkeeping and accounting

Production and logistics

### **Module offer:**

Compulsory/elective: Compulsory

Semester: Semester 1

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: none

Applicability of the module: This module can only be used in the Bachelor's degree programme in Business Psychology.

**Lecturer(s):**

Bernhard Hübner

Martin Mack

Prof. Dr Roland Franz Erben

**Form of examination and weighting:**

Type of examination: Written examination 180 minutes

Weighting: The grade flows with a weighting of of 5% into the final grade

## 1011 Economics

For module: 1010 Fundamentals of Business Administration and Economics

Module responsible(s): Prof. Dr. Roland Erben

### Qualification goals:

Knowledge:

After successful participation in this course, students know how economic market mechanisms work. They know micro- and macroeconomic concepts and interrelationships and understand the basics of economic policy.

Skills:

Students are able to understand the complexity of economic decisions and to explain and distinguish between relevant terminologies.

Competences:

Based on the knowledge and skills acquired, students possess the competence to analyse relevant microeconomic and macroeconomic as well as economic policy problems and to develop solutions.

### Workload:

ECTS: 3

SWS: 2

Contact studies: 30h

Self-study: 60h

**Total workload: 90h**

**Table of contents:**

Learning content:

- Basic concepts of economic activity
- Economic systems
- Microeconomics
  - Concept of the market
  - Household demand for goods
  - Goods offered by the company
  - Market forms
  - Pricing mechanisms
- Macroeconomics
  - Economic process as a cycle
  - National accounts
  - Macroeconomic paradigms
- Fundamentals of economic policy
  - Justification of economic policy interventions in the market economy process
  - Economic policy objectives
  - Means of economic policy and target-means systems
  - Economic policy bearers

**Lecturer(s):**

Bernhard Hübner

**Course offer:**

Semester: Semester 1

Frequency: winter and summer semester

Type of event: Lecture

Admission requirements: none

Language: German

Didactic aids: Script

**Form of examination and weighting:**

Type of examination: Written test 60 minutes

Examination prerequisite for: -

Weighting: The grade flows with a weighting of of 2% into the final grade

**Bibliography:****Main literature:**

Bofinger, P. (2015). *Grundzüge der Volkswirtschaftslehre*. Munich: Pearson Studium.

Mankiw, N. G., Taylor, M. P. et al. (2018). *Grundzüge der Volkswirtschaftslehre* (7th ed.). Stuttgart: Schäffer-Poeschel.

**Further reading:**

Baßeler, U., Heinrich, J. & Utecht, B. (2010). *Fundamentals and Problems of Economics* (19th ed.). Stuttgart: Schäffer-Poeschel.

## **1012 Bookkeeping and accounting**

**For module: 1010 Fundamentals of Business Administration and Economics**

**Person(s) responsible for the module: Prof. Dr. Roland Erben**

### **Qualification goals:**

Knowledge:

After successful participation in this course, students have an overview of external accounting. They know the necessity of proper accounting, understand the accounting system and are able to post selected business transactions.

Skills:

Students will be able to book elementary business transactions, recognise accounting problems and prepare and interpret simple annual financial statements.

Competences:

Participants will be familiarised with the objectives and structure of external accounting. They will get to know the accounting system and understand which principles of proper accounting are to be observed and how the balance sheet is to be drawn up.

### **Workload:**

ECTS: 3

SWS: 2

Contact studies: 30h

Self-study: 60h

**Total workload: 90h**



**Table of contents:**

Learning content:

- Accounting basics
  - Nature and tasks of industrial accounting
  - Basic terms in management accounting
  - Legal obligation to keep records
  - Principles of proper accounting
  - Relationship between the general ledger, general ledger and balance sheet
  - Chart of accounts
- Accounting organisation and technique
  - Inventory, stocktaking, balance sheet
  - Changes in the balance sheet due to business transactions
  - Breakdown of the balance sheet into balance sheet accounts
  - Posting to balance sheet and profit and loss accounts
  - VAT accounts
  - Goods accounts
  - Private accounts (equity account and profit and loss account (P&L))
- Typical business transactions
  - Procurement and sales
  - Asset management (depreciation, write-ups, GWG)
  - Human resources management (payroll, benefits in kind)
  - Financial management (loans, financial assets)
- Annual accounts
  - Valuation of assets and liabilities
  - Year-end closing entries (accruals and deferrals, provisions, valuation of fixed and current assets)
  - Components of the annual financial statements (balance sheet, income statement, notes) and management report

**Lecturer(s):**

Martin Mack

**Course offer:**

Semester: Semester 1

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Admission requirements: none

Language: German

Didactic aids: Script

**Form of examination and weighting:**

Type of examination: Written test 60 minutes

Examination prerequisite for: -

Weighting: The grade flows with a weighting of 2% into the final grade

## **Bibliography:**

### **Main literature:**

Baetge, J., Kirsch, H,-J. & Thiele, S. (2017). Übungsbuch Bilanzen und Bilanzanalyse, Aufgaben und Fallstudien mit Lösungen. (5th ed.) Düsseldorf: IDW-Verlag.

Bornhofen, M. & Bornhofen, M. (2019). Accounting 1 (31st ed.). Heidelberg: Springer Gabler.

Bornhofen, M. & Bornhofen, M. (2020). Accounting 2 (31st ed.). Heidelberg: Springer Gabler.

### **Further reading:**

Eisele, W. & Knobloch, A. (2018). Managerial accounting technology (9th ed.). Munich: Vahlen.

Meyer, C. & Theile, C. (2019). Bilanzierung nach Handels- und Steuerrecht unter Einschluss der Konzernrechnungslegung und der internationalen Rechnungslegung (30th ed.). Herne: NWB.

Schildbach, T., Stobbe, T. & Brösel, G. (2019). Der handelsrechtliche Jahresabschluss (11th ed.). Sternenfels: Wissenschaft & Praxis."

## 1013 Production and logistics

For module: 1010 Fundamentals of Business Administration and Economics

Person(s) responsible for the module: Prof. Dr. Roland Erben

### Qualification goals:

Knowledge:

After successful completion of the module, the students know the basics of production management and procurement. In particular, the students know the different manufacturing systems as well as the types of material procurement and material provision. In addition, the students have knowledge of the optimisation of logistics and production processes.

Skills:

The students are able to design procurement- and production-specific process models and to develop solutions for typical problems in the field of industrial logistics and production.

Competences:

Students expand their business management expertise in the field of industrial production management and logistics

### Workload:

ECTS: 2

SWS: 2

Contact studies: 30h

Self-study: 30h

**Total workload: 60h**

## Table of contents:

### Learning content:

- Historical review of the development and fundamentals of different production systems and "lean production" approaches
  - Production functions and adaptation possibilities
  - Fundamentals and elements of modern production systems
  - Process management and continuously flowing processes ("One Piece Flow")
  - Imparting process knowledge, modelling and analysing flowcharts
  - Approaches to optimising the entire value chain
- 
- Basic elements and goals of logistics
  - Process participants in logistics
  - Make-or-buy decisions
  - Sourcing strategies
  - Material flow planning
  - Material classification

### Lecturer(s):

Prof. Dr Roland Franz Erben

## Course offer:

Semester: Semester 1

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Admission requirements: none

Language: German

Didactic aids: script, worksheets, demonstrations

### Form of examination and weighting:

Type of examination: Written test 60 minutes

Examination prerequisite for: -

Weighting: The grade flows with a weighting of of 1% in the final grade

## Bibliography:

### Main literature:

Brunner, J. (2017). Japanese Success Concepts (4th ed.). Munich, Vienna: Carl Hanser.

Gorecki, P. &Pautsch, P. R. (2018). Praxisbuch Lean Management (3rd ed.). Munich, Vienna: Carl Hanser.

Ohno, T. (2013). The Toyota Production System (3rd ed.). Frankfurt am Main: Campus."

Arnolds, H. et al. (2016). *Materials management and purchasing* (13th ed.). Wiesbaden: Springer Gabler.

Schulte, C. (2016). *Logistics* (7th ed.). Munich: Vahlen.

Wannenwetsch, H. (2014). *Integrated Materials Management and Logistics and Procurement* (5th ed.). Berlin Heidelberg: Springer Vieweg.

## Module: 1020 Special Business Administration I: Law and HRM

Module responsible(s): Prof. Dr. Stephanie Huber

### Qualification goals:

Knowledge:

After successfully completing the module, the students know the tasks of human resource management in the company and know which methods are used there. Furthermore, the students are familiar with the basic concepts of labour law and have fundamental knowledge regarding organisational theories and the design and optimisation of corporate organisations. They know the basics of national business taxation (ESt, KSt, GewSt, USt).

Skills:

The students can classify the function of personnel management in the corporate context and apply basic HR methods for personnel planning, among other things. They can describe, differentiate and assess companies with regard to their structure, formal and informal structures, processes and culture.

In addition, students are able to identify labour law issues (individual and collective labour law) in human resources practice and are able to understand the basic features of corporate taxation in the

Apply and assess the knowledge within the framework of assessment cases.

Competences:

Students acquire professional competences in the application of HR and organisational theories to business practice. Methodological competence is gained through the independent processing of HR and organisational scenarios and the solution of case studies. In addition, they are able to not only solve labour law issues in an appropriate and interest-oriented manner, but can also assess which personnel measures that are desirable from the company's point of view are also enforceable under labour law. The students can classify and independently deal with questions of business taxation.

### Workload:

ECTS: 6

SWS: 5

Contact studies: 75h

Self-study: 105h

**Total workload: 180h**

**Module contents:**

Law and taxes

Human Resources Management

**Lecturer(s):**

Robert Elhardt

Dr Christof Hörr

Prof. Dr. Uta Bronner

**Module offer:**

Compulsory/elective: Compulsory

Semester: Semester 1

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: none

Applicability of the module: This module can only be used in the Bachelor's degree programme in Business Psychology.

**Form of examination and weighting:**

Form of examination: Written examination 90 minutes and seminar paper

Weighting: The grade flows with a weighting of 3% in the final grade

## 1021 Law and taxes

For Module: 1020 Special Business Administration I: Law and HRM

Module responsible(s): Prof. Dr. Stephanie Huber

### Qualification goals:

Knowledge:

After successful participation in this course, students will know the most important basic concepts of labour law as well as the basics of business taxation.

Skills:

The students are able to recognise flanking social insurance and tax law aspects of labour law. Furthermore, they can identify these labour law issues (individual and collective labour law) in personnel practice. The students also have the skills to solve cases of assessment for sole proprietorships, co-partnerships (partnerships) according to income tax, corporations according to corporate income tax as well as commercial enterprises according to trade tax in a technical and mathematical manner. They can solve simple cases on turnover taxation in Germany and abroad.

Competences:

After the course, the students will have the competence to solve labour law issues in an appropriate and interest-oriented manner and will be able to assess which personnel measures that are desirable from the company's point of view are also enforceable under labour law. In addition, the students have developed a feeling for the fact that labour law is always also "political" law. Questions of business taxation can be dealt with and solved.

### Workload:

ECTS: 3

SWS: 3

Contact studies: 45h

Self-study: 45h

**Total workload: 90h**

## Table of contents:

Learning content:

- Establishment and termination of the employment relationship
- Distinction from other legal relationships
- Rights and obligations of the parties to the employment contract
- Basic principles of works constitution and collective bargaining law
- Labour court proceedings
- Fundamentals of taxation
- Introduction to business taxation
- Taxation of the profit of the sole trader (EStG)
- Taxation of the profits of partnerships (EStG)
- Taxation of the profits of corporations (KStG)
- Introduction to trade tax (GewStG)
- Introduction to Value Added Tax (UStG)

## Lecturer(s):

Robert Elhardt

Dr Christof Hörr

## Course offer:

Semester: Semester 1

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Admission requirements: none

Language: German

Didactic aids: Slide script for the lecture, exercises, case studies, legal texts

## Form of examination and weighting:

Type of examination: Written examination 90 minutes

Examination prerequisite for: -

Weighting: The grade flows with a weighting of 1% in the final grade

## Literature list

### Main literature:

Hirdina, R. (2014). *Grundzüge des Arbeitsrechts* (4th ed.). Munich: Vahlen.

Breithecker, V. (2016). *Einführung in die Betriebswirtschaftliche Steuerlehre*. Berlin: Erich Schmidt Verlag.

Grefe, C. (2018). *Corporate taxes*. Herne: NWB.

Kußmaul, H. (2017). *Steuern, Einführung in die betriebswirtschaftliche Steuerlehre*. Berlin: De Gruyter.

### Further reading:

Brox, H., Rütters, B. & Henssler, M. (2016). *Labour law* (19th ed.). Stuttgart: Kohlhammer.

Schaub, G., Koch, U. & Linck, R. et al. (2017). *Labour law handbook* (17th ed.). Munich: C.H.Beck.



Kraft, C., Kraft, G. (2017). *Fundamentals of Corporate Taxation, The Most Important Types of Taxes and Their Rela-*

## 1022 Human Resources Management

For Module: 1020 Special Business Administration I: Law and HRM

Module responsible(s): Prof. Dr. Stephanie Huber

### Qualification goals:

Knowledge:

After successful participation in this course, the students know the tasks of human resource management in the company and know which methods are used there. Furthermore, they have basic knowledge regarding organisational theories and the design and optimisation of corporate organisations.

Skills:

The students can classify the function of HR management in the corporate context and apply basic HR methods for personnel planning, among other things. They can describe, differentiate and assess companies with regard to their structure, formal and informal structures, processes and culture.

Competences:

Students acquire professional competences in the application of HR and organisational theories to business practice. Methodological competence is gained through the independent processing of HR and organisational scenarios and the solution of case studies.

### Workload:

ECTS: 3

SWS: 2

Contact studies: 30h

Self-study: 60h

**Total workload: 90h**

**Table of contents:**

In this course, students gain an overview of central theories and application fields of human resource management and business organisation.

Learning content:

- Basics of personnel management
- Functions of Human Resources Management
- Personnel requirements planning: functions and methods
- Talent management: 4 core elements
- Recruitment and selection, Employer branding
- Staff induction: goals and methods
- Staff remuneration: Overview of remuneration models, Variabilisation
- Staff deployment and retention: retention, deployment planning
- Staff appraisal: goals and methods
- Personnel development and succession management: goals and methods
- Staff redundancy: methods
- Conceptual basics of business organisation
- Organisational theories
- Structural and procedural organisation,
- Differentiation and integration of the organisation's tasks
- Primary and secondary organisational concepts
- Possibilities for shaping corporate culture and organisational change

**Lecturer(s):**

Prof. Dr. Uta Bronner

**Bibliography:**Main literature:

Schreyögg, G. (2008). *Organisation* (5th ed.). Wiesbaden: Gabler.

Stock-Homburg, R. (2013). *Human resource management - theories, concepts, instruments* (3rd ed.). Wiesbaden: Springer.

Further reading:

Enaux, C. & Heinrich F. (2011). *Strategic talent management*. Freiburg: Haufe.

**Course offer:**

Semester: Semester 1

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Admission requirements: none

Language: German, English if applicable

Teaching aids: scripts, current publications

**Form of examination and weighting:**

Form of examination: Graded written seminar paper

Examination prerequisite for: -

Weighting: The grade flows with a weighting of 2% into the final grade

## **Module: 1030 General Psychology I**

**Module responsible(s): Prof. Dr. Katrin Allmendinger**

### **Qualification goals:**

Knowledge:

After successful completion of the module, students know the basic phenomena of general psychology.

Skills:

Students are able to structure psychological content and questions and to interpret the results of empirical studies.

Competences:

Students have knowledge of the basics of general psychology and can transfer this to issues in business psychology.

### **Workload:**

ECTS: 6

SWS: 4

Contact studies: 60h

Self-study: 120h

**Total workload: 180h**

### **Module contents:**

General Psychology I

### **Module offer:**

Compulsory/elective: Compulsory

Semester: Semester 1

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: none

Usability of the module: The module lays the foundations for the module "General Psychology II". It can only be used in the Bachelor's degree programme in Business Psychology.

**Lecturer(s):**

Matthias Viteritti

**Form of examination and weighting:**

Form of examination: Written examination 90 minutes or graded written study paper

Weighting: The grade flows with a weighting of of 3% in the final grade

## 1031 General Psychology I

For module: 1030 General Psychology I

Module responsible(s): Prof. Dr. Katrin Allmendinger

### Qualification goals:

Knowledge:

After successful participation in this course, students know the basics as well as the methods of general psychology.

Skills:

Students are able to interpret the results of empirical studies and to transfer the findings from general psychology to issues in business psychology.

Competences:

The students have knowledge in the basics of general and can transfer this to issues in business psychology.

### Workload:

ECTS: 6

SWS: 4

Contact studies: 60h

Self-study: 120h

**Total workload: 180h**

**Table of contents:**

In this course, students learn the basics of general psychology. The knowledge gained is practically applied and deepened using case studies and exercises as examples.

Learning content:

- Introduction to the history and methodology of general psychology
- Perception: sense organs
- Perception: organisation and interpretation
- Attention
- Awareness
- Cognitive control
- Thought and language

**Lecturer(s):**

Matthias Viteritti

**Bibliography:****Main literature:**

Gerrig, R.J. & Zimbardo, P.G. (2018). *Psychology*. Munich: Pearson.

Myers, D.G. (2014). *Psychology*. Heidelberg: Springer.

Spering, M. & Schmidt, T. (2017). *General psychology 1 compact: Perception, attention, thinking, language*. Weinheim: Beltz.

**Further reading:**

Goldstein, E. B. (2014). *Perceptual psychology*. Heidelberg: Springer.

Müsseler, J. (2016). *General psychology*. Heidelberg: Spektrum.

**Course offer:**

Semester: Semester 1

Frequency: winter and summer semester

Type of event: Lecture and integrated exercise

Admission requirements: none

Language: German

Didactic aids: Script

**Form of examination and weighting:**

Form of examination: Graded written seminar paper

Examination prerequisite for: -

Weighting: The grade flows with a weighting of of 3% in the final grade

## Module: 1040 Social Psychology

Person(s) responsible for the module: Prof. Dr. Thomas Bäumer

### Qualification goals:

Knowledge:

After successful completion of the module, the students know the basics of social psychology. They have an overview of the different theoretical approaches, findings and methods of social psychology.

Skills:

Students will be able to link social psychological and business psychological issues.

Competences:

The students have developed the competence to make decisions in business psychology on the basis of scientific findings. They are able to understand and classify original scientific papers and use them for application. By reading original papers, they also strengthen their methodological and language competence (English).

### Module contents:

Social psychology

### Lecturer(s):

Prof. Dr Thomas Bäumer

### Workload:

ECTS: 6

SWS: 4

Contact studies: 60h

Self-study: 120h

**Total workload: 180h**

### Module offer:

Compulsory/elective: Compulsory

Semester: Semester 1

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: none

Applicability of the module: This module can only be used in the Bachelor's degree programme in Business Psychology.

### Form of examination and weighting:

Type of examination: Written examination (90 minutes) / Graded written assignment / Presentation

Weighting: The grade flows with a weighting of of 3% in the final grade





## 1041 Social Psychology

For Module: 1040 Social Psychology

Person(s) responsible for the module: Prof. Dr. Thomas Bäumer

### Qualification goals:

Knowledge:

After successful participation in this course, students know the basics of social psychology. They have an overview of the different theoretical approaches, findings and methods of social psychology.

Skills:

Students will be able to link social psychological and economic psychological issues.

Competences:

The students have developed the competence to make decisions in business psychology on the basis of scientific findings. They are able to understand and classify original scientific papers and use them for application. By reading original papers, they also strengthen their methodological and language skills (English).

### Workload:

ECTS: 6

SWS: 4

Contact studies: 60h

Self-study: 120h

**Total workload: 180h**

**Table of contents:**

Students learn the basics of social psychology. The knowledge gained is practically applied and deepened using case studies and exercises as examples.

Learning content:

- Introduction to social psychology and social psychological issues
- Social perception and attribution
- Social cognition
- Social identity / self-concept
- Basics of attitude research
- Attitude and behaviour change strategies
- Social influence
- Attractiveness and relationships
- Prosocial behaviour
- Aggression
- Intra-group processes
- Prejudices and stereotypes - conflicts between groups
- Applied social psychology with consideration of business psychology issues

**Lecturer(s):**

Prof. Dr Thomas Bäumer

**Course offer:**

Semester: Semester 1

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Admission requirements: none

Language: German or English

Didactic aids: script, selected literature

**Form of examination and weighting:**

Form of examination: Graded written seminar paper

Examination prerequisite for: -

Weighting: The grade is included in the final grade with a weight of 3%.

## **Bibliography:**

### **Main literature:**

Aronson, E., Wilson, T. D., Akert, R. M. & Sommers, S. R. (2018). *Social psychology* (9th edition, global edition). Columbus, Indiananapolis, New York City: Pearson.

Jonas, K., Stroebe, W. & Hewstone, M. (2007). *Social psychology - An introduction* (5th ed.). Wiesbaden: Springer.

### **Further reading:**

Chadee, D. (2011). *Theories in social psychology*. Malden: Wiley-Blackwell.

Fiske, S. T., Gilbert, D.G. & Lindzey, G. (Eds.) (2010). *Handbook of social psychology* (vol. 1 + 2). Hoboken: Wiley&Sons.

Fiske, S. T. & Taylor, S. E. (2020). *Social Cognition. From brains to culture* (4th Edition). London: SAGE.

Frey, D. & Irle, M. (eds.) (2009/2010). *Theories of social psychology* (Vol. 1-3). Bern: Huber.

Hewstone, M., Stroebe, W. & Jonas, K. (2012). *Introduction to social psychology - A European perspective* (5th ed.). Chichester: BPS Blackwell.

Kassin, S. M., Fein, S. & Markus, H. R. (2021). *Social psychology* (11th edition). Boston: CENGAGE.

Myers, D. G. (2012). *Exploring social psychology* (6th ed., international student ed.). New York NY: McGraw Hill.

Myers, D., Abell, J. & Kolstad, A. & Sani, F. (2010). *Social psychology - European edition* (4th ed.). Berkshire: McGraw Hill.

Steg, L. (ed.). (2017). *Applied social psychology. Understanding and managing social problems* (2nd edition). Cambridge: Cambridge University Press.

Van Lange. P.A.M., Kruglanski, A.W. & Higgins, E.T. (Eds.) (2011). *Handbook of theories of social psychology* (Vol. 1 + 2). Los Angeles: Sage.

## **Module: 1050 Statistics I**

**Module responsible(s): Prof. Dr. Patrick Planing**

### **Qualification goals:**

Knowledge:

After successful completion of the module, students know the basics of descriptive (e.g. characteristic values, distributions) and inferential statistics (with a focus on procedures for nominal and ordinal scaled variables). The students are familiar with the concept of a hypothesis test.

Skills:

The students master appropriate procedures for descriptive and inferential statistical evaluation for business psychology questions, which they can select and apply. They can prepare data from empirical surveys for evaluation and analyse it with statistical evaluation software. Furthermore, they can interpret the results of statistical evaluations of evaluation software.

Competences:

The students acquire quantitative methodological competence and are able to select and apply the appropriate procedures for data collection and data analysis for selected questions in business psychology and to interpret the results.

### **Module contents:**

Statistics I

### **Workload:**

ECTS: 5

SWS: 4

Contact studies: 60h

Self-study: 90h

**Total workload: 150h**

### **Module offer:**

Compulsory/elective: Compulsory

Semester: Semester 1

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: none

Usability of the module: The module lays the foundations for the module "Statistics II". It can only be used in the Bachelor's degree programme in Business Psychology.

**Lecturer(s):**

Prof. Dr Patrick Planing

**Form of examination and weighting:**

Type of examination: Written examination 90 minutes / Graded written study paper

Weighting: The grade flows with a weighting of of 2% into the final grade

## 1051 Statistics

For Module: Statistics I

Module responsible(s): Prof. Dr. Patrick Planing

### Qualification goals:

Knowledge:

After successful participation in this course, students know the basics of descriptive statistics (e.g. characteristic values, distributions) and inferential statistics (with a focus on procedures for nominal and ordinal scaled variables). Students are familiar with the concept of a hypothesis test.

Skills:

The students master appropriate procedures for descriptive and inferential statistical evaluation for business psychology questions, which they can select and apply. They can prepare data from empirical surveys for evaluation and analyse it with statistical evaluation software. Furthermore, they can interpret the results of statistical evaluations of evaluation software.

Competences:

The students acquire quantitative methodological competence and are able to select and apply the appropriate procedures for data collection and data analysis for selected questions in business psychology and to interpret the results.

### Workload:

ECTS: 5

SWS: 4

Contact studies: 60h

Self-study: 90h

**Total workload: 150h**

## Table of contents:

In this course, students learn the basics of descriptive and inferential statistics (with a focus on procedures for nominal and ordinal scaled variables) and can apply these to questions in business psychology. The knowledge gained is practically applied and deepened using case studies and exercises as examples.

Learning content:

- Basic understanding of the need for statistics
- Descriptive statistics:
  - Frequency distributions, statistical parameters, standardisation
  - Correlation and linear regression
- Inferential statistics:
  - Population, sampling, probability theory
  - Parameter estimation (point and interval estimation)
  - Basics of hypothesis testing (types of hypothesis,  $\alpha$  and  $\beta$  error)
  - Simple statistical tests for correlation (e.g. correlation,  $\chi^2$ ) and difference hypotheses (e.g. Wilcoxon) with a focus on tests for nominal or ordinal scale data.
- Dealing with SPSS:
  - Variable definition, data entry, quality control
  - Data modification (e.g. recoding variables / forming indices)
  - Carrying out basic (descriptive and inferential statistical) procedures for data evaluation
  - Interpretation of results of data evaluation

## Lecturer(s):

Prof. Dr Patrick Planing

## Course offer:

Semester: Semester 1

Frequency: winter and summer semester

Type of event: Lecture and integrated exercise

Admission requirements: none

Language: German

Didactic aids: Script

## Form of examination and weighting:

Type of examination: Written examination 90 minutes

Examination prerequisite for: -

Weighting: The grade flows with a weighting of 2% into the final grade

## Bibliography:

### Main literature:

Field, A. (2017). Discovering statistics using IBM SPSS Statistics. London: Sage.

Field, A. (2016). Adventures in Statistics: The reality Enigma. London: Sage.



Schäfer T. (2016). Methodenlehre und Statistik: Einführung in Datenerhebung, deskriptive Statistik und Inferenzstatistik. Springer: Wiesbaden.

Shepherd, T. (2016). Methodology and statistics: Introduction to data collection, descriptive statistics and inferential statistics Wiesbaden: Springer.

**Further reading:**

Howitt D. & Cramer D. (2006). Introduction to Statistics in Psychology. Pearson

Bortz, J. & Schuster, C. (2010). Statistics for human and social scientists. Berlin: Springer.

Brosius, F. (2014). SPSS 22 for dummies. Weinheim: Wiley.

Brosius, F. (2013). SPSS 21st Heidelberg: mitp.

Bühner, M. & Ziegler, M. (2009). Statistics for psychologists and social scientists. Munich: Pearson.

## **Module: 2010 Special Business Administration II: Financial Management**

**Module responsible(s): Prof. Dr. Roland Franz Erben**

### **Qualification goals:**

Knowledge:

After successful participation in this course, students have an overview of the sub-areas of internal accounting with its sub-areas cost and performance accounting, controlling and investment and financing. The students understand the connections, differences and similarities in particular between external and internal accounting with the above-mentioned three sub-areas.

Skills:

The students are able to carry out basic business decision-making calculations. They are able to apply the most important instruments of internal accounting (in particular internal activity allocation, costing procedures and dynamic investment calculation procedures) and assess their significance.

Competences:

Students expand their business management expertise in the area of operational financial management.

### **Module contents:**

Cost accounting

Controlling

Financial mathematics, investment and financing

### **Workload:**

ECTS: 7

SWS: 7

Contact studies: 105h

Self-study: 105h

**Total workload: 210h**

### **Module offer:**

Compulsory/elective: Compulsory

Semester: 2nd semester

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: none

Applicability of the module: This module can only be used in the Bachelor's degree programme in Business Psychology.

**Lecturer(s):**

Prof. Dr. Roland Franz Erben  
Rüdiger Ohnesorge  
Robin Heidrich

**Form of examination and weighting:**

Type of examination: Written examination 180 minutes

Weighting: The grade flows with a weighting of of 5% into the final grade

## **2011 Cost accounting**

**For Module: 2010 Special Business Administration II: Financial Management**

**Person(s) responsible for the module: Prof. Dr. Roland Franz Erben**

### **Qualification goals:**

Knowledge:

After successful participation in this course, students have an overview of the sub-areas of accounting as well as the structure, goals and tasks of cost and performance accounting. They will also know the differences and similarities between internal and external accounting.

Skills:

The students can carry out basic business management decision calculations. They are able to carry out internal cost allocation, can apply basic costing procedures and assess their significance and suitability for specific applications.

Competences:

Students expand their technical and methodological competence in the field of financial management.

### **Workload:**

ECTS: 2

SWS: 2

Contact studies: 30h

Self-study: 30h

**Total workload: 60h**

## Table of contents:

Learning content:

- Overview of business accounting and the classification of cost and activity accounting
- Basic terms of managerial accounting and their delimitation
- Overview of the sub-areas of cost and activity accounting
- Cost type accounting, in particular classification and recording of cost types
- Cost centre accounting incl. internal activity allocation
- Cost unit accounting incl. simple costing procedures and short-term result calculation

## Lecturer(s):

Prof. Dr. Roland Franz Erben

## Literature list

### Main literature:

Coenenberg, A. G., Fischer, T. M. & Günther, T. (2016). *Cost accounting and cost analysis* (9th ed.). Stuttgart: Schäffer-Poeschel.

Jórasz, W. (2009). *Kosten- und Leistungsrechnung* (5th ed.). Stuttgart: Schäffer Poeschel.

Steger, J. (2010). *Kosten- und Leistungsrechnung* (5th ed.). Berlin: De GruyterOldenbourg.

### Further reading:

Friedl, G., Hofmann, C. & Pedell, B. (2013). *Cost accounting* (2nd ed.). Munich: Vahlen.

Hommel, M. (2015). *Kostenrechnung - learning by stories* (4th ed.). Frankfurt: Fachmedien Recht und Wirtschaft.

Steger, J. (2008). *Kosten- und Leistungsrechnung - Arbeitsbuch* (2nd ed.). Munich: Oldenbourg

## Course offer:

Semester: 2nd semester

Frequency: winter and summer semester

Type of event: Lecture and integrated exercise

Admission requirements: none

Language: German

Didactic aids: slide script for the lecture, exercises, case studies, video tutorials, script for the tutorial

## Form of examination and weighting:

Type of examination: Written test 60 minutes

Examination prerequisite for: -

Weighting: The grade is included in the final grade with a weight of 1%.

## **2012 Controlling**

**For Module: 2010 Special Business Administration II: Financial Management**

**Module responsible(s): Prof. Dr. Roland Franz Erben**

### **Qualification goals:**

Knowledge:

After successful participation in this course, students have an overview of the objective and concepts of controlling and understand the integration of controlling in the context of corporate management.

Skills:

Students master the essential instruments of operational and strategic controlling and can apply them independently in an operational context.

Competences:

The students are able to analyse and evaluate operational situations with methods of corporate management and to base decisions in the area of finance with the help of suitable instruments.

### **Workload:**

ECTS: 2

SWS: 2

Contact studies: 30h

Self-study: 30h

**Total workload: 60h**

## Table of contents:

Learning content:

- Characteristics; concepts and tasks of controlling
- Selected instruments of operational controlling (operational planning, activity-based costing, contribution margin accounting, budgeting)
- Selected instruments of strategic controlling (strategic planning, portfolio management, target costing)
- Special issues of controlling, especially the interlinking of controlling and risk management.

## Lecturer(s):

Prof. Dr. Roland Franz Erben

## Course offer:

Semester: 2nd semester

Frequency: winter and summer semester

Type of event: Lecture and integrated exercise

Admission requirements: none

Language: German

Didactic aids: slide script for the lecture, exercises, case studies, video tutorials

## Form of examination and weighting:

Type of examination: Written test 60 minutes

Examination prerequisite for: -

Weighting: The grade is included in the final grade with a weight of 2%.

## Bibliography:

### Main literature:

Fischer, T. M., Möller, K. & Schultze, W. (2015). *Controlling: Fundamentals, Instruments and Development Perspectives* (2nd ed.). Stuttgart: Schäffer-Poeschel.

Joos-Sachse, T. (2006). *Controlling, cost accounting and cost management* (4th ed.). Wiesbaden: Gabler

Weber, J. & Schäffer, U. (2016). *Einführung in das Controlling* (15th ed.). Stuttgart: Schäffer-Poeschel.

### Further reading:

Horvath, P. (2011). *Controlling* (12th ed.). Munich: Vahlen.

Jung, H. (2014). *Controlling* (4th ed.). Berlin: De Gruyter Oldenbourg.

Vanini, U. (2012). *Risk Management - Fundamentals, Instruments, Corporate Practice*. Stuttgart: Schäffer-Poeschel.

Weber, J. & Schäffer, U. (2016). *Einführung in das Controlling -- Übungen und Fallstudien mit Lösungen* (3rd ed.). Stuttgart: Schäffer-Poeschel

## 2013 Financial mathematics, investment and financing

For Module: 2010 Special Business Administration II: Financial Management

Module responsible(s): Prof. Dr. Roland Franz Erben

### Qualification goals:

Knowledge:

After successful participation in this course, students will know different forms of interest and their application. Furthermore, they know different types of loan repayment. They also know the correlations between securities prices, yields and nominal interest rates. Finally, they have knowledge of the most important static and dynamic investment calculation methods.

Skills:

Students are able to value future or past payments. Furthermore, students are able to distinguish between an internal rate of return and given yield curves in discounting as well as solve typical annuity problems such as annuity terminal value and annuity present value. Finally, they are able to carry out static and dynamic procedures of investment calculation.

Competences:

Students master financial mathematical techniques needed for problem solving in investment and financing decisions.

### Workload:

ECTS: 3

SWS: 3

Contact studies: 45h

Self-study: 45h

**Total workload: 90h**



**Table of contents:**

In this course, students learn financial mathematical techniques needed for problem solving in investment and financing decisions. The knowledge gained is practically applied and deepened using case studies and exercises as examples.

Learning content:

- Fundamentals of financial mathematics
- Interest calculation, compound interest and discounting
- Yield curves
- Pension calculation
- Redemption statement
- Course bill
- Static procedures of the investment calculation
- Dynamic methods of investment appraisal
- Basics of financing (cost of capital concept)

**Lecturer(s):**

Rüdiger Ohnesorge  
Robin Heidrich

**Bibliography:****Main literature:**

Albrecht, P. (2014). Finanzmathematik für Wirtschaftswissenschaftler (3rd ed.). Stuttgart: Schäffer Poeschel.

Ihrig, H. & Pflaumer, P. (2009). Finanzmathematik (14th ed.). Berlin: De Gruyter Oldenburg.

**Course offer:**

Semester: 2nd semester

Frequency: winter and summer semester

Type of event: Lecture and integrated exercise

Admission requirements: none

Language: German

Didactic aids: Slide script for the lecture, exercises, case studies

**Form of examination and weighting:**

Type of examination: Written test 60 minutes

Examination prerequisite for: -

Weighting: The grade is included in the final grade with a weight of 2%.

## **Module: 2020 Special Business Administration III: Marketing & Consulting**

**Module responsible(s): Prof. Dr. Patrick Planing**

### **Qualification goals:**

Knowledge:

After successful participation in this module, students know the principles of market-oriented corporate management and are familiar with relevant models of business-oriented consulting.

Skills:

Students are able to describe and evaluate marketing and sales strategic approaches of companies. In addition, they are able to apply selected instruments and methods of business management-oriented consulting.

Competences:

After the course, students have the competence to develop solutions for business management problems and decision-making situations and to create their own consulting and marketing concepts.

### **Module contents:**

Marketing

Business Consulting

### **Workload:**

ECTS: 6

SWS: 5

Contact studies: 75h

Self-study: 105h

**Total workload: 180h**

### **Module offer:**

Compulsory/elective: Compulsory

Semester: 2nd semester

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: none

Applicability of the module: This module can only be used in the Bachelor's degree programme in Business Psychology.

**Lecturer(s):**

Prof. Dr. Patrick Planing  
Eberhard Gaißert

**Form of examination and weighting:**

Form of examination: Graded written seminar  
paper

Weighting: The grade flows with a weighting  
of 4% in the final grade

## 2021 Marketing

For Module: 2020 Special Business Administration III: Marketing & Consulting

Module responsible(s): Prof. Dr. Patrick Planing

### Qualification goals:

Knowledge:

After successful participation in this course, students will know different market forms and the strategic orientation of companies on these markets. They recognise the connection between market forms and the decision-making processes in marketing and sales.

Skills:

Students are able to describe and evaluate marketing and sales strategic approaches of companies. Furthermore, they can assess the adequacy of marketing and sales policy instruments for the implementation of strategic goals.

Competences:

After the course, the students have the competence to develop solutions for marketing or sales policy problems and decisions. They are also able to create a marketing concept.

### Workload:

ECTS: 3

SWS: 3

Contact studies: 45h

Self-study: 45h

**Total workload: 90h**

**Table of contents:**

In this course, students learn the strategic and operational basics of marketing and sales management.

Learning content:

- Markets and market segments
- Marketing concepts
- Strategic analysis methods
- Product, assortment and brand management
- Distribution management
- Price management
- Fundamentals of communication policy decisions
- Online marketing

**Lecturer(s):**

Prof. Dr. Patrick Planing

**Literature list****Main literature:**

Kotler, P. & Armstrong, G. (2017). Principles of Marketing (17th ed.). Boston et al.: Pearson.

**Further reading:**

Svend Hollendsen (2016) Global Marketing

Seth Godin (2019) This is Marketing

Michael Solomon, Andrew Hughes, Bill Chitty (2013) Marketing Real People, Real Choices

**Course offer:**

Semester: 2nd semester

Frequency: winter and summer semester

Type of event: Lecture

Admission requirements: none

Language: German, English if applicable

Didactic aids: script, case examples and case studies, current publications, group exercise

**Form of examination and weighting:**

Form of examination: Graded written seminar paper

Examination prerequisite for: -

Weighting: The grade is included in the final grade with a weight of 2%.

## **2022 Business management consulting**

**For Module: 2020 Special Business Administration III: Marketing & Consulting**

**Module responsible(s): Prof. Dr. Patrick Planing**

### **Qualification goals:**

Knowledge:

After successful completion of the module, the students know the characteristics of business-oriented process and professional guidance and can distinguish it from psychological guidance. The students also learn about the guidance market and the different phases of the guidance process.

Skills:

Students will be able to acquire, design and implement consultancy projects in companies. Furthermore, they can develop suitable contractual arrangements for consultancy projects. Finally, they are able to apply selected instruments and methods of business-oriented consulting.

Competences:

Students expand their business management skills and methodological competences in the field of consulting.

### **Workload:**

ECTS: 3

SWS: 2

Contact studies: 30h

Self-study: 60h

**Total workload: 90h**

**Table of contents:**

The students get to know the consultancy market as well as the different phases of the consultancy process. They are able to assess and use the application requirements and limits as well as the benefits of common instruments of management consulting.

Learning content:

- Status quo and development of the guidance market
- Job description, career entry and career paths
- Consultancy process (acquisition, analysis, solution development, implementation)
- Contractual design for consultancy projects (service contract vs. contract for work and services)

**Lecturer(s):**

Eberhard Gaißert

**Course offer:**

Semester: 2nd semester

Frequency: winter and summer semester

Type of event: Lecture and integrated exercise

Admission requirements: none

Language: German

Didactic aids: Slide script for the lecture, exercises, case studies

**Form of examination and weighting:**

Form of examination: Graded written seminar paper

Examination prerequisite for: -

Weighting: The grade is included in the final grade with a weight of 2%.

**Bibliography:****Main literature:**

Lippold, D. (2018). The management consultancy (3rd ed.). Wiesbaden: Springer Gabler.

Niedereichholz C. (2010). Management consultancy - 1. consultancy marketing and contract acquisition. Berlin: De Gruyter Oldenbourg.

Niedereichholz C. (2012). Management consulting - 2. contract performance and quality assurance. Berlin: De Gruyter Oldenbourg.

**Further reading:**

Fink, D. (2009). Strategic management consulting. Munich: Vahlen.

Kerth, K., Asum, H. & Stich, V. (2015): The best strategy tools in practice (6th ed.). Munich: Carl Hanser.

Niedereichholz, C. (2008). Consulting Knowledge. Berlin: De Gruyter Oldenbourg."

## Module: 2030 General Psychology II

Person(s) responsible for the module: Prof. Dr. Patrick Müller

### Qualification goals:

Knowledge:

After successful completion of the module, students know the basic and advanced phenomena of general and biological psychology. They know the advantages and disadvantages of different experimental designs.

Skills:

Students are able to structure psychological content and questions and to interpret the results of empirical studies. They can design, conduct, analyse and document experimental studies.

Competences:

The students have in-depth knowledge of general and biological psychology and can transfer this to issues in business psychology. They are able to assess the quality and significance of experimental studies in the context of (business) psychology.

### Module contents:

General Psychology II

Experimental designs

### Workload:

ECTS: 6

SWS: 4

Contact studies: 60h

Self-study: 120h

**Total workload: 180h**

### Module offer:

Compulsory/elective: Compulsory

Semester: 2nd semester

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: none

Applicability of the module: The module supplements the contents of the module "General Psychology I". It can only be used in the Bachelor's degree programme in Business Psychology.



**Lecturer(s):**

Prof. Dr. Patrick Müller  
Matthias Viteritti

**Form of examination and weighting:**

Form of examination: Graded written seminar  
paper

Weighting: The grade flows with a weighting of  
of 4% in the final grade

## **2031 General Psychology II**

**For module: 2030 General Psychology II**

**Module responsible(s): Prof. Dr. Patrick Müller**

### **Qualification goals:**

Knowledge:

After successful participation in this course, students know the advanced basics as well as the methods of general and biological psychology.

Skills:

Students are able to interpret the results of complex empirical studies and to apply the findings from general and biological psychology to issues in business psychology.

Competences:

Students have in-depth knowledge of the basics of general and biological psychology and can apply this to issues in business psychology.

### **Workload:**

ECTS: 2

SWS: 2

Contact studies: 30h

Self-study: 30h

**Total workload: 60h**

**Table of contents:**

In this course, students learn the basics of general and biological psychology. The knowledge gained is practically applied and deepened using case studies and exercises as examples.

Learning content:

- Thought and language (in-depth)
- Judging, deciding, problem solving
- Motivation
- Emotion
- Action planning and execution

**Lecturer(s):**

Matthias Viteritti

**Bibliography:****Main literature:**

Gerrig, R.J. & Zimbardo, P.G. (2018). Psychology. Munich: Pearson.

Myers, D.G. (2014). Psychology. Heidelberg: Springer.

**Further reading:**

Birbaumer, N. & Schmidt, R.F. (2018). Biological psychology. Heidelberg: Springer.

Müsseler, J. (2016). General psychology. Heidelberg: Spektrum.

Schandry, R. (2018). Biological psychology. Weinheim: Beltz.

**Course offer:**

Semester: 2nd semester

Frequency: winter and summer semester

Type of event: Lecture and integrated exercise

Admission requirements: none

Language: German

Didactic aids: Script

**Form of examination and weighting:**

Form of examination: Graded written seminar paper

Examination prerequisite for: -

Weighting: The grade flows with a weighting of of 2% into the final grade

## 2032 Experimental designs

For module: 2030 General Psychology II

Person(s) responsible for the module: Prof. Dr. Patrick Müller

### Qualification goals:

Knowledge:

After successful participation in this course, students will know different experimental study designs and target group-appropriate survey methods.

Skills:

The students are able to practically develop a suitable experimental research design for business psychology questions. They can develop suitable survey instruments, conduct the study using qualitative or quantitative methods and evaluate the data. They are able to prepare and present the findings in a way that is appropriate for the target group.

Competences:

The students deepen their methodological skills in the areas of survey and evaluation methods.

### Workload:

ECTS: 4

SWS: 2

Contact studies: 30h

Self-study: 90h

**Total workload: 120h**

**Table of contents:**

The theoretical contents taught (see below) will be practised in this course within the framework of a practically conducted experimental-psychological research project.

Learning content:

- Different empirical research designs (from experiment to quasi-experiment and time series to plans without control)
- Different form of data collection (face-to-face data collection, telephone data collection, online surveys, etc.)
- Selection of adequate qualitative and quantitative survey methods depending on the research design
- Implementation of an experimental research plan into an empirical data collection:
  - Development or adaptation of instruments
  - Implementation of the data collection
  - Data evaluation and integration of qualitative and quantitative findings
  - Presentation of findings appropriate to the target audience

**Lecturer(s):**

Prof. Dr. Patrick Müller

**Bibliography:****Main literature:**

Döring, N. & Bortz, J. (2016). *Research methods and evaluation in the social and human sciences* (5th ed.). Berlin: Springer.

Hussy, W., Schreier, M. & Echterhoff, G. (2013). *Research methods in psychology and social sciences*. Heidelberg: Springer.

**Experimental designs:**

Bittrich, K. & Blankenberger, K. (2011). *Experimental psychology: Planning, realising, presenting experiments*. Weinheim: Beltz.

Bröder, A. (2011). *Design of experiments and experimental practical*. Göttingen: Hogrefe.

Sarris, V. & Reiß, S. (2012). *Experimental psychology - from theory to practice*. Munich: Pearson.

**Course offer:**

Semester: 2nd semester

Frequency: winter and summer semester

Type of event: Lecture and integrated exercise

Admission requirements: none

Language: German

Didactic aids: Script

**Form of examination and weighting:**

Form of examination: Graded written seminar paper

Examination prerequisite for: -

Weighting: The grade flows with a weighting of 2% into the final grade

## **Module: 2040 Statistics II**

**Person(s) responsible for the module: Prof. Dr. Thomas Bäumer**

### **Qualification goals:**

Knowledge:

After successful completion of the module, the students have an overview of the procedures of multivariate statistics (focus on variance analysis and regression). They know indications, prerequisites and application examples for multivariate procedures.

Skills:

The students can apply hypothesis-testing (inferential statistical) procedures (focus on parametric procedures). They are able to investigate questions in business psychology with the appropriate statistical procedures and to interpret the outputs of statistical software (e.g. SPSS, jamovi).

Competences:

Students acquire professional and methodological competences in the selection and application of suitable statistical procedures.

### **Module contents:**

Statistics II

### **Workload:**

ECTS: 5

SWS: 4

Contact studies: 60h

Self-study: 90h

**Total workload: 150h**

### **Module offer:**

Compulsory/elective: Compulsory

Semester: 2nd semester

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: none

Usability of the module: The module supplements the contents of the module "Statistics I". It can only be used in the Bachelor's degree programme in Business Psychology.

**Lecturer(s):**

Prof. Dr Thomas Bäumer

**Form of examination and weighting:**

Type of examination: Written examination 90 minutes // Graded written study paper

Weighting: The grade flows with a weighting of of 2% into the final grade

## 2041 Statistics II

For Module: 2040 Statistics II

Person(s) responsible for the module: Prof. Dr. Thomas Bäumer

### Qualification goals:

Knowledge:

After successful participation in this course, students know indications, prerequisites and application examples for multivariate procedures. They have an overview of the procedures of multivariate statistics (focus on variance analysis and regression).

Skills:

The students can apply hypothesis-testing (inferential statistical) procedures (focus on parametric procedures). They are able to investigate questions in business psychology with the appropriate statistical procedures and to interpret the outputs of statistical software (e.g. SPSS, jamovi).

Competences:

Students acquire professional and methodological competences in the selection and application of suitable statistical procedures.

### Workload:

ECTS: 5

SWS: 4

Contact studies: 60h

Self-study: 90h

**Total workload: 150h**



**Table of contents:**

In this course, the qualifications acquired in Statistics I are deepened. In particular, the focus is on the appropriate selection, application and interpretation of statistical methods for interval-scaled data (parametric methods).

Learning content:

- Repetition of the basic principle of statistical hypothesis testing from Statistics I and extension by the concepts of effect size, test strength and optimal sample size
- Introduction to parametric test procedures for testing difference hypotheses
  - t-test (independent and dependent)
  - Analysis of variance (one-factor, two-factor, with repeated measures, covariance analysis, MANOVA)
- Introduction to parametric test procedures for testing correlation hypotheses
  - Correlations / partial correlations
  - Multiple regression
  - Moderation analyses
  - Mediation analyses
  - (exploratory) factor analysis
- Translating business psychology questions into the appropriate statistical procedures
- Application of statistical analyses with statistical programmes (e.g. SPSS, jamovi) and interpretation of the results.

**Lecturer(s):**

Prof. Dr Thomas Bäumer

**Course offer:**

Semester: 2nd semester

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Admission requirements: none

Language: German

Didactic aids: script, exercise examples

**Form of examination and weighting:**

Type of examination: Written examination 90 minutes // Graded written study paper

Examination prerequisite for: -

Weighting: The grade flows with a weighting of 2% into the final grade

## **Bibliography:**

### **Main literature:**

Bühner, M. & Ziegler, M. (2017). *Statistics For Psychologists and Social Scientists. Fundamentals and Implementation With SPSS and R* (2nd ed.). Munich: Pearson.

Field, A. P. (2018). *Discovering Statistics Using IBM SPSS* (5th edition). London: Sage.

### **Further reading:**

Bortz, J. & Schuster, C. (2010). *Statistics for human and social scientists* (7th ed.). Berlin: Springer.

Brosius, F. (2017). *SPSS 24 for Dummies*. Weinheim: Wiley.

Brosius, F. (2018). *SPSS. Comprehensive handbook on statistics and data analysis* (8th ed.). Frechen: mitp.

Eid, M., Gollwitzer, M. & Schmitt, M. (2015). *Statistics and research methods* (5th ed.). Weinheim: Beltz.

Hayes, A. F. (2018). *Introduction to mediation, moderation, and conditional process analysis. A regression-based approach* (2nd edition). New York, London: The Guilford Press

Janssen, J. & Laatz, W. (2017). *Statistical data analysis with SPSS: An application-oriented introduction to the basic system and the module Exact Tests* (9th ed.). Berlin: Springer.

Rasch, B., Friese, M., Hofmann, W. & Naumann, E. (2014). *Quantitative Methods (1+2): Introduction to statistics for psychologists and social scientists* (4th ed.). Berlin: Springer.

Rudolf, M. & Müller, J. (2019). *Multivariate methods: A practice-oriented introduction with application examples in SPSS* (3rd ed.). Göttingen: Hogrefe.

Schäfer, T. (2016). *Methodology and statistics: Introduction to data collection, descriptive statistics and inferential statistics*. Wiesbaden: Springer.

Schäfer, T. (2010, 2011). *Statistics I + II*. Wiesbaden: VS Verlag.

Sedlmeier, P. & Renkewitz, F. (2018). *Research methods and statistics. A textbook for psychologists and social scientists* (3rd ed.). Munich: Pearson.

Tabachnik, B. G. & Fidell, L. S. (2019). *Using multivariate statistics* (7th edition). Boston: Pearson.

## Module: 2050 Empirical Scientific Work I

Module responsible(s): Prof. Dr. Uta Bronner

### Qualification goals:

#### Knowledge:

After successful completion of the module, students are familiar with the structure and requirements of their studies. They know standards for writing scientific papers as well as suitable approaches to support positive social dynamics and reduce negative ones in working contexts. Furthermore, the students know different study designs and survey methods.

#### Skills:

The students are able to organise themselves and in relation to the study requirements, use the MS Office products Excel, PowerPoint and Word in practice and for scientific work and are also able to deal with business psychology issues by means of planning, conducting and evaluating empirical studies. The students are able to refer to currently much-discussed employee and leadership topics and know suitable options for action.

#### Competences:

The students deepen their methodological skills in the areas of survey and evaluation methods, as well as software applications and scientific writing. They also develop competences in the area of self-directed learning and time management. They have expanded their repertoire of actions in socially demanding work situations.

### Workload:

ECTS: 5

SWS: 5

Contact studies: 75h

Self-study: 15h

Project work: 60h

**Total workload: 150h**

**Module contents:**

Empirical scientific work

Key qualification

Qualitative research

**Module offer:**

Compulsory/elective: Compulsory

Semester: 2nd semester

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: none

Usability of the module: The module lays the foundations for the modules "Empirical Scientific Work II + III". It can only be used in the Bachelor's degree programme in Business Psychology.

**Lecturer(s):**

Prof. Dr. Uta Bronner

Dirk Müller

Different offers via the Didactics Centre

**Form of examination and weighting:**

Form of examination: (ungraded) student research project // presentation

Weighting: The grade flows with a weighting of of 2% into the final grade

## **2051 Empirical scientific work**

**For module: 2050 Empirical Scientific Work I**

**Module responsible(s): Prof. Dr. Uta Bronner**

### **Qualification goals:**

Knowledge:

After successful participation in this course, students know how to set goals in their studies, prioritise them and organise themselves effectively. They know essential standards for writing scientific papers.

Skills:

Students are able to obtain and process information necessary for their studies quickly and in a goal-oriented manner. They are proficient in scientific literature research and can use the MS Office products Excel, PowerPoint and Word in practice and for scientific work.

Competences:

Students develop methodological competence in software, literature research and academic writing as well as competences in self-directed learning and time management.

### **Workload:**

ECTS: 2

SWS: 2

Contact studies: 30h

Self-study: 30h

**Total workload: 60h**

**Table of contents:**

In this course, students learn the requirements for successful study. In addition, they learn the standards for writing scientific papers. The knowledge gained is practically applied and deepened using case studies and exercises as examples.

**Learning content:**

- Science, Scientific Work, Scientific Ethics, and Scientific Quality Criteria
- Guidelines for structuring scientific papers according to DGPs and the department's memo, and components of a written scientific paper
- Tools and methods of scientific work:
  - Reading techniques, citation techniques
  - Structuring, writing clearly, arguing
  - Effective literature research, database research, literature management using Citavi and Word
- Introduction to scientific work with MS Word:
  - Directories, references, formatting, outlining, captions, headers/footers, use of dynamic text elements, form functions, reviewing, sorting function, spell check, comment function, data backup
- Presenting scientific papers with MS PowerPoint: Working with master views, creating layouts, working with slide layouts, slide transitions and animations, embedding media files and internet videos
- The scientific paper as a project
- Confidentiality in scientific work, data protection, and the General Data Protection Regulation (GDPR)
- Science communication
- Scientific integrity abroad: Honor code at US universities

**Lecturer(s):**

Dirk Müller

**Course offer:**

Semester: 2nd semester

Frequency: winter and summer semester

Type of event: Exercise

Admission requirements: none

Language: German

Teaching aids: script, e-lectures, current publications, worksheets

**Form of examination and weighting:**

Form of examination: Student research project (ungraded)

Examination prerequisite for: -

Weighting: The grade is not included in the overall grade.

## **Bibliography:**

### **Main literature:**

Balzert, H., Schröder, M. & Schäfer, C. (2017). *Scientific work. Ethics, content & form of wiss. Arbeiten, Handwerkszeug, Quellen, Projektmanagement, Präsentation* (Soft Skills, 2nd edition). Berlin, Dortmund: Springer Campus.

German Society for Psychology. (2019). *Guidelines for manuscript design* (5th, updated edition). Göttingen: Hogrefe.

Krämer, W. (2009). *How do I write a seminar or exam paper?* Frankfurt: Campus-Verlag.

Sesink, W. (2012). *Introduction to scientific work. Including e-learning, web research, digital presentation, etc.* (9th ed.). Munich: Oldenbourg.

Tuhls, G. O. (2019). *Writing academic papers with Microsoft Office Word 365, 2019, 2016, 2013, 2010. the comprehensive practice manual* (Mitp Professional, 2019. edition). Frechen: Mitp.

### **Further reading:**

American Psychological Association. (2020). *Publication manual of the American Psychological Association. (2020). The official guide to APA style* (7th ed.). Washington, DC: American Psychological Association.

Ascheron, K. (2007). *The Art of Scientific Presentation and Publishing: A Guide for Young Scientists*. Munich: Spektrum.

Becher, S. (2010). *Study quickly and successfully: Organisation, time management, work techniques*. Eibelstadt: Lexika Verlag.

Franck, N. & Stary, J. (2011). *The technique of scientific work: a practical guide*. Paderborn: Schöningh.

Hunziker, A. W. (2017). *Spass am wissenschaftlichen Arbeiten. How to write a good term, bachelor or master thesis* (7th ed.). Zurich: Verlag SKV.

Jaschinski, C. & Pukas, D. (2008). *Learning management: introduction to learning and working techniques*. Rinteln: Merkur.

Rossig, W. E. (2011). *Wissenschaftliche Arbeiten. Leitfaden für Haus- und Seminararbeiten, Bachelor- und Masterthesis, Diplom- und Magisterarbeiten, Dissertationen* (9th ed.). Achim: BerlinDruck.

Seifert, J. W. (2018). *Visualising, Presenting, Moderating* (40th ed.). Offenbach: GABAL.

Seiwert, L. J. (2013). *The new 1x1 of time management. Zeit im Griff, Ziele in Balance: kompaktes Know-how für die Praxis* (35. Aufl.). Munich: Gräfe und Unzer.

### **Excel:**

Held, B. (2013). *Get in the right way: Excel VBA programming. For Microsoft Excel 2007 to 2013*. Sebastopol: Microsoft Press Germany.

Gäßner, T. (2008). *Microsoft Office Excel: The professional reference*. Bonn: mitp-Verlag.

Raven, T. (2004). *Working scientifically with Excel*. Munich: Pearson Studium.

Röhrenbacher, H. & Gelbmann, R. (2003). *Excel for Accounting and Controlling*. Frankfurt/Vienna: Redline Wirtschaftsverlag.

### **Word:**

Addison-Wesley Raven, T. (2002). *Working scientifically with Word*. Munich: Addison-Wesley.

Nicol, N. & Albrecht, R. (2011). *Writing scientific papers with Word 2010* (7th ed.). Munich: Addison-Wesley.

**PowerPoint:**

Schiecke, D. (2009). *Microsoft Office PowerPoint. The idea book for creative presentations* (2nd ed.). Unterschleissheim: Microsoft Press.

Seifert, J. W. (2018). *Visualising, Presenting, Moderating* (40th ed.). Offenbach: GABAL.



## 2052 Key qualification

For module: 2050 Empirical Scientific Work I

Module responsible(s): Prof. Dr. Uta Bronner

### Qualification goals:

Knowledge:

After successful participation in this course, students will know appropriate approaches to deal with social challenges in work contexts in a solution-oriented way and to promote and support positive social dynamics.

Skills:

Students are able to constructively develop options for action in relation to much-discussed employee and leadership topics, such as moderation or conflicts in the team, and to demonstrate socially appropriate ways of solving problems.

Competences:

The students have tested their own behavioural style in socially demanding situations and can vary it appropriately depending on the occasion.

### Workload:

ECTS: 1

SWS: 1

Contact study: 15h

Self-study: 15h

**Total workload: 30h**

**Table of contents:**

In this course, students learn approaches to support positive social dynamics in work contexts. The students have a basic understanding of currently much discussed employee and leadership topics. The knowledge gained is practically applied and deepened by means of exercises.

Learning content:

- The learning content focuses on *one* competence from the area of social and personal competences. Depending on the needs of the students and current developments in the soft skills training area, the focus of each course can vary.
- Typical topics can be:
  - Communication: Rhetoric & Self-Presentation
  - Presentation tailored to the target group
  - Chairing and moderating meetings
  - Conversation management

**Lecturer(s):**

Trainers of the Didactic Centre

**Course offer:**

Semester: 2nd semester

Frequency: winter and summer semester

Type of event: Exercise

Admission requirements: none

Language: German

Teaching aids: script, e-lectures, current publications, worksheets

**Form of examination and weighting:**

Form of examination: Student research project (ungraded)

Examination prerequisite for: -

Weighting: The grade is not included in the final grade.

**Literature list:** (will be adapted to the respective topic - here for example for 2 topics):

### **Communication**

#### **Main literature**

Nünning, A. & Zierold, M. (2011). *Communication competences. Communicating successfully in studies and professional life* (UNI-WISSEN Kernkompetenzen, 4th ed.). Stuttgart: Klett.

Schulz von Thun, F., Ruppel, J. & Stratmann, R. (2019). *Talking to each other: Communication psychology for managers* (19th ed.). Reinbek bei Hamburg: Rowohlt Taschenbuch Verlag.

#### **Further reading:**

Schulz von Thun, F. (2018). *Miteinander reden 1. Störungen und Klärungen | Allgemeine Psychologie der Kommunikation* (55. Auflage). Reinbek bei Hamburg: Rowohlt.

Six, U., Gleich, U. & Gimmler, R. (2007). *Communication psychology - media psychology: Textbook*. Weinheim: Beltz.

Watzlawick, P., Beavin, J. H. & Jackson, D. D. (2017). *Human communication. Forms, disorders, paradoxes* (13th ed.). Bern: Hogrefe.

### **Presentation:**

#### **Main literature:**

Herbig, A. F. (2014). *Lecture and presentation technique. Successful and professional lecturing and presenting* (2nd ed.). Norderstedt: Books on Demand.

Hey, B. (2011). *Presenting in science and research*. Berlin: Springer.

Schmettkamp, M. (2002). *The perfect presentation: Checklists and sample templates on CD*. Freiburg: Rudolf Haufe.

#### **Further reading:**

Seifert, J. W. (2018). *Visualising, Presenting, Moderating* (40th ed.). Offenbach: GABAL.

Thiele, A. (2000). *Presenting convincingly: Presentation techniques for professionals and managers*. Berlin: Springer.

## 2053 Qualitative research

For module: 2050 Empirical Scientific Work I

Module responsible(s): Prof. Dr. Uta Bronner

### Qualification goals:

Knowledge:

After successful participation in this course, students know the essential basics of qualitative approaches, designs and methods and are able to apply them to concrete research questions in business psychology.

Skills:

The students are able to practically develop a suitable qualitative research design for business psychology questions, to select and apply suitable qualitative survey methods and to evaluate the data.

Competences:

The students are able to justify decisions in the qualitative research process methodically and in relation to the subject matter and to critically reflect on them taking into account quality criteria.

### Workload:

ECTS: 2

SWS: 2

Contact studies: 30h

Self-study: 30h

**Total workload: 60h**

**Table of contents:**

The theoretical content (see below) will be deepened and practised in exercises during this course.

Learning content:

- Claim and principles of qualitative social research
- Theoretical foundations of qualitative social research
- Historical development of methods and disciplinary classification
- Research process in qualitative research: study designs, case selection, data collection and analysis
- Methods of qualitative research depending on the research design (e.g. interviews, participant observation, content analysis, grounded theory).
  - Development or adaptation of instruments
  - Implementation of the data collection
  - Data evaluation and integration of qualitative findings
- Computer use in qualitative research (transcription, text analysis programmes etc.)
- Quality criteria of qualitative studies
- Presentation of findings to the appropriate audience
- Similarities and differences between quantitative and qualitative research

**Lecturer(s):**

Prof. Dr. Uta Bronner

**Course offer:**

Semester: 2nd semester

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Admission requirements: none

Language: German

Didactic aids: script, selected literature

**Form of examination and weighting:**

Form of examination: SA

Examination prerequisite for: -

Weighting: The grade flows with a weighting of of 2% into the final grade

**Bibliography:****Main literature:**

Flick, U (2016). *Qualitative Social Research. Eine Einführung*, 7th ed. Reinbek bei Hamburg: Rowohlt.

Przyborski, A. & Wohlrab-Sahr, M. (2021). *Qualitative social research* (5th ed.). Munich: Oldenbourg.

Mey, G. & Mruck, K. (2020). *Handbook of Qualitative Research in Psychology, Vol. 1: Approaches and fields of application* (2nd ed.). Wiesbaden: Springer.

Mey, G. & Mruck, K. (2020). *Handbook of Qualitative Research in Psychology, Vol. 2: Design and Methods* (2nd ed.). Wiesbaden: Springer.

## Module: 3010 Empirical Scientific Work II

Module responsible(s): Prof. Dr. Stephanie Huber

### Qualification goals:

Knowledge:

After successfully completing the module, students have gained a broad knowledge of possible survey and analysis methods in business psychology. The students know the essential phases and processes of a project.

Skills:

Students are able to plan, conduct, evaluate, document and present their own empirical investigations. They are able to explore the project environment and the essential influences on a project. They are able to apply project management tools.

Competences:

The students have a deepened professional competence with regard to questions concerning the basics of project management and empirical survey designs. The students' analytical competence is expanded through intensive exercises. Their methodological competences have been strengthened by dealing with the basics of different project management methods and empirical results and evaluation methods. Their social and communicative competences have been further developed through work on case studies and project work.

### Workload:

ECTS: 6

SWS: 4

Contact studies: 60h

Self-study: 60h

Project work: 60h

**Total workload: 180h**

**Module contents:**

Project management

Empirical research

**Module offer:**

Compulsory/elective: Compulsory

Semester: 3rd semester

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: Admission to the specialisation phase

Applicability of the module: The module supplements the contents from the module "Empirical Scientific Work I" and lays the foundations for the module "Empirical Scientific Work III". It can only be used in the Bachelor's degree programme in Business Psychology.

**Lecturer(s):**

N.N.

**Form of examination and weighting:**

Form of examination: project and coursework

Weighting: The grade flows with a weighting of of 2% into the final grade

## **3011 Project management**

**For module: 3010 Empirical Scientific Work II**

**Module responsible(s): Prof. Dr. Stephanie Huber**

### **Qualification goals:**

Knowledge:

After successful participation in this course, students know the essential phases and processes of a project and how the scheduling and costs of a project are planned, controlled and monitored. They know the different project participants, their roles, tasks, motivation as well as social interactions or possible conflicts in the interaction of all participants.

Skills:

Students are able to explore the project environment and the main influences on a project. They are able to apply project management tools.

Competences:

The students have a deepened professional competence in relation to questions concerning the fundamentals of project management. The students' analytical competence is expanded through intensive exercises with project management tools. Their methodological competences have been strengthened by dealing with the basics of different project management methods. Their social and communicative competences have been further developed by working on case studies during the course.

### **Workload:**

ECTS: 2

SWS: 2

Contact studies: 30h

Self-study: 30h

**Total workload: 60h**



**Table of contents:**

In this course, students learn the basics of project management. The knowledge gained is practically applied and deepened on the basis of case studies.

Learning content:

- Teaching the essential tools and typical processes or situations of classic project management
- Motivation to apply this knowledge to projects in everyday life, studies and professional life
- Characteristics of projects
- Project phases with associated tasks, risks and methods of management
- Insights into newer forms of project management. e.g. agile project management.

**Lecturer(s):**

N.N.

**Course offer:**

Semester: 3rd semester

Frequency: winter and summer semester

Type of event: Exercise

Admission requirements: Admission to the specialisation phase

Language: German

Didactic aids: lecture notes, project management tools

**Form of examination and weighting:**

Form of examination: Student research project (ungraded)

Examination prerequisite for: -

Weighting: The grade is not included in the overall grade.

## **Bibliography:**

### **Main literature:**

Bohnic, T. (2019). Project management. Soft skills for project managers (7th ed.). Offenbach: Gabal.

Hemrich A. & Harrant, H. (2015). Project management - In 7 steps to success (4th ed.). Munich: Hanser.

### **Further reading:**

Kerzner, H. (2022): Project management - A systems approach to planning, scheduling, and controlling (13th ed.). Hoboken, NJ: Wiley.

Litke, H.-D. (2007). Project management. Methods, techniques, behaviours. Munich: Hanser.

Meredith, J. R.& Mantel, S. J. (2019). Project management - a managerial approach (10th ed.). New York: Wiley.

## **3012 Empirical research**

**For module: 3010 Empirical Scientific Work II**

**Module responsible(s): Prof. Dr. Stephanie Huber**

### **Qualification goals:**

Knowledge:

After successful participation in this course, students know the most important qualitative and quantitative forms of study and their quality criteria. They have gained a broad knowledge of possible survey and analysis methods in business psychology.

Skills:

The students are able to transfer business psychology questions into empirical questions and apply different methods of sampling. Furthermore, the students are able to apply qualitative and quantitative methods of data collection and to evaluate the data obtained. They have the ability to prepare and present empirical findings in a way that is appropriate for the target group.

Competences:

The students have the technical and methodological competences to develop an appropriate empirical survey design for the respective business psychology questions. Their social and communicative competences are strengthened through the project work in the course.

### **Workload:**

ECTS: 4

SWS: 2

Contact studies: 30h

Self-study: 90h

**Total workload: 120h**

**Table of contents:**

In this course, students learn to transfer business psychology questions into research designs and evaluation methods. The knowledge gained is practically applied and deepened on the basis of project tasks.

**Learning content:**

- Sample types (random sample, lump sample, quota sample)
- Types of data collection (personal data collection, telephone data collection, online surveys, etc.)
- Application of quantitative and qualitative methods
- Concrete implementation of a data collection with different methods and procedures
- Derive a data analysis strategy appropriate to the research question and select the appropriate statistical methods
- Data evaluation and integration of qualitative and quantitative findings
- Data preparation/aggregation
- Reporting and presentation

**Lecturer(s):**

N.N.

**Course offer:**

Semester: 3rd semester

Frequency: winter and summer semester

Type of event: Lecture and integrated exercise

Admission requirements: Admission to the specialisation phase

Language: German

Didactic aids: lecture notes

**Form of examination and weighting:**

Form of examination: graded project work

Examination prerequisite for: -

Weighting: The grade is included in the final grade with a weight of 2%.

## **Bibliography:**

### **Main literature:**

Doering, N. & Bortz, J. (2016). *Research methods and evaluation in the social and human sciences*. Berlin: Springer.

Hussy, W., Schreier, M. & Echterhoff, G. (2013). *Research methods in psychology and social sciences*. Heidelberg: Springer.

### **Further reading:**

Bröder, A. (2015). *Design of experiments and experimental practical*. Göttingen: Hogrefe.

Gläser, J. & Laudel, G. (2022). *Expert interviews and qualitative content analysis*. Wiesbaden: VS Verl. für Sozialwissenschaften.

Raab-Steiner, E. & Benesch, M. (2021). *The questionnaire: From the research idea to the SPSS evaluation*. Vienna: Facultas Verlag.

Saris, V. & Reiß, S. (2012). *Experimental psychology - from theory to practice*. Munich: Pearson.

## **Module: 3020 Differential and Developmental Psychology**

**Module responsible(s): Prof. Dr. Katrin Allmendinger**

### **Qualification goals:**

Knowledge:

After successful completion of the module, students have knowledge in the basic theories of differential psychology and developmental psychology and know their fields of application in business psychology.

Skills:

Students are able to apply the basics of differential psychology and developmental psychology to business psychology issues and recognise connections between the basic subjects and business psychology topics.

Competences:

Students have in-depth professional competence in the fundamentals of personality and human development and can relate these to the human-organisational interface. The students' analytical competence is developed through intensive exercises and critical reflection.

### **Module contents:**

Differential Psychology

Developmental psychology

### **Workload:**

ECTS: 6

SWS: 4

Contact studies: 60h

Self-study: 120h

**Total workload: 180h**

### **Module offer:**

Compulsory/elective: Compulsory

Semester: 3rd semester

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: Admission to the specialisation phase

Applicability of the module: This module can only be used in the Bachelor's degree programme in Business Psychology.

**Lecturer(s):**

Dr Christine Kunzl

**Form of examination and weighting:**

Type of examination: Written test 60 minutes

Weighting: The grade flows with a weighting of of 3% in the final grade

## **3021 Differential psychology**

**For module: 3020 Differential and Developmental Psychology**

**Module responsible(s): Prof. Dr. Katrin Allmendinger**

### **Qualification goals:**

Knowledge:

After successful participation in this course, students have an overview of the different personality theories and know the basics of differential psychology.

Skills:

Students are able to link differential psychological and business psychological issues with each other.

Competences:

Students have in-depth professional competence in personality theories and models. The students' analytical competence is developed through intensive exercises and case studies.

### **Workload:**

ECTS: 4

SWS: 2

Contact studies: 30h

Self-study: 90h

**Total workload: 120h**



## Table of contents:

In this course, students work on typical questions of differential psychology. In the process, the interfaces and areas of application of the knowledge gained for the field of business psychology are continuously elaborated. The knowledge gained is practically applied and deepened by means of case studies and exercises.

### Learning content:

- Basics of differential psychology and personality psychology
- Overview of the different personality theories
- Methods and methodology of differential psychology
- Areas of personality
- Environment and relationship
- Personality development
- Gender differences
- Personality in cultural comparison
- Selected sub-areas of differential/personality psychology with a focus on business psychology

## Lecturer(s):

Dr Christine Kunzl

## Course offer:

Semester: 3rd semester

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Admission requirements: Admission to the specialisation phase

Language: German

Didactic aids: lecture notes, selected literature

## Form of examination and weighting:

Type of examination: Written test 60 minutes

Examination prerequisite for: -

Weighting: The grade is included in the final grade with a weight of 2%.

## Bibliography:

### Main literature:

Asendorpf, J.B. (2018). *Personality psychology for undergraduates*. Heidelberg: Springer.

### Further reading:

Eckardt, G. (2017). *Personality and differential psychology: sources on their origins and development*. Heidelberg: Springer.

Neyer, F.J. & Asendorpf, J.B. (2017). *Psychology of personality*. Heidelberg: Springer.

Stemmler, G., Hagemann, D., Amelang, M. & Spinath, F.M. (2016). *Differential psychology and personality research*. Stuttgart: Kohlhammer.

## **3022 Developmental psychology**

**For module: 3020 Differential and Developmental Psychology**

**Module responsible(s): Prof. Dr. Katrin Allmendinger**

### **Qualification goals:**

Knowledge:

After successful participation in this course, students will have an overview of the different theories and models of developmental psychology.

Skills:

Students are able to link issues in developmental psychology and business psychology.

Competences:

The students have in-depth professional competence in theories, models and paradigms of human development. The students' analytical competence is developed through intensive exercises and case studies.

### **Workload:**

ECTS: 2

SWS: 2

Contact studies: 30h

Self-study: 30h

**Total workload: 60h**

**Table of contents:**

In this course, students work on typical issues of developmental psychology. In the process, the interfaces and areas of application of the knowledge gained for the field of business psychology are continuously worked out. The knowledge gained is practically applied and deepened by means of case studies and exercises.

Learning content:

- The concept of development in psychology
- Paradigms in developmental psychology
- Biological/environmental foundations of development
- Cultural preservation and development processes
- Social relations and bonding
- Cognitive development in adulthood
- Research on development over the lifespan

**Lecturer(s):**

N. N.

**Bibliography:****Main literature:**

Ahnert, L. (2014). *Theories in developmental psychology*. Berlin: Springer.

Berk, L.A. (2019). *Developmental psychology*. Berlin: Springer.

**Further reading:**

Lohaus, A., Vierhaus, M. & Maass, A. (2010). *Developmental Psychology of Childhood and Adolescence for Bachelor*. Berlin: Springer.

**Course offer:**

Semester: 3rd semester

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Admission requirements: Admission to the specialisation phase

Language: German

Didactic aids: lecture notes, selected literature

**Form of examination and weighting:**

Type of examination: Written examination 60 minutes / Graded written paper / Presentation

Examination prerequisite for: -

Weighting: The grade is included in the final grade with a weight of 1%.

## Module: 3030 Diagnostics

Module responsible(s): Prof. Dr. Patrick Müller

### Qualification goals:

Knowledge:

After successful completion of the module, the students know the basics of psychological diagnostics with a focus on issues in business psychology. They have knowledge of the basic theories of differential psychology/personality psychology and know the fields of application of differential psychology/personality psychology in business psychology.

Skills:

Students are able to apply basic diagnostic skills to issues in business psychology and to link differential psychological and business psychological issues with each other.

Competences:

The students have a deepened professional competence in relation to questions concerning the basics of diagnostics in an economic context and the human-organisational interface. The students' analytical competence is expanded through intensive exercises and critical methodological reflection. Their methodological competences are strengthened by dealing with the basics of quality criteria and test construction as well as intensive work with scientific studies.

### Workload:

ECTS: 6

SWS: 4

Contact studies: 60h

Self-study: 120h

**Total workload: 180h**

**Module contents:**

Diagnostics

Questionnaire and test construction

**Lecturer(s):**

Reinhard Rose

N.N.

**Module offer:**

Compulsory/elective: Compulsory

Semester: 3rd semester

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: Admission to the specialisation phase

Applicability of the module: This module can only be used in the Bachelor's degree programme in Business Psychology.

**Form of examination and weighting:**

Form of examination: graded written seminar paper

Weighting: The grade flows with a weighting of 3% in the final grade

## **3031 Diagnostics**

**To module: 3030 Diagnostics**

**Person(s) responsible for the module: Prof. Dr. Patrick Müller**

### **Qualification goals:**

Knowledge:

After successful participation in this course, students know the basics of psychological diagnostics and understand the significance of the individual quality criteria of diagnostic procedures. They know diagnostic procedures and their application in business psychology practice.

Skills:

Students are able to apply basic diagnostic skills to business psychology issues.

Competences:

The students have a deepened professional competence in relation to questions concerning the basics of diagnostics in an economic context. The students' analytical competence is expanded through intensive exercises and critical methodological reflection. Their methodological competences are strengthened by dealing with the basics of quality criteria and test construction.

### **Workload:**

ECTS: 2

SWS: 2

Contact studies: 30h

Self-study: 30h

**Total workload:60h**

## Table of contents:

In this course, students learn the basics of psychological diagnostics and are introduced to different test and questionnaire procedures. The possible applications for the field of business psychology are continuously worked out. Individual instruments are studied in depth in practical exercises.

Learning content:

- Introduction to psychological testing
- Planning and development of psychological tests and questionnaires
- Basic understanding of classical test theory and excursion into probabilistic test theory
- Quality criteria for psychological testing
- different areas of psychological testing
- Use of psychological tests in business psychology issues

## Lecturer(s):

Reinhard Rose

## Bibliography:

### Main literature:

Schmidt-Atzert, L. & Amelang, M. (2012). *Psychological diagnostics*. Heidelberg: Springer.

### Further reading:

Brähler, E. Holling, H., Leutner, D. & Petermann, F. (eds.) (2002). *Brickenkamp Handbook of psychological and educational tests*. Göttingen: Hogrefe.

Fisseni, H.-J. (2004). *Textbook of psychological diagnostics*. Göttingen: Hogrefe.

Moosbrugger, H. & Kelava, A. (2020). *Test theory and questionnaire construction*. Heidelberg: Springer.

Krohne, H.W., Hock, M. (2015) 2nd revised edition, *Psychological Diagnostics*. Stuttgart: Kohlhammer

## Course offer:

Semester: 3rd semester

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Admission requirements: Admission to the specialisation phase

Language: German

Teaching aids: lecture notes, selected literature, psychological tests and questionnaires

## Form of examination and weighting:

Form of examination: graded written seminar paper

Examination prerequisite for: -

Weighting: The grade is included in the final grade with a weight of 1%.

## 3032 Questionnaire and test construction

To module: 3030 Diagnostics

Module responsible(s): Prof. Dr. Patrick Müller

### Qualification goals:

Knowledge:

After successful participation in this course, students will know the basics of psychological test theory.

Skills:

The students can construct a psychological test and determine the quality criteria. They recognise which requirements a business psychology question poses for psychological tests and questionnaires.

Competences:

The students have a deepened professional competence in relation to questions concerning the fundamentals of test theory. The students' analytical competence is expanded through intensive exercises. Their methodological competences are strengthened by dealing with the basics of test theory and questionnaire construction.

### Workload:

ECTS: 4

SWS: 2

Contact studies: 30h

Self-study: 90h

**Total workload: 120h**



**Table of contents:**

The students learn the basics of psychological test theory. The knowledge gained is practically applied and deepened using case studies and exercises as examples.

Learning content:

- Construction principles of psychological tests and questionnaires
- Planning and development of psychological tests and questionnaires
- Classical test theory and probabilistic test theory
- Specific design and use of psychological tests and questionnaires for business psychology issues

**Lecturer(s):**

N.N.

**Bibliography:****Main literature:**

Faulbaum, F. & Prüfer, P. & Rexroth, M. (2009). *What is a good question? The systematic evaluation of question quality*. Wiesbaden: VS Verlag.

Moosbrugger, H. & Kelava, A. (2020). *Test theory and questionnaire construction*. Heidelberg: Springer.

Porst, R. (2014). *Questionnaire: A workbook* (4th ed.). Wiesbaden: Springer.

**Further reading:****Questionnaire construction:**

Dillman, D. A., Smyth, J. D. & Christian, L. M. (2014). *Internet, mail, and mixed-mode surveys. The tailored design method* (4th ed.). Hoboken, NJ: John Wiley.

Groves, M.R., Fowler, F.J., Couper, M.P., Lepkowski, J.M., Singer, E. & Tourangeau, R. (2009). *Survey Methodology* (2nd Edition). Hoboken: Wiley.

Noelle-Neumann, E. & Petersen, T. (2005). *Everyone, not everyone: Introduction to the methods of demoscropy* (4th ed.). Heidelberg: Springer.

**Test construction:**

Bühner, M. (2011). *Introduction to test and questionnaire construction* (3rd ed.). Munich: Pearson Studium.

**Course offer:**

Semester: 3rd semester

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Admission requirements: Admission to the specialisation phase

Language: German

Didactic aids: lecture notes, selected literature

**Form of examination and weighting:**

Form of examination: Graded written seminar paper

Examination prerequisite for: -

Weighting: The grade is included in the final grade with a weight of 2%.

Fisseni, H.-J. (2004). *Textbook of psychological diagnostics. With notes on intervention* (3rd ed.). Göttingen: Hogrefe.

Schmidt-Atzert, L. & Amelang, M. (2012). *Psychological diagnostics*. Heidelberg: Springer.

## **Module: 3040 Focus on Human Resource Management I**

**Module responsible(s): Prof. Dr. Patrick Müller**

### **Qualification goals:**

Knowledge:

After successfully completing the module, students are familiar with the theoretical basics of personnel selection and personnel marketing and know selection processes and framework conditions of personnel selection in companies. Furthermore, they know the common selection tools and can assess when their use makes sense.

Skills:

Students are able to develop instruments for psychologically based personnel selection for practical application.

Competences:

The students have in-depth professional competence in relation to questions of psychological personnel diagnostics and personnel marketing. Their methodological competences are further developed by dealing with the diagnostic basics of personnel selection and the relevant cost-benefit analyses. Their social and communicative competences have been strengthened through the project work in the course.

### **Module contents:**

Human Resource Management I

### **Workload:**

ECTS: 6

SWS: 4

Contact studies: 60h

Self-study: 120h

**Total workload: 180h**

### **Module offer:**

Compulsory/elective: Compulsory elective

Semester: 3rd semester

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: Admission to the specialisation phase

Usability of the module: The module lays the foundations for the specialisation module "Human Resource Management II". It can only be used in the Bachelor's degree programme in Business Psychology.

**Lecturer(s):**

N.N.

**Form of examination and weighting:**

Type of examination: Written examination 90 minutes / Graded written study paper / Presentation

Weighting: The grade flows with a weighting of 5% into the final grade

## **3041 Human Resource Management I**

**For Module: 3040 Focus Human Resource Management I**

**Module responsible(s): Prof. Dr. Patrick Müller**

### **Qualification goals:**

Knowledge:

After successful participation in this course, students are familiar with the theoretical basics of personnel selection and personnel marketing and know selection processes as well as framework conditions of personnel selection in companies. They know the common selection tools and can assess when their use makes sense.

Skills:

Students are able to develop instruments for psychologically based personnel selection for practical application.

Competences:

The students have in-depth professional competence in relation to questions concerning psychological personnel diagnostics and personnel marketing. They are able to assess the influence of digital change on the subject areas. Your methodological competences have been further developed by dealing with the diagnostic principles of personnel selection and the relevant cost-benefit analyses. Their social and communicative competences have been strengthened through the project work in the course.

### **Workload:**

ECTS: 6

SWS: 4

Contact studies: 60h

Self-study: 120h

**Total workload: 180h**

## Table of contents:

The students learn the basics of personnel selection. The knowledge gained is practically applied and deepened using case studies and exercises as examples.

Learning content:

- Objectives of and framework conditions for personnel selection
- Personnel selection process
- From staffing requirements to job advertisements
- Personnel marketing
- Typical instruments of personnel selection
  - Analysis of the application documents
  - Staff Questionnaire and Biographical Questionnaire
  - Forms and contents of interviews
  - Performance and personality tests
  - Work samples
  - Assessment centre and individual assessments
- Use of selection methods
- Trends in national and international personnel selection

## Lecturer(s):

Prof. Dr Patrick Müller

## Bibliography:

### Main literature:

Schuler, H. (2000). *Psychological personnel selection*. Göttingen: Hogrefe.

Schuler, H. & Kanning, U. P. (2014). *Textbook of personnel psychology*. Göttingen: Hogrefe.

### Further reading:

Kanning, U. P. (2004). *Standards of personnel diagnostics*. Göttingen: Hogrefe.

Kanning, U. P., Holling, H. (2002). *Handbook of personnel diagnostic instruments*. Göttingen: Hogrefe.

Kleinmann, M. (2003). *Assessment centre*. Göttingen: Hogrefe.

Stulle, K. (ed.)(2020). *Digitalisation of management diagnostics: current tools, trends, challenges*. Wiesbaden: Springer Gabler.

Verhoeven, T. (ed.) (2020) *Digitalisation in recruiting : how recruiting is changing through artificial intelligence, algorithms and bots*. Wiesbaden: Springer Gabler.

## Course offer:

Semester: 3rd semester

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Admission requirements: Admission to the specialisation phase

Language: German

Didactic aids: lecture notes, current journal articles, common psychological tests and questionnaires.

## Form of examination and weighting:

Type of examination: Written examination 90 minutes / Graded written study paper / Presentation

Examination prerequisite for: -

Weighting: The grade is included in the final grade with a weight of 5%.

As well as specialist articles, see semester schedule

## **Module: 4030 Focus Human Resource Management II**

**Module responsible(s): Prof. Dr. Uta Bronner**

### **Qualification goals:**

Knowledge:

After successful completion of the module, students are familiar with the theoretical principles and objectives of human resource development and know the systems and measures of human resource development commonly used in companies.

Skills:

The students can classify personnel development systems in the HR context and design them themselves on a small scale. They can assess the sensible use of personnel development measures and independently develop such measures and plan implementation steps.

Competences:

The students have professional competence regarding the application of "personnel development tools". They have a holistic view of HR development-specific questions and the ability to assess strategic HR development measures. The students have acquired analytical skills for the implementation of complex HR systems.

### **Module contents:**

Human Resource Management II

### **Workload:**

ECTS: 6

SWS: 4

Contact studies: 60h

Self-study: 120h

**Total workload: 180h**

### **Module offer:**

Compulsory/elective: Compulsory elective

Semester: 4th semester

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: Admission to the specialisation phase

Applicability of the module: This module supplements the contents of the specialisation module "Human Resource Management I". It can only be used in the Bachelor's degree programme in Business Psychology.



**Lecturer(s):**

Sylvia Erdmann

Magnus Kyre

**Form of examination and weighting:**

Form of examination: Written examination 90 minutes / Graded written assignment / Presentation

Weighting: The grade flows with a weighting of of 5% into the final grade

## **4031 Human Resource Management II**

**For Module: 4030 Focus Human Resource Management II**

**Module responsible(s): Prof. Dr. Uta Bronner**

### **Qualification goals:**

Knowledge:

After successful participation in this course, students are familiar with the theoretical principles and goals of human resource development and know the systems and measures of human resource development commonly used in companies.

Skills:

The students can classify personnel development systems in the HR context and design them themselves on a small scale. They can assess the sensible use of personnel development measures and independently develop such measures and plan implementation steps.

Competences:

The students have professional competence regarding the application of "personnel development tools". They have a holistic view of personnel development-specific questions and the ability to assess strategic personnel development measures. The students have acquired analytical skills for the implementation of complex HR systems.

### **Workload:**

ECTS: 6

SWS: 4

Contact studies: 60h

Self-study: 120h

**Total workload: 180h**

**Table of contents:**

The students learn the basics and goals of human resource development. The knowledge achieved is practically applied and deepened using case studies and exercises as examples.

Learning content:

- Conceptual foundations of strategic human resource development
- Personnel development as part of talent management
- Analysis of personnel development needs
- Development systems in companies such as
  - Competence management
  - Succession and career planning
  - Talent Review
- Qualification and promotion - development measures such as
  - Integration of new employees
  - Training
  - Young talent development programmes
  - Mentoring
  - Agile learning in organisations
  - Digital learning
- Evaluation and transfer assurance of personnel development procedures
- Recent trends in human resource development

**Lecturer(s):**

Sylvia Erdmann

Magnus Kyre

**Course offer:**

Semester: 4th semester

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Admission requirements: Admission to the specialisation phase

Language: German

Teaching aids: Selected literature, slides of the lecture, practical exercises

**Form of examination and weighting:**

Type of examination: Written examination 90 minutes / graded written assignment / presentation

Examination prerequisite for: -

Weighting: The grade is included in the final grade with a weight of 5%.

## **Bibliography:**

### **Main literature:**

Becker, M. (2011). *Systematic personnel development* (2nd ed.). Stuttgart: Schäffer-Poeschel.

Meifert, M. (ed.) (2013). *Strategic human resource development*. Heidelberg: Springer.

### **Further reading:**

Becker, M. (2013). *Human resource development* (6th ed.). Stuttgart: Schäffer-Poeschel.

Bröckermann, R. & Müller-Vorbrüggen, M. (eds.) (2016) *Handbuch Personalentwicklung* (4th ed.). Stuttgart: Schäffer-Poeschel.

Eaux, C. & Heinrich F. (2011). *Strategic talent management*. Freiburg: Haufe.

Keller, K. (2020). *Work-integrated learning in human resource and organisational development*. Berlin: Springer.

North, K., Reinhardt, K. & Sieber-Suter, B. (2012). *Competence management in practice*. Wiesbaden: Gabler.

Ryschka, J., Solga, M. & Mattenklott, A. (2011). *Praxishandbuch Personalentwicklung. Instruments, concepts, examples* (3rd ed.). Wiesbaden: Gabler.

Schwuchow, K. & Gutmann, J. (2017). *Personalentwicklung 2017*. Freiburg: Luchterhand.

## **Module: 3050 Focus Market Research & Consumer Understanding I**

**Module responsible(s): Prof. Dr. Stephanie Huber**

### **Qualification goals:**

Knowledge:

After successful completion of the module, students have in-depth knowledge in their chosen focus Market Research & Consumer Understanding, i.e. they have an overview of different providers and professional fields of market research, different approaches to market research as well as survey and analysis methods for generating consumer understanding.

Skills:

The students are thus able to select suitable providers and methods for obtaining information for given consumer-related economic psychological questions.

Competences:

Students possess the competence to work on a relevant business psychology project from the field of Market Research & Consumer Understanding.

### **Module contents:**

Market Research & Consumer Understanding I

### **Workload:**

ECTS: 6

SWS: 4

Contact studies: 60h

Self-study: 120h

**Total workload: 180h**

### **Module offer:**

Compulsory/elective: Compulsory elective

Semester: 3rd semester

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: Admission to the specialisation phase

Applicability of the module: The module forms the basis for the specialisation module "Market Research & Consumer Understanding II". It can only be used in the Bachelor's degree programme in Business Psychology.

**Lecturer(s):**

Prof. Dr Stephanie Huber

**Form of examination and weighting:**

Type of examination: Written examination 90 minutes / graded written assignment / presentation

Weighting: The grade flows with a weighting of 5% in the final grade

## 3051 Market Research & Consumer Understanding I

For Module: 3050 Focus Market Research & Consumer Understanding I

Module responsible(s): Prof. Stephanie Huber

### Qualification goals:

Knowledge:

After successful participation in this course, students have an overview of different providers and professional fields in market research as well as the tasks in the market research process. Furthermore, they are familiar with different survey and analysis methods to generate consumer understanding.

Skills:

Based on this knowledge, students are able to select suitable providers and methods for obtaining information for given consumer-related market research questions.

Competences:

The students possess the competence to develop solutions for given consumer-related questions or problems from the field of market research and to prepare them in an action-oriented manner.

### Workload:

ECTS: 6

SWS: 4

Contact studies: 60h

Self-study: 120h

**Total workload: 180h**

**Table of contents:**

The students get to know different providers and professional fields of market research and gain an impression of how market research methods can be used to deepen consumer understanding. The knowledge gained is practically applied and deepened by means of exercises.

**Learning content:**

- Basics
  - Consumer understanding
  - Market research objectives
  - Self-conception of market research (providers/professions, data protection and ethics)
  - Market research process
- Data collection
  - Methods of information gathering (secondary and primary market research)
  - Data sources and measurement (samples, scale levels, measurement methods)
  - Qualitative and quantitative survey methods
  - Survey, especially questionnaire design (structure, question formulation, scales)
  - Observation
  - Panel Market Research/Test Markets, Experimental Market Research
- Data evaluation & presentation
  - Data evaluation with descriptive and common inductive methods (correlation, regression, variance analysis, factor analysis)
  - Market research report and presentation

**Lecturer(s):**

Prof. Dr Stephanie Huber

**Course offer:**

Semester: 3rd semester

Frequency: winter and summer semester

Type of event: Lecture and integrated exercise

Admission requirements: Admission to the specialisation phase

Language: German

Teaching aids: Selected literature, lecture notes, exercise materials

**Form of examination and weighting:**

Type of examination: Written examination 90 minutes / graded written assignment / presentation

Examination prerequisite for: -

Weighting: The grade is included in the final grade with a weight of 5%.



## **Bibliography:**

### **Main literature:**

Berekoven, L., Eckert, W. & Ellenrieder, P. (2009). *Market research: Methodological foundations and practical application* (12th ed.). Wiesbaden: Gabler.

Herrmann, A., Homburg, C. & Klarmann, M. (2014). *Handbook of market research: methods - applications - practical examples* (3rd ed.). Wiesbaden: Gabler.

Kuß, A., Wildner, R. & Kreis, H. (2018). *Market research: data collection and data analysis* (6th ed.). Wiesbaden: Gabler.

### **Further reading:**

Porst, R. (2014). *Questionnaire: A workbook* (4th ed.). Wiesbaden: Springer.

Altobelli, C. F. (2017). *Market research: methods - applications - practical examples* (3rd ed.). Konstanz and Munich: UVK Verlagsgesellschaft mbH

## **Module: 4040 Market Research & Consumer Understanding II**

**Person(s) responsible for the module: Prof. Dr. Thomas Bäumer**

### **Qualification goals:**

Knowledge:

After successful completion of the module, students have consolidated their knowledge and application skills in relation to their focus on Market Research & Consumer Understanding, i.e. they are familiar with common application fields and methods of market and consumer research.

Skills:

The students can classify methodological approaches from the field of Market Research & Consumer Understanding. They can assess the appropriateness of methodological approaches for applied questions, formulate recommendations and independently conceive and carry out the implementation and suitable study designs.

Competences:

The students have created the prerequisites to complete a demanding practical study project (BPS) in the company in their chosen field of Market Research & Consumer Understanding.

### **Module contents:**

Market Research & Consumer Understanding II

### **Workload:**

ECTS: 6

SWS: 4

Contact studies: 60h

Self-study: 120h

**Total workload: 180h**

### **Range of modules**

Compulsory/elective: Elective compulsory

Semester: 4th semester

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: Admission to the specialisation phase

Applicability of the module: The module complements the contents of the specialisation module "Market Research & Consumer Understanding I". It can only be used in the Bachelor's degree programme in Business Psychology.

**Lecturer(s):**

Prof. Dr Thomas Bäumer

**Form of examination and weighting:**

Type of examination: Written examination 90 minutes / graded written assignment / presentation

Weighting: The grade flows with a weighting of 5% in the final grade

## **4041 Market Research & Consumer Understanding II**

### **Module: 4040 Focus Market Research & Consumer Understanding II**

**Person(s) responsible for the module: Prof. Dr. Thomas Bäumer**

#### **Qualification goals:**

Knowledge:

After successful participation in this course, students will have an overview of the different fields of application of Market Research & Consumer Understanding and will know the most common research methods and current trends.

Skills:

The students have acquired practical experience in the conception, implementation and evaluation of individual procedures/methods from the field of Market Research & Consumer Understanding. They are able to prepare a proposal for an applied research question from this field, presenting the advantages and disadvantages of different methods and making a recommendation. Furthermore, they are able to design and conduct studies from the field of Market Research & Consumer Understanding.

Competences:

The students expand their subject-specific methodological competence in the area of Market Research & Consumer Understanding, both with regard to survey and evaluation methods. Furthermore, the competence for critical reflection is strengthened.

#### **Workload:**

ECTS: 6

SWS: 4

Contact studies: 60h

Self-study: 120h

**Total workload: 180h**

**Table of contents:**

The students learn professionally relevant fields of application and common research methods from the field of Market Research and Consumer Understanding. The knowledge gained is practically applied and deepened using case studies and exercises as examples.

Learning content:

- Qualitative methods & research approaches
  - Theoretical foundations and sampling concept
  - Survey methods (individual interviews, focus groups)
  - Software-supported data analysis
- Quantitative Methods & Research Approaches
  - Usage & Attitude studies: measuring attitudes, motives, values & behaviour
  - Product development: concept and product testing
  - Price research
  - Brand research
  - Customer satisfaction research
  - Advertising effectiveness research
- Current trends in market research, e.g.
  - Social Media Market Research
  - Qualitative online research
  - Neuromarketing

**Lecturer(s):**

Prof. Dr Thomas Bäumer

**Course offer:**

Semester: 4th semester

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Admission requirements: Admission to the specialisation phase

Language: German

Teaching aids: Selected literature, slides of the lecture, practical exercises

**Form of examination and weighting:**

Type of examination: Written examination 90 minutes / graded written assignment / presentation

Examination prerequisite for: -

Weighting: The grade is included in the final grade with a weight of 5%.

## **Bibliography:**

### **Main literature:**

Berekoven, L., Eckert, W. & Ellenrieder, P. (2009). Market research: methodological principles and practical application. Wiesbaden: Gabler.

Fantapié Altobelli, C. (2017). Market research. Methods - applications - practical examples. Stuttgart: UTB.

Herrmann, A., Homburg, C. & Klarmann, M. (eds.) (2008). Handbook of market research: methods - applications - practical examples. Wiesbaden: Gabler.

Naderer, G. & Balzer, E. (2011). Qualitative market research in theory and practice: foundations - methods - applications. Wiesbaden: Gabler.

### **Further reading:**

#### **Quantitative methods & research approaches**

ADM Arbeitskreis Deutscher Markt- und Sozialforschungsinstitute e.V. (2014). Sampling procedures in survey research: a presentation for practice (2nd edition). Wiesbaden: Springer.

Backhaus, K., Erichson, B., Plinke, W. & Weiber, R. (2018). Multivariate analysis methods. An application-oriented introduction. Berlin: Springer Gabler.

Kuß, A., Wildner, R. & Kreis, H. (2018). Market research. Data collection and data analysis. Wiesbaden: Springer Gabler

Welker, M, Taddicken, M., Schmidt, J-H., & Jakob, N. (eds.) (2014). Handbuch Online-Forschung: Sozialwissenschaftliche Datengewinnung und -auswertung in digitalen Netzen. Cologne: Halem Verlag.  
Data analysis

#### **Qualitative methods & research approaches**

Buber, R. & Holzmüller, H. H. (eds.) (2009). Qualitative market research: concepts - methods - analyses. Wiesbaden: Gabler.

Dammer, I. & Szymkowiak, F. (1998). The group discussion in market research: basis - moderation - evaluation. A practical guide. Wiesbaden: VS Verlag für Sozialwissenschaften.

Gläser, J. & Laudel, G. (2010). Expert interviews and qualitative content analysis. Wiesbaden: VS Verl. für Sozialwissenschaften.

Helferich, C. (2020). The quality of qualitative data. Manual for conducting qualitative interviews (5th ed.). Wiesbaden: Springer Fachmedien Wiesbaden GmbH; Springer VS.

Kuckartz, U. (2010). Introduction to computer-assisted analysis of qualitative data. Wiesbaden: VS Verlag.

Kuckartz, U. (2018). Qualitative Content Analysis. Methods, practice, computer support (Grundlagentexte Methoden, 4th ed.). Weinheim: Beltz Juventa.

Kuckartz, U. & Rädiker, S. (2020). Focused interview analysis with MAXQDA. Step by step (1st ed. 2020). Wiesbaden: Springer Fachmedien Wiesbaden; Springer VS.

Kühn, T. & Koschel, K.-V. (2018). Group discussions: A practice manual (2nd ed.). Wiesbaden: VS Verlag.

Lamnek, S. & Krell, C. (2016). Qualitative social research. Weinheim: Beltz.

Mayring, P. (2016). Introduction to qualitative social research. A guide to qualitative thinking (6th, revised edition). Weinheim: Beltz.

Mayring, P. (2015). Qualitative content analysis: basics and techniques. Weinheim: Beltz.

### **Current trends**

Gansser, O. & Krol, B. (2017). Modern methods of market research. Understanding customers better (FOM Edition). Wiesbaden: Springer Fachmedien.

Grabs, A., Vogl, E. & Bannour, K.-P. (2018). Follow me! Successful Social Media Marketing with Facebook, Twitter and Co (4th ed.). Bonn: Rheinwerk Verlag.

Hettler, U. (2018). Social Media Marketing. Marketing mit Blogs, Sozialen Netzwerken und weiteren Anwendungen des Web 2.0 (2nd ed.). s.l.: Oldenbourg Wissenschaftsverlag .

Keller, B., Klein, H.-W., & Tuschl, S. (2019). The future of market research: development opportunities in times of social media and Big Data (2nd ed.). Wiesbaden: Springer.

Keller, B., Klein, H.-W., Wachenfeld-Schell, A., Wirth, Th. (2020). Market research for the smart data world: opportunities, challenges and limitations. Wiesbaden: Springer

Raab, G., Gernsheimer, O. & Schindler, M. (2013). Neuromarketing. Fundamentals - insights - applications. Wiesbaden: Gabler.

### **Operational market research**

Ottawa, M. & Rietz, C. (2015). Operational market research. Added values for marketing, control and strategy (2nd, updated and enlarged ed.). Berlin: De Gruyter Oldenbourg.

## **Module: 3060 Focus Consulting I**

**Module responsible(s): Prof. Dr. Katrin Allmendinger**

### **Qualification goals:**

Knowledge:

After successfully completing the module, students know occasions and methods for team and organisational development. They have developed a holistic understanding of change management and know methods of planning, initiating and controlling change processes with areas of application and potential consequences.

Skills:

The students are able to understand interventions for team and organisational development based on case studies from business practice. They can allocate different interventions with regard to their use in change processes and assess their strengths, efforts and risks.

Competences:

Students acquire business psychology expertise related to consulting. They also acquire methodological competences in the area of change management. After successfully completing the module, they have the professional and methodological prerequisites to complete a business psychology research project in the field of consulting.

### **Module contents:**

Business Psychology Consulting I

### **Workload:**

ECTS: 6

SWS: 4

Contact studies: 60h

Self-study: 120h

**Total workload: 180h**

### **Module offer:**

Compulsory/elective: Compulsory elective

Semester: 3rd semester

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: Admission to the specialisation phase

Applicability of the module: This module provides the basis for the specialisation module "Consulting II". It can only be used in the Bachelor's degree programme in Business Psychology.



**Lecturer(s):**

Prof. Dr Katrin Allmendinger

**Form of examination and weighting:**

Form of examination: Written examination 90 minutes / Graded written assignment / Presentation

Weighting: The grade flows with a weighting of 5% into the final grade

## **3061 Consulting I**

**For Module: 3060 Focus Consulting I**

**Module responsible(s): Prof. Dr. Katrin Allmendinger**

### **Qualification goals:**

Knowledge:

After successful participation in this course, students know occasions, theoretical models and methods of team and organisational development. They know examples of change processes of varying complexity. They know methods of planning, initiating and controlling change processes with areas of application and potential consequences.

Skills:

The students are able to comprehend interventions for team and organisational development on the basis of case studies from corporate practice. They can allocate different interventions with regard to their use in change processes and assess their strengths, efforts and risks.

Competences:

Students expand their subject-specific methodological competence in consulting, both in terms of diagnostic and intervention methods. Furthermore, the competence for critical reflection is strengthened.

### **Workload:**

ECTS: 6

SWS: 4

Contact studies: 60h

Self-study: 120h

**Total workload: 180h**

**Table of contents:**

The students know occasions, models and methods of team and organisational development. The knowledge gained is practically applied and deepened using case studies and exercises as examples.

Learning content:

- Causes and goals of organisational change
- Principles of organisational change
- Phases in the organisational development process
- Need for change/willingness to change/ability to change
- Culture as a contextual factor/design variable in change processes
- Team models and roles in teams
- Team-based interventions
- Resistance/Response to Resistance and Intervention Strategies
- Communication in change processes
- Organisational learning / learning organisation

**Lecturer(s):**

Prof. Dr Katrin Allmendinger

**Course offer:**

Semester: 3rd semester

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Admission requirements: Admission to the specialisation phase

Language: German, English if applicable

Didactic aids: Lecture notes, exercises

**Form of examination and weighting:**

Type of examination: Written examination 90 minutes / Graded written study paper / Presentation

Examination prerequisite for: -

Weighting: The grade is included in the final grade with a weight of 5%.

## **Bibliography:**

### **Main literature:**

Carnall, C. & Todnem By, R. (2014). *Managing Change in Organizations*. London: Pearson.

Niedereichholz, C. & Niedereichholz, J. (2008). *Consulting knowledge*. Munich: Oldenbourg.

Scharmer, O. & Kaufer, K. (2013). *Leading from the Emerging Future: From Ego-System to Eco-System Economies*. San Francisco: BK Publishers.

Senior, B., Swailes, S. & Carnall, C. (2020). *Organizational change*. London: Pearson.

### **Further reading:**

Ellebracht, H., Lenz, G. & Osterhold, G. (2018). *Systemic organisational and management consulting*. Wiesbaden: Gabler.

Felfe, J. & Liepmann, D. (2008). *Organisational diagnostics*. Göttingen: Hogrefe.

Gergs, H.-J. (2008). *The art of continuous self-renewal*. Weinheim: Beltz

König, E. & Volmer, G. (2018). *Handbook of systemic organisational consulting*. Weinheim: Beltz.

Kotter, J. P. (2012). *Leading Change*. Boston: Harvard Business Review Press.

Kotter, J. P., Akhtar, V. & Gupta, G. (2021). *Change: How Organizations Achieve Hard-to-Imagine Results in Uncertain and Volatile Times*. New Jersey: Wiley.

Schick, S. (2014). *Internal corporate communication*. Stuttgart: Schäffer-Poeschel.

Vahs, D. & Weiland, A. (2020). *Workbook Change Management*. Stuttgart: Schäffer-Poeschel.

## **Module: 4050 Focus Consulting II**

**Module responsible(s): Prof. Dr. Katrin Allmendinger**

### **Qualification goals:**

Knowledge:

After successful completion of the module, the students know approaches of systemic counselling in the corporate context on the levels of organisation, team and individual and can distinguish them from business-oriented expert counselling as well as psychosocial counselling and therapy. They know systemic theoretical models, methods and interventions in the corporate context and can name examples of application.

Skills:

The students have become acquainted with systemic methods of analysis within the framework of case studies in a corporate context and have discussed their strengths and weaknesses. They have comprehended and critically reflected on possible interventions based on examples from corporate practice.

Competences:

Students acquire business psychology expertise related to systemic approaches. In addition, they acquire methodological competences in the area of diagnostics and intervention in the corporate context. After successfully completing the module, they have the professional and methodological prerequisites to complete a practical study project (BPS) in the field of consulting in a company.

### **Module contents:**

Business Psychology Consulting II

### **Workload:**

ECTS: 6

SWS: 4

Contact studies: 60h

Self-study: 120h

**Total workload: 180h**

### **Module offer:**

Compulsory/elective: Compulsory elective

Semester: 4th semester

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: Admission to the specialisation phase

Applicability of the module: This module supplements the contents of the specialisation module "Consulting I". It can only be used in the Bachelor's degree programme in Business Psychology.

**Lecturer(s):**

Prof. Dr Katrin Allmendinger

**Form of examination and weighting:**

Type of examination: Written examination 90 minutes / Graded written paper / Presentation

Weighting: The grade flows with a weighting of of 5% into the final grade

## 4051 Consulting II

For Module: 4050 Focus Consulting II

Module responsible(s): Prof. Dr. Katrin Allmendinger

### Qualification goals:

#### Knowledge:

After successful participation in this course, students will know approaches of systemic counselling in the corporate context on the levels of organisation, team and individual and will be able to distinguish them from business-oriented expert counselling as well as psychosocial counselling and therapy. They have become familiar with relevant systemic theoretical models and interventions in the corporate context. The students have familiarised themselves with systemic counselling approaches and methods and can present them.

#### Skills:

The students have become familiar with systemic methods of analysis in the context of case studies and can assess the appropriateness of systemic methods in company-related counselling contexts. They can comprehend and present systemic approaches, such as attitudes, diagnostic procedures and interventions, in terms of strengths, efforts and risks.

#### Competences:

Students expand their subject-specific methodological competence in consulting, both in terms of systemic diagnostic and intervention methods. Furthermore, the competence for critical reflection is strengthened.

### Workload:

ECTS: 6

SWS: 4

Contact studies: 60h

Self-study: 120h

**Total workload: 180h**

## Table of contents:

The students know the characteristics, methods, strengths and weaknesses of systemic counselling in the corporate context on the levels of organisation, team and individual and can distinguish it from other counselling approaches. The knowledge gained is deepened by means of case studies.

### Learning content:

- Basics of systemic organisational consulting (including systems theory and constructivism)
- Level models (organisation, team, individual) and phase models of systemic guidance
- Differentiation of systemic counselling in organisations from forms of expert counselling (e.g. strategy counselling) and psychosocial counselling/therapy
- Principles and basic attitudes of systemic counselling (e.g. inclusion of different perspectives, impartiality, resource and strength orientation)
- Introduction to systemic diagnosis and intervention methods, e.g. systemic interviews, analysis of the social system, design of workshops, reflection back to the social system
- Case studies to deepen what has been learned and to establish the practical relevance

### Lecturer(s):

Prof. Dr Katrin Allmendinger

## Bibliography:

### Main literature:

- Ellebracht, H., Lenz, G. & Osterhold, G. (2018). *Systemic organisational and management consulting*. Wiesbaden: Gabler.
- König, E. & Volmer, G. (2018). *Handbook of systemic organisational consulting*. Weinheim: Beltz.
- König, E. & Volmer, G. (2020). *Introduction to systemic thinking and acting*. Weinheim: Beltz.
- Werther, S. & Jacobs, C. (2014). *Organisational development - the joy of change*. Berlin. Springer.

### Further reading:

Watzlawick, P., Weakland, J. H. & Fisch, R. (2013). *Solutions*. Bern: Huber.

## Course offer:

Semester: 4th semester

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Admission requirements: Admission to the specialisation phase

Language: German

Didactic aids: lecture notes, case studies, role plays

## Form of examination and weighting:

Type of examination: Written examination 90 minutes / Graded written study paper / Presentation

Examination prerequisite for:

Weighting: The grade is included in the final grade with a weight of 5%.



## **Module: 4010 Industrial and organisational psychology**

**Module responsible(s): Prof. Dr. Uta Bronner**

### **Qualification goals:**

Knowledge:

After successful completion of the module, the students know central theories of work and organisational psychology. They know essential conditions of the organisation that influence the experience and behaviour of people in the work environment.

Skills:

Students are able to transfer theories of work and organisational psychology to questions of corporate practice and are able to analyse organisational framework conditions and develop concepts for the design of organisations and work settings.

Competences:

The students have a deepened professional competence in relation to questions concerning the human-organisational interface. The students' analytical competence is developed through intensive exercises and case studies, and their methodological competence in relation to statistics is strengthened through in-depth work with scientific studies.

### **Module contents:**

Industrial and organisational psychology

### **Workload:**

ECTS: 6

SWS: 4

Contact studies: 60h

Self-study: 120h

**Total workload: 180h**

**Lecturer(s):**

N.N.

**Form of examination and weighting:**

Type of examination: Written examination 90 minutes / graded written assignment / presentation

Weighting: The grade flows with a weighting of of 3% in the final grade

## **4011 Industrial and organisational psychology**

**For module: 4010 Industrial and organisational psychology**

**Module responsible(s): Prof. Dr. Uta Bronner**

### **Qualification goals:**

Knowledge:

After successful participation in this course, students know central theories of work and organisational psychology. They know essential conditions of the organisation that influence the experience and behaviour of people in the work environment.

Skills:

Students are able to transfer theories of work and organisational psychology to questions of corporate practice and are able to analyse organisational framework conditions and develop concepts for the design of organisations and work settings.

Competences:

The students have a deepened professional competence in relation to questions concerning the human-organisational interface. The students' analytical competence is enhanced through intensive exercises and case studies, and their methodological competence in relation to statistics is strengthened through in-depth work with scientific studies.

### **Workload:**

ECTS: 6

SWS: 4

Contact studies: 60h

Self-study: 120h

**Total workload: 180h**

**Table of contents:**

The students work on typical questions of work and organisational psychology. Three levels are considered: individual level, team/group level and organisational level. The knowledge gained is practically applied and deepened by means of case studies and exercises.

Learning content:

- Definition, subject matter and history of A&O psychology
- Meaning of work
- Work analysis and work design
- Individual differences / diversity
- Working attitudes and counterproductive behaviour
- Work motivation
- Group and team work
- Conflict management
- Leadership of employees
- Power and politics
- Organisational climate and corporate culture
- Organizational Change
- Occupational health

**Lecturer(s):**

N.N.

**Bibliography:****Main literature:**

Landy, J. L., & Conte, J. M. (2016). Work in the 21st century: An introduction to industrial and organizational psychology. Hoboken: Wiley.

Robbins, S. P., & Judge, T. A. (2019). Organizational behavior. Boston: Pearson.

**Further reading:**

Kanning, U. & Schuler, H. (2013). Textbook of personnel psychology. Göttingen: Hogrefe.

Nerdinger, F., Blickle, G. & Schaper, N. (2008). Industrial and organisational psychology. Berlin: Springer.

**Course offer:**

Semester: 4th semester

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Admission requirements: Admission to the specialisation phase

Language: German, English if applicable

Didactic aids: slides for the lecture, exercise sheets, educational films

**Form of examination and weighting:**

Type of examination: Written examination 90 minutes / graded written assignment / presentation

Examination prerequisite for: -

Weighting: The grade flows with a weighting of 3% in the final grade

## **Module: 4020 Empirical scientific work III**

**Person(s) responsible for the module: Prof. Dr. Thomas Bäumer**

### **Qualification goals:**

Knowledge:

After successful completion of the module, the students know on the one hand central aspects of epistemology and ethics in business psychology research and practice. On the other hand, they know the basics of evaluation research and the methodological approach to an evaluation study.

Skills:

Students are able to transfer the acquired knowledge regarding ethical guidelines to scientific and applied contexts. They are also able to design an evaluation study.

Competences:

The students have a deepened professional competence with regard to a critically-reflective approach to scientific texts, both from an epistemological and an ethical perspective. The students' analytical competence is expanded through intensive exercises. Their methodological competences are strengthened in particular by dealing with evaluation research.

### **Module contents:**

Research Design & Evaluation

Epistemology & Business Ethics

### **Workload:**

ECTS: 4

SWS: 4

Contact studies: 60h

Self-study: 60h

**Total workload: 120h**

### **Module offer:**

Compulsory/elective: Compulsory

Semester: 4th semester

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: Admission to the specialisation phase

Usability of the module: The module supplements the contents of the modules "Empirical Scientific

Work I + II". It can only be used in the Bachelor's degree programme in Business Psychology.

**Lecturer(s):**

Matthias Schulz / Prof. Dr Thomas Bäumer

Dirk Müller / Prof. Dr. Patrick Müller

**Form of examination and weighting:**

Form of examination: Graded written seminar paper

Weighting: The grade flows with a weighting of of 2% into the final grade

## 4021 Research Design Evaluation

For module: 4020 Empirical Scientific Work III

Person(s) responsible for the module: Prof. Dr. Thomas Bäumer

### Qualification goals:

Knowledge:

After successful participation in this course, students know the basics of evaluation and intervention research. They know the methodological approach to an evaluation study.

Skills:

Students are able to design an evaluation study.

Competences:

The students have in-depth professional competence with regard to questions concerning the fundamentals of evaluation research. Their methodological competences are expanded by dealing with the basics of evaluation research and research methodology.

### Workload:

ECTS: 2

SWS: 2

Contact studies: 30h

Self-study: 30h

**Total workload: 60h**

**Table of contents:**

Students learn the basics of evaluation research and how to design a scientific evaluation study. The knowledge gained is practically applied and deepened using case studies and exercises as examples. In addition, the students develop a concept for their own evaluation study during the course.

Learning content:

- Fundamentals of evaluation research
- Effectiveness evaluation
- Status and change evaluation
- Prospective evaluation
- Formative evaluation
- Specific evaluation designs and their influence on internal validity
- Development of an evaluation design for a question relevant to business psychology
- Efficiency analysis of evaluation studies

**Lecturer(s):**

Matthias Schulz / Prof. Dr Thomas Bäumer

**Bibliography:****Main literature:**

Gollwitzer, M. & Jäger, R.S. (2014). *Evaluation kompakt*. Weinheim: Beltz.

**Further reading:**

Bortz, J. & Doering, N. (2016). *Research methods and evaluation in the social and human sciences*. Berlin: Springer.

Hussy, W., Schreier, M. & Echterhoff, G. (2013). *Research methods in psychology and social sciences*. Heidelberg: Springer.

Rossi, P. H., Lipsey, M. W. & Freeman, H. E. (2009). *Evaluation. A systematic approach* (7th ed.). Thousand Oaks, Calif.: Sage.

Stockmann, R. & Meyer, W. (2014). *Evaluation. An introduction*. Opladen, Stuttgart: Budrich; UTB

Stockmann, R. (ed.). (2007). *Handbook on Evaluation. A practical guide to action*. Münster: Waxmann.

**Course offer:**

Semester: 4th semester

Frequency: winter and summer semester

Type of event: Lecture

Admission requirements: Admission to the specialisation phase

Language: German

Didactic aids: lecture notes, selected literature

**Form of examination and weighting:**

Form of examination: Graded written seminar paper

Examination prerequisite for: -

Weighting: The grade flows with a weighting of 2% into the final grade



## **4022 Theory of knowledge & ethics of science**

**For module: 4020 Empirical Scientific Work III**

**Person(s) responsible for the module: Prof. Dr. Thomas Bäumer**

### **Qualification goals:**

Knowledge:

After successful participation in this course, students know central aspects of epistemology and ethics in business psychology research and practice. They know which criteria can be used to evaluate theories and scientific research papers and are familiar with scientific operations in the field of business psychology.

Skills:

Students can transfer the acquired knowledge regarding ethical guidelines to scientific and applied contexts. In particular, they can evaluate theories and scientific research work with regard to given criteria.

Competences:

The students have a deepened professional competence with regard to a critically-reflective approach to scientific texts, both from an epistemological and an ethical perspective. The students' analytical and methodological competence is expanded through intensive engagement with scientific publications.

### **Workload:**

ECTS: 2

SWS: 2

Contact studies: 30h

Self-study: 30h

**Total workload: 30h**

## Table of contents:

The students learn about the significance of empirical research in society and work out which requirements go hand in hand with this. In addition to ethical requirements for conducting and publishing studies, central theories are evaluated and reflected on using original articles based on given evaluation approaches. In addition, current developments in the scientific field of business psychology will be discussed.

Learning content:

- Importance of scientific research
- Ethical guidelines of the department regarding implementation, evaluation and presentation
- Foundations of epistemology
- Theories in science
  - Meaning, components and development
  - Requirements for good theories
  - Evaluation criteria of theories
- Current developments in research
  - Replications, meta-analyses, literature reviews
  - Præ registration
  - Open Science

## Lecturer(s):

Prof. Dr Thomas Bäumer

Prof. Dr Patrick Müller

## Course offer:

Semester: 4th semester

Frequency: winter and summer semester

Type of event: Seminar

Admission requirements: Admission to the specialisation phase

Language: German

Didactic aids: lecture notes, selected literature

## Form of examination and weighting:

Form of examination: Student research project (ungraded)

Examination prerequisite for: -

Weighting: The grade is not included in the final grade.

## Bibliography:

### Main literature:

Federation of German Psychologists' Associations GbR (ed.) (2016). Professional Ethical Guidelines of the Federation of German Psychologists and the German Psychological Society. Berlin.

Leising, D., Thielmann, I., Glöckner, A., Gärtner, A. & Schönbrodt, F. (2021). Ten steps towards a better personality science - how quality may be rewarded more in research evaluation. <https://doi.org/10.23668/PSYCHARCHIVES.4963>

Oreskes, N. (2019). Why trust science? (The University Center for Human Values series). Princeton, Oxford: Princeton University Press.

Pfetsch, J. (2019). Guidelines for manuscript design (5th, updated edition). Göttingen: Hogrefe.

Popper, K. R. (1973). Logic of Research (The Unity of the Social Sciences, vol. 4, 5th ed. Aufl.). Tübingen: Mohr.

### **Further reading:**

Borsboom, D., van der Maas, H. L. J., Dalege, J., Kievit, R. A. & Haig, B. D. (2021). Theory Construction Methodology: A Practical Framework for Building Theories in Psychology. *Perspectives on Psychological Science*, 16(4), 756-766.

Eronen, M. I. & Bringmann, L. F. (2021). The Theory Crisis in Psychology: How to Move Forward. *Perspectives on Psychological Science*, 16(4), 779-788.

Fiedler, K., McCaughey, L. & Prager, J. (2021). Quo Vadis, Methodology? The Key Role of Manipulation Checks for Validity Control and Quality of Science. *Perspectives on Psychological Science*, 16(4), 816-826.

Friesike, S. & Bartling, S. (2014). *Opening Science: The Evolving Guide on How the Internet is Changing Research, Collaboration and Scholarly Publishing*. s.l.: Springer.

Glöckner, A., & Betsch, T. (2011). The empirical content of theories in judgment and decision making: Shortcomings and remedies. *Judgment and Decision Making*, 6(8), 711-721.

Hale, J., Hastings, J., West, R., Lefevre, C. E., Direito, A., Bohlen, L. C. et al. (2020). An ontology-based modelling system (OBMS) for representing behaviour change theories applied to 76 theories. *Wellcome Open Research*, 5, 177.

Klauer, K. C. (2018). Topic issue replicability. *Psychologische Rundschau*, 69(1).

Oberauer, K. & Lewandowsky, S. (2019). Addressing the theory crisis in psychology. *Psychonomic Bulletin & Review*, 26(5), 1596-1618.

Publication manual of the American Psychological Association. The official guide to APA style. (2020) (Seventh edition). Washington DC: American Psychological Association.

Smaldino, P. (2019). Better methods can't make up for mediocre theory. *Nature*, 575(7781), 9.

Van Lange, P. A. M. (2013). What we should expect from theories in social psychology: Truth, abstraction, progress, and applicability as standards (TAPAS). *Personality and Social Psychology Review*, 17(1), 40-55.

van Rooij, I. & Baggio, G. (2021). Theory Before the Test: How to Build High-Verisimilitude Explanatory Theories in Psychological Science. *Perspectives on Psychological Science*, 16(4), 682-697.

van Rooij, I., & Blokpoel, M. (2020). Formalizing verbal theories: A tutorial by dialogue. *Social Psychology*, 51(5), 285-298.

West, R., Godinho, C. A., Bohlen, L. C., Carey, R. N., Hastings, J., Lefevre, C. E., & Michie, S. (2019). Development of a formal system for representing behaviour-change theories. *Nature Human Behaviour*, 3(5), 526-536.

## **Module: 5010 Business Psychology Project**

**Module responsible(s): Prof. Dr. Patrick Müller**

### **Qualification goals:**

Knowledge:

After successful completion of the module, students have dealt in detail with a relevant topic of business psychology from a practical context within the framework of their project and have received feedback on the developed solution.

Skills:

By working on a business psychology project, the students have gained experience in project management incl. clarification of assignments and presentation of results and have thus created a reference for the BPS and/or the Bachelor's thesis.

Competences:

The students deepen their business psychology expertise in relation to an area of application. In addition, they acquire methodological competences for the counselling process and acquire social competences in dealing with counselling contexts.

### **Module contents:**

Business Psychology Project

### **Workload:**

ECTS: 8

SWS: 4

Contact studies: 60h

Project work: 180h

**Total workload: 240h**

### **Module offer:**

Compulsory/elective: Compulsory

Semester: 4th semester

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: Admission to the specialisation phase

Applicability of the module: This module can only be used in the Bachelor's degree programme in Business Psychology.

**Lecturer(s):**

Prof. Dr Katrin Allmendinger

Prof. Dr Thomas Bäumer

Prof. Dr. Uta Bronner

Prof. Dr Roland Franz Erben

Prof. Dr Stephanie Huber

Prof. Dr Patrick Müller

Prof. Dr Patrick Planing

**Form of examination and weighting:**

Form of examination: Project work

Weighting: The grade flows with a weighting of of 5% into the final grade

## **5011 Economic Psychology Project**

**For module: 5010 Business Psychology Project**

**Module responsible(s): Prof. Dr. Patrick Müller**

### **Qualification goals:**

Knowledge:

After successful participation in this course, students have dealt in detail with a relevant topic in business psychology from a practical context as part of their project and have received feedback on the solution they have developed.

Skills:

By working on a business psychology project, the students have gained experience in project management incl. clarification of assignments and presentation of results and have thus created a reference for the BPS and/or the Bachelor's thesis.

Competences:

The students deepen their business psychology expertise in relation to an area of application. In addition, they acquire methodological competences for the counselling process and acquire social competences in dealing with counselling contexts.

### **Workload:**

ECTS: 8

SWS: 4

Contact studies: 60h

Project work: 180h

**Total workload: 240h**

**Table of contents:**

## Learning content:

The students work on a business psychology project for a client in a business enterprise, in research institutes or at the university. The work usually takes place in groups of up to ten people during the semester. The projects are acquired or provided by the university's teaching staff. The students' task is to independently organise and work on the project task under the guidance of the supervising lecturer. It includes clarifying the assignment, submitting the interim project status, a project report and presenting the results (usually directly to the client). In addition, the results are presented at the university.

**Lecturer(s):**

Prof. Dr Katrin Allmendinger

Prof. Dr Thomas Bäumer

Prof. Dr. Uta Bronner

Prof. Dr Roland Franz Erben

Prof. Dr Stephanie Huber

Prof. Dr Patrick Müller

Prof. Dr Patrick Planing

**Bibliography:**

Depending on the topic, specialist literature is recommended by the supervising lecturers and researched independently by the students. It includes textbooks, reference books and current journal articles.

For an introduction to the topic, the following literature can be used as an overview:

Moser, K. (2015). *Business psychology*. Berlin: Springer.

Raab, G.V. & Unger, A. (2016). *Market psychology: fundamentals and application*. Wiesbaden: Springer Gabler.

Schuler, H. & Moser, K. (2014). *Textbook organisational psychology*. Bern: Huber.

**Course offer:**

Semester: 4th semester

Frequency: winter and summer semester

Type of event: Project work

Admission requirements: Admission to the specialisation phase

Language: German

Didactic aids: Survey literature

**Form of examination and weighting:**

Form of examination: Project work

Examination prerequisite for: -

Weighting: The grade is included in the final grade with a weight of 5%.

## **Module: 5010 BPS**

**Person(s) responsible for the module: Prof. Dr. Roland Erben**

### **Qualification goals:**

Knowledge:

The students have acquired a deeper understanding of how to deal with practical professional problems and can classify the added value of their learning experiences.

Skills:

Students can independently recognise economic and psychological problems in practice and have suitable skills to contribute to their solution. They can relate their experiences from the BPS to subject-specific and interdisciplinary topics of the study programme and make differentiated judgements about possible applications of the study contents.

Competences:

After successful completion of the module, the students have acquired professional, methodological and social competences by working on practical professional tasks during the BPS and through the exchange in the accompanying event.

### **Module contents:**

BPS Module 1 (48 days)

BPS Module 2 (48 days)

Supporting event

### **Workload:**

ECTS: 30

SWS: 2

Contact studies: 30h

Self-study: 0h

Practice phase: 870h

**Total workload: 900h**

### **Module offer:**

Compulsory/elective: Compulsory

Semester: 5th semester

Frequency: winter and summer semester

Duration of the module: 1 semester

Access requirements: Completed basic studies

Applicability of the module: This module can only be used in the Bachelor's degree programme in Business Psychology.



**Lecturer(s):**

Prof. Dr Roland Erben

**Form of examination and weighting:**

Type of examination: ungraded written seminar paper

Weighting: The grade is not included in the overall grade.

## **5011 BPS (Internship 48 days)**

**To module: 5010 BPS**

**Module responsible(s): Prof. Dr. Roland Erben**

### **Qualification goals:**

Knowledge:

In the BPS, students can transfer the knowledge from their previous studies to psychological, business management and organisational task fields of a suitable organisation (e.g. business enterprises including consultancies, research institutions, public institutions) and have acquired a deeper understanding regarding the handling of practical professional problems upon completion.

Skills:

Students can independently identify economic and psychological problems in practice and have appropriate skills to contribute to their solution.

Competences:

After successful completion of the BPS, students have acquired professional, methodological and social competences by working on practical professional tasks with the support of the respective supervisors in the organisations.

### **Workload:**

ECTS: 13

SWS: 0

Contact study: 0h

Self-study: 0h

Practical phase: 390h

**Total workload: 390h**

**Table of contents:**

Learning content:

The practical relevance supports the academic studies and facilitates entry into professional life as a business psychologist.

The internship includes three phases:

1. Introduction to the structures and processes of the Organisation
2. Collaboration in various departments/areas of the organisation
3. Taking responsibility for project work (as far as possible)

Learning takes place through observation, active participation and literature study, among other things.

**Lecturer(s):**

Prof. Dr Roland Erben

**Bibliography:**

-

**Course offer:**

Semester: 5th semester

Frequency: winter and summer semester

Type of event: Internship

Access requirements: Completed basic studies

Language: German

Didactic aids: -

**Form of examination and weighting:**

Type of examination: ungraded written seminar paper

Examination prerequisite for: -

Weighting: The grade is not included in the final grade.

## **5012 BPS (Internship 48 days)**

**To module: 5010 BPS**

**Module responsible(s): Prof. Dr. Roland Erben**

### **Qualification goals:**

Knowledge:

In the BPS, students can transfer the knowledge from their previous studies to psychological, business management and organisational task fields of a suitable organisation (e.g. business enterprises including consulting companies, research institutions, public institutions) and have acquired a deeper understanding regarding the handling of practical professional problems upon completion.

Skills:

Students can independently identify economic and psychological problems in practice and have appropriate skills to contribute to their solution.

Competences:

After successful completion of the BPS, students have acquired professional, methodological and social competences by working on practical professional tasks with the support of the respective supervisors in the organisations.

### **Workload:**

ECTS: 13

SWS: 0

Contact study: 0h

Self-study: 0h

Practical phase: 390h

**Total workload: 390h**

**Table of contents:**

Learning content:

The practical relevance supports the academic studies and facilitates entry into professional life as a business psychologist.

The internship includes three phases:

1. Introduction to the structures and processes of the Organisation
2. Collaboration in various departments/areas of the organisation
3. Taking responsibility for project work (as far as possible)

Learning takes place through observation, active participation and literature study, among other things.

**Lecturer(s):**

Prof. Dr Roland Erben

**Bibliography:**

-

**Course offer:**

Semester: 5th semester

Frequency: winter and summer semester

Type of event: Internship

Access requirements: Completed basic studies

Language: German

Didactic aids: -

**Form of examination and weighting:**

Type of examination: ungraded written seminar paper

Examination prerequisite for: -

Weighting: The grade is not included in the final grade.

## 5013 BPS supporting event

To module: 5010 BPS

Person(s) responsible for the module: Prof. Dr. Roland Erben

### Qualification goals:

Knowledge:

The students can classify the added value of their learning experiences from the BPS and know possible fields of practice for a later professional activity through their own experiences and the discussion with the experiences of the other students.

Skills:

The students can relate their experiences from the BPS to subject-specific and interdisciplinary topics of the study programme and make differentiated judgements about possible applications of the study contents.

Competences:

The accompanying course strengthens the students' self and social competence, especially their communication skills through extensive experience in presentations, reflection units and discussions.

### Workload:

ECTS: 4

SWS: 2

Contact studies: 30h

Self-study: 90h

**Total workload: 120h**

**Table of contents:**

In this course, students reflect on their professional experiences during the internship semester and relate these to their previous study content.

Learning content:

- Presentation and discussion of subject-specific or interdisciplinary problems of professional practice.
- Implementation of the knowledge and skills acquired during previous studies and reflection on the study contents.
- Providing company impressions and contact details for the later application phase.

**Lecturer(s):**

Prof. Dr Roland Erben

**Bibliography:**

-

**Course offer:**

Semester: 5th semester

Frequency: winter and summer semester

Type of event: Seminar

Access requirements: Successful participation in "BPS Module 1 & BPS Module 2".

Language: German

Didactic aids: -

**Form of examination and weighting:**

Type of examination: ungraded written seminar paper

Examination prerequisite for: -

Weighting: The grade is not included in the final grade.

## **Module: 6010 Current Topics in Business Psychology I**

**Module responsible(s): Prof. Dr. Patrick Planing**

### **Qualification goals:**

Knowledge:

After successful completion of the module, students know current application fields of business psychology research and practice and have acquired subject-specific knowledge from a current application case.

Skills:

The students can apply approaches and methods of business psychology to current topics and work on them independently. Furthermore, they can present these approaches and methods convincingly to the target group(s).

Competences:

The students deepen their professional competence in a selected area of business psychology. In particular, they acquire further methodological competences and transfer competence.

### **Module contents:**

Current Topics in Business Psychology I

### **Workload:**

ECTS: 5

SWS: 4

Contact studies: 60h

Self-study: 90h

**Total workload: 150h**

### **Module offer:**

Compulsory/elective: Compulsory elective

Semester: 6th semester

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: Admission to the specialisation phase



Applicability of the module: This module can only be used in the Bachelor's degree programme in Business Psychology.

**Lecturer(s):**

Prof. Dr Katrin Allmendinger

Prof. Dr Thomas Bäumer

Prof. Dr. Uta Bronner

Prof. Dr Roland Erben

Prof. Dr Stephanie Huber

Prof. Dr Patrick Müller

Prof. Dr Patrick Planing

**Form of examination and weighting:**

Type of examination: Written examination 90 minutes / graded written assignment / presentation

Weighting: The grade flows with a weighting of of 5% in the final grade

## **6011 Current Topics in Business Psychology I**

**For module: 6010 Current Topics in Business Psychology I**

**Module responsible(s): Prof. Dr. Patrick Planing**

### **Qualification goals:**

Knowledge:

After successful completion of the module, students know current application fields of business psychology research and practice and have acquired subject-specific knowledge from a current application case.

Skills:

The students can apply approaches and methods of business psychology to current topics and work on them independently. Furthermore, they can present these approaches and methods convincingly to the target group(s).

Competences:

The students deepen their professional competence in a selected area of business psychology. In particular, they acquire further methodological competences and transfer competence.

### **Workload:**

ECTS: 5

SWS: 4

Contact studies: 60h

Self-study: 90h

**Total workload: 150h**

**Table of contents:**

Students can apply their acquired skills and competences in a current topic area of business psychology (e.g. big data, people analytics, simulations in market research, influencer marketing, agility in teams and organisations). The knowledge gained is practically applied and deepened using case studies and exercises as examples.

Learning content:

- Fundamentals of a specialist discipline within business psychology
- Application of business psychology methods to one or more specialist topics from practice or research
- Case studies and current applications.

**Lecturer(s):**

Prof. Dr Katrin Allmendinger

Prof. Dr Thomas Bäumer

Prof. Dr. Uta Bronner

Prof. Dr Roland Erben

Prof. Dr Stephanie Huber

Prof. Dr Patrick Müller

Prof. Dr Patrick Planing

**Bibliography:****Main literature:**

Selected specialist literature on the respective subject area.

To be determined by the lecturers in advance.

**Course offer:**

Semester: 6th semester

Frequency: winter and summer semester

Type of event: Lecture

Admission requirements: Admission to the specialisation phase

Language: German, English if applicable

Didactic aids: lecture notes, case studies, role plays

**Form of examination and weighting:**

Type of examination: Written examination 90 minutes / graded written assignment / presentation

Examination prerequisite for: -

Weighting: The grade is included in the final grade with a weight of 5%.

## **Module: 6020 Current Topics in Business Psychology II**

**Module responsible(s): Prof. Dr. Patrick Planing**

### **Qualification goals:**

Knowledge:

After successful completion of the module, students know current application fields of business psychology research and practice and have acquired subject-specific knowledge from a current application case.

Skills:

The students can apply approaches and methods of business psychology to current topics and work on them independently. Furthermore, they can present these approaches and methods convincingly to the target group(s).

Competences:

The students deepen their professional competence in a selected area of business psychology. In particular, they acquire further methodological competences and transfer competence.

### **Module contents:**

Current Topics in Business Psychology II

### **Workload:**

ECTS: 5

SWS: 4

Contact studies: 60h

Self-study: 90h

**Total workload: 150h**

### **Module offer:**

Compulsory/elective: Compulsory elective

Semester: 6th semester

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: Admission to the specialisation phase

Applicability of the module: This module can only be used in the Bachelor's degree programme in Business Psychology.

**Lecturer(s):**

Prof. Dr Katrin Allmendinger

Prof. Dr Thomas Bäumer

Prof. Dr. Uta Bronner

Prof. Dr Roland Erben

Prof. Dr Stephanie Huber

Prof. Dr Patrick Müller

Prof. Dr Patrick Planing

**Form of examination and weighting:**

Type of examination: Written examination 90 minutes / graded written assignment / presentation

Weighting: The grade flows with a weighting of of 5% into the final grade

## **6021 Current Topics in Business Psychology II**

**For module: 6020 Current Topics in Business Psychology II**

**Module responsible(s): Prof. Dr. Patrick Planing**

### **Qualification goals:**

Knowledge:

After successful completion of the module, students know current application fields of business psychology research and practice and have acquired subject-specific knowledge from a current application case.

Skills:

The students can apply approaches and methods of business psychology to current topics and work on them independently. Furthermore, they can present these approaches and methods convincingly to the target group(s).

Competences:

The students deepen their professional competence in a selected area of business psychology. In particular, they acquire further methodological competences and transfer competence.

### **Workload:**

ECTS: 5

SWS: 4

Contact studies: 60h

Self-study: 90h

**Total workload: 150h**

**Table of contents:**

Students can apply their acquired skills and competences in a current topic area of business psychology (e.g. big data, people analytics, simulations in market research, influencer marketing, agility in teams and organisations). The knowledge gained is practically applied and deepened using case studies and exercises as examples.

Learning content:

- Foundations of a specialist discipline within business psychology
- Application of business psychology methods to one or more specialist topics from practice or research
- Case studies and current applications.

**Lecturer(s):**

Prof. Dr Katrin Allmendinger

Prof. Dr Thomas Bäumer

Prof. Dr. Uta Bronner

Prof. Dr Roland Erben

Prof. Dr Stephanie Huber

Prof. Dr Patrick Müller

Prof. Dr Patrick Planing

**Bibliography:****Main literature:**

Selected specialist literature on the respective subject area.

To be determined by the lecturers in advance.

**Course offer:**

Semester: Semester 6

Frequency: winter and summer semester

Type of event: Lecture

Admission requirements: Admission to the specialisation phase

Language: German

Didactic aids: Lecture notes, case studies, role-plays

**Form of examination and weighting:**

Type of examination: Written examination 90 minutes / graded written assignment / presentation

Examination prerequisite for: -

Weighting: The grade is included in the final grade with a weight of 5%.

## **Module: 6030 Corporate Governance**

**Module responsible(s): Prof. Dr. Roland Franz Erben**

### **Qualification goals:**

Knowledge:

After successful completion of the module, students have in-depth knowledge of objectives and concepts of corporate management. They know selected instruments of corporate management on the basis of case studies or alternatively within the framework of a business simulation.

Skills:

Students are able to assess operational decision-making problems (strategy decisions, planning and control problems, organisational alternatives, personnel and employee management problems) and identify possible solutions. The students are able to participate in the discussion of new management and leadership styles and to develop these further and apply them independently in an entrepreneurial context.

Competences:

The students have in-depth professional competence in relation to topics of business management. The students' analytical competence is enhanced through intensive exercises in the context of business simulation. Their methodological competences are strengthened through the with different management techniques and strategy approaches. Their social and communicative competences are further developed through the work on the business simulation.

### **Module contents:**

Corporate Governance

### **Workload:**

ECTS: 5

SWS: 4

Contact studies: 60h

Self-study: 90h

**Total workload: 150h**

### **Module offer:**

Compulsory/elective: Compulsory

Semester: 6th semester

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: Admission to the specialisation phase

Applicability of the module: This module can only be used in the Bachelor's degree programme in Business Psychology.



**Lecturer(s):**

Prof. Dr Roland Franz Erben

Prof. Dr Stephanie Huber

**Form of examination and weighting:**

Form of examination: graded written seminar paper

Weighting: The grade flows with a weighting of of 3% in the final grade

## 6031 Company management

For module: 6030 Corporate Governance

Module responsible(s): Prof. Dr. Roland Franz Erben

### Qualification goals:

Knowledge:

After successful completion of the module, students have in-depth knowledge of objectives and concepts of corporate management. They know selected instruments of corporate management on the basis of case studies or alternatively within the framework of a business simulation.

Skills:

Students are able to assess operational decision-making problems (strategy decisions, planning and control problems, organisational alternatives, personnel and employee management problems) and identify possible solutions. Students are able to participate in the discussion of new management and leadership styles, to develop these further and to apply them independently in an entrepreneurial context.

Competences:

The students have a deepened professional competence in relation to topics of business management. The students' analytical competence is enhanced through intensive exercises in the context of business simulation. Their methodological competences are strengthened through the with different management techniques and strategy approaches. Their social and communicative competences are further developed through the work on the business simulation.

### Workload:

ECTS: 5

SWS: 4

Contact studies: 60h

Self-study: 90h

**Total workload: 150h**

**Table of contents:**

In this course, students learn about different methods and approaches of business management. The knowledge gained is practically applied and deepened in a business simulation.

Learning content:

- Main objective and tasks of corporate governance
- Corporate Governance and Management
- Company goals at a glance
- Strategic corporate management
- Operational planning and control
- Alternatives of operational organisation design
- Staff deployment and management
- Practical application on case studies/business simulation

**Lecturer(s):**

Prof. Dr Roland Franz Erben

Prof. Dr Stephanie Huber

**Bibliography:****Main literature:**

Grant, R. M. (2019). *Contemporary Strategy Analysis* (10th ed.). Hoboken (USA): John Wiley & Sons Inc.

**Further reading:**

Hauer, G. & Ultsch, M. (2010). *Corporate management compact*. Munich: Oldenbourg.

Schreyögg, G. & Koch, J. (2014). *Fundamentals of management* (3rd ed.). Wiesbaden: Gabler.

Current list of journal articles at the beginning of each lecture

**Course offer:**

Semester: Semester 6

Frequency: winter and summer semester

Type of event: Seminar

Admission requirements: Admission to the specialisation phase

Language: German, English if applicable

Didactic aids: script, literature work, case studies and/or business game

**Form of examination and weighting:**

Form of examination: graded written seminar paper

Examination prerequisite for: -

Weighting: The grade is included in the final grade with a weight of 3%.

## **Module: 6040 Thesis**

**Person(s) responsible for the module: Prof. Dr. Thomas Bäumer**

### **Qualification goals:**

#### Knowledge:

After successful completion of the module, the students know the specialist literature on their chosen topic. They know the scientific standards and guidelines for writing and presenting a thesis.

#### Skills:

The students can independently process and document facts according to scientific standards in a limited amount of time and with the common methods of business psychology. They can present and discuss the essential content of their thesis in an oral presentation of approx. 30 minutes.

#### Competences:

The students have a deepened professional competence in relation to questions concerning their specific topic. The students' analytical competence has been developed through intensive work with empirical evaluation methods. Their methodological competences are further developed by dealing with their chosen methods of results and evaluation. Their social and communicative competences are strengthened by the presentation and discussion in the colloquium.

### **Workload:**

ECTS: 15

SWS: 2

Contact studies: 30h

Project work: 420h

**Total workload: 450h**

**Module contents:**

Bachelor thesis

Colloquium

Insights into research practice

**Lecturer(s):**

The Bachelor thesis is assessed by two supervisors. One of the supervisors must be a full-time professor at the University of Applied Sciences or a lecturer appointed by a professor of the Business Studies Department.

The second supervisor can be a professor or lecturer in the field of study or a company representative.

**Module offer:**

Compulsory/elective: Compulsory

Semester: 6th semester

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: at least 75 CP from the modules of the focus phase

Applicability of the module: This module can only be used in the Bachelor's degree programme in Business Psychology.

**Form of examination and weighting:**

Form of examination: Project work

Weighting: The grade flows with a weighting of 16% in the final grade

## 6041 Bachelor thesis

For module: 6040 Thesis

Person(s) responsible for the module: Prof. Dr. Thomas Bäumer

### Qualification goals:

Knowledge:

After successful participation in this course, students know the specialist literature on their chosen topic. They know the scientific standards and guidelines for writing a thesis.

Skills:

Students can independently process and document facts according to scientific standards in a limited amount of time and with the common methods of business psychology.

Competences:

The students have a deepened professional competence in relation to questions concerning their specific topic. The students' analytical competence has been developed through intensive work with empirical evaluation methods. Their methodological competences are further developed by dealing with their chosen methods of results and evaluation.

### Workload:

ECTS: 12

SWS: 0

Contact study: 0h

Project work: 360h

**Total workload: 360h**

**Table of contents:**

In this course, students independently develop a scientific question, conduct a study on it, evaluate it and document the results.

Learning content:

- Topics and tasks from the field of business psychology are worked out independently in the style of a scientific empirical paper.
- The Bachelor's thesis may also take the form of a group work if the contribution of the individual students to be assessed as an examination performance is clearly distinguishable and assessable on the basis of objective criteria that enable a clear delimitation.
- Students may express topic preferences. There is no entitlement to consideration of the topic requests.

**Lecturer(s):**

Professors or lecturers appointed by the degree programme at HFT Stuttgart as first supervisors

**Bibliography:****Main literature:**

Publication manual of the American Psychological Association. The official guide to APA style. (2020) (Seventh edition). Washington DC: American Psychological Association.

Ascheron. (2019). Scientific publishing and presentation: Berlin, Heidelberg: Springer.

Berger-Grabner, D. (2016). Scientific work in economics and social sciences. Helpful tips and practical examples (3rd, updated and expanded edition). Wiesbaden: Springer Gabler

Ebster, C. & Stalzer, L. (2017). Wissenschaftliches Arbeiten für Wirtschafts- und Sozialwissenschaftler (UTB, Vol. 2471). Stuttgart, Wien: UTB; Facultas.

Heesen, B. (2021). Scientific work. Methodological knowledge for economists, engineers and social scientists. Berlin, Heidelberg: Springer Gabler.

Samac, K., Prenner, M. & Schwetz, H. (2014). The bachelor thesis at university and university of applied sciences. A teaching and learning book on the design of scientific papers (3rd edition). Vienna: facultas.wuv.

Specific technical literature is recommended by the supervising lecturer depending on the topic and researched independently by the students. It includes textbooks, reference books and current journal articles.

**Course offer:**

Semester: Semester 6

Frequency: winter and summer semester

Type of event: Project work

Admission requirements: 75 CPs from the core phase

Language: German or English

Didactic aids: -

**Form of examination and weighting:**

Form of examination: Project work

Examination prerequisite for: -

Weighting: The grade is included in the final grade with a weight of 16%.

## 6043 Colloquium

For module: 6040 Thesis

Person(s) responsible for the module: Prof. Dr. Thomas Bäumer

### Qualification goals:

Knowledge:

After successful participation in this course, students know the specialist literature on their chosen topic. They know the scientific standards and guidelines for presenting a thesis.

Skills:

The students can present the essential content of their scientific thesis in an oral presentation of approx. 30 minutes. They have the ability to discuss a scientific paper in a discussion from a technical and methodological point of view.

Competences:

The students have a deepened professional competence in relation to questions concerning their specific topic. The students' analytical competence has been developed through intensive work with empirical evaluation methods. Their methodological competences are further developed by dealing with their chosen methods of results and evaluation. Their social and communicative competences are strengthened through the presentation and discussion in the course.

### Workload:

ECTS: 2

SWS: 2

Contact studies: 30h

Project work: 30h

**Total workload: 60h**



**Table of contents:**

During this event, students present and discuss their final thesis in front of their supervisors and, if applicable, their fellow students.

Learning content:

Preparation and presentation of the procedure and the results of the final thesis

**Lecturer(s):**

Professors or lecturers appointed by the degree programme at HFT Stuttgart as first supervisors

**Course offer:**

Semester: 6th semester

Frequency: winter and summer semester

Type of event: Seminar

Access requirements: Admission to the thesis

Language: German or English

Didactic aids: -

**Form of examination and weighting:**

Form of examination: Student research project (ungraded)

Examination prerequisite for: -

Weighting: not included in the final grade

**Bibliography:****Main literature:**

Ascheron. (2019). Scientific publishing and presentation: Berlin, Heidelberg: Springer.

Hey, B. (2019). Presenting in science and research (2nd, revised edition). Berlin: Springer Gabler.

Schulenburg, N. (2018). Presenting excellently. The psychology of successful idea communication - tools and techniques for outstanding presentations. Wiesbaden: Springer Gabler.

Seifert, J. W. (2018). Visualising, Presenting, Moderating (40th ed.). Offenbach: GABAL.

## 6043 Insights into research practice

For module: 6040 Thesis

Person(s) responsible for the module: Prof. Dr. Thomas Bäumer

### Qualification goals:

Knowledge:

Students gain a basic understanding of how to set up and conduct a variety of business psychology experiments and studies within diverse research projects.

Skills:

Students will be able to assess the effect of different research designs on subjects and transfer this experiential knowledge to design their own research projects.

Competences:

After successful participation in this course, students have gained methodological competence in issues of business psychology research and different research methods.

### Workload:

ECTS: 1

SWS: 0

Contact study: 0h

Project work: 30h

**Total workload: 30h**

**Table of contents:**

Learning content:

Students participate in different studies (e.g. experiments, surveys), thus gaining access to different research topics and gaining routine in research methods. The students complete a total of 30 subject hours.

**Lecturer(s):**

Prof. Dr Thomas Bäumer

**Course offer:**

Semester: 6th semester

Frequency: winter and summer semester

Type of event: Project work

Access requirements: -

Language: German

Didactic aids: -

**Form of examination and weighting:**

Form of examination: Student research project (ungraded)

Examination prerequisite for: -

Weighting: not included in the final grade

**Bibliography:****Main literature:**

Döring, N. & Bortz, J. (2016). Research methods and evaluation in the social and human sciences (5th ed.). Berlin: Springer.

Bröder, A. (2011). Design of experiments and experimental practical. Göttingen: Hogrefe.

**Further reading:**

Bittrich, K. & Blankenberger, K. (2011). Experimental psychology: Planning, realising, presenting experiments. Weinheim: Beltz.

Bühner, M. (2010). Introduction to test and questionnaire construction (3rd ed.). Munich: Pearson Studium.

Fink, A. (2017). How to conduct surveys. A step-by-step guide (6th ed.). Los Angeles: SAGE.

Fisseni, H.-J. (2004). Textbook of psychological diagnostics. With notes on intervention (3rd ed.). Göttingen: Hogrefe.

Huber, O. (2013). The psychological experiment: an introduction (6th ed.). Bern: Huber.

Kanning, U. P. & Holling, H. (2002). Handbook of personnel diagnostic instruments. Göttingen: Hogrefe.

Porst, R. (2014). Questionnaire: A workbook (4th ed.). Wiesbaden: Springer.

## **Study Course Bachelor Business Psychology Plus**

### **Qualification goals:**

The Bachelor Plus degree course with an extension phase (7th semester) serves as an in-depth qualification for a three-semester Master's degree course with an additional 30 ECTS.

#### Skills:

Students should individually acquire additional subject competences within the framework of a Bachelor's degree programme with a total of 210 ECTS, depending on the Master's degree programme they are aiming for.

#### Competences:

Students acquire interdisciplinary and transdisciplinary competences.

### **Modules:**

Current Topics in Business Psychology III

Current Topics in Business Psychology IV

Interdisciplinary project

Business Skills

Transfer project

### **Workload:**

ECTS: 30

## **Module: 7010 Current Topics in Business Psychology III**

**Module responsible(s): Prof. Dr. Patrick Planing**

### **Qualification goals:**

Knowledge:

After successful completion of the module, students know current application fields of business psychology research and practice and have acquired subject-specific knowledge from a current application case.

Skills:

The students can apply approaches and methods of business psychology to current topics and work on them independently. Furthermore, they can present these approaches and methods convincingly to the target group(s).

Competences:

The students deepen their professional competence in a selected area of business psychology. In particular, they acquire further methodological competences and transfer competence.

### **Module contents:**

Current Topics in Business Psychology III

### **Workload:**

ECTS: 5

SWS: 4

Contact studies: 60h

Self-study: 90h

**Total workload: 150h**

### **Module offer:**

Compulsory/elective: Compulsory elective

Semester: 7th semester

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: Admission to the Bachelor Plus course

Applicability of the module: This module can only be used in the Bachelor's degree programme in Business Psychology.

**Lecturer(s):**

Prof. Dr Katrin Allmendinger  
Prof. Dr Thomas Bäumer  
Prof. Dr. Uta Bronner  
Prof. Dr Roland Erben  
Prof. Dr Stephanie Huber  
Prof. Dr Patrick Müller  
Prof. Dr Patrick Planing

**Form of examination and weighting:**

Type of examination: Written examination 90 minutes / graded written assignment / presentation

Weighting: The grade flows with a weighting of of 4% in the final grade

## **7011 Current Topics in Business Psychology III**

**For module: 7010 Current Topics in Business Psychology III**

**Module responsible(s): Prof. Dr. Patrick Planing**

### **Qualification goals:**

Knowledge:

After successful completion of the module, students know current application fields of business psychology research and practice and have acquired subject-specific knowledge from a current application case.

Skills:

The students can apply approaches and methods of business psychology to current topics and work on them independently. Furthermore, they can present these approaches and methods convincingly to the target group(s).

Competences:

The students deepen their professional competence in a selected area of business psychology. In particular, they acquire further methodological competences and transfer competence.

### **Workload:**

ECTS: 5

SWS: 4

Contact studies: 60h

Self-study: 90h

**Total workload: 150h**

**Table of contents:**

Students can apply their acquired skills and competences in a current topic area of business psychology (e.g. big data, people analytics, simulations in market research, influencer marketing, agility in teams and organisations). The knowledge gained is practically applied and deepened using case studies and exercises as examples.

Learning content:

- Foundations of a specialist discipline within business psychology
- Application of business psychology methods to one or more specialist topics from practice or research
- Case studies and current applications.

**Lecturer(s):**

Prof. Dr Katrin Allmendinger  
Prof. Dr Thomas Bäumer  
Prof. Dr. Uta Bronner  
Prof. Dr Roland Erben  
Prof. Dr Stephanie Huber  
Prof. Dr Patrick Müller  
Prof. Dr Patrick Planing

**Bibliography:****Main literature:**

Selected specialist literature on the respective subject area.

To be determined by the lecturers in advance.

**Course offer:**

Semester: 7th semester

Frequency: winter and summer semester

Type of event: Lecture

Admission requirements: Admission to the Bachelor Plus course

Language: German

Didactic aids: Lecture notes, case studies, role-plays

**Form of examination and weighting:**

Type of examination: Written examination 90 minutes / graded written assignment / presentation

Examination prerequisite for: -

Weighting: The grade is included in the final grade with a weight of 4%.



## **Module: 7020 Current Topics in Business Psychology IV**

**Module responsible(s): Prof. Dr. Patrick Planing**

### **Qualification goals:**

Knowledge:

After successful completion of the module, students know current application fields of business psychology research and practice and have acquired subject-specific knowledge from a current application case.

Skills:

The students can apply approaches and methods of business psychology to current topics and work on them independently. Furthermore, they can present these approaches and methods convincingly to the target group(s).

Competences:

The students deepen their professional competence in a selected area of business psychology. In particular, they acquire further methodological competences and transfer competence.

### **Module contents:**

Current Topics in Business Psychology IV

### **Workload:**

ECTS: 5

SWS: 4

Contact studies: 60h

Self-study: 90h

**Total workload: 150h**

### **Module offer:**

Compulsory/elective: Compulsory elective

Semester: 7th semester

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: Admission to the Bachelor Plus course

Applicability of the module: This module can only be used in the Bachelor's degree programme in Business Psychology.

**Lecturer(s):**

Prof. Dr Katrin Allmendinger  
Prof. Dr Thomas Bäumer  
Prof. Dr. Uta Bronner  
Prof. Dr Roland Erben  
Prof. Dr Stephanie Huber  
Prof. Dr Patrick Müller  
Prof. Dr Patrick Planing

**Form of examination and weighting:**

Type of examination: Written examination 90 minutes / graded written assignment / presentation

Weighting: The grade flows with a weighting of 4% in the final grade

## **7021 Current Topics in Business Psychology IV**

**For module: 7020 Current Topics in Business Psychology IV**

**Module responsible(s): Prof. Dr. Patrick Planing**

### **Qualification goals:**

Knowledge:

After successful completion of the module, students know current application fields of business psychology research and practice and have acquired subject-specific knowledge from a current application case.

Skills:

The students can apply approaches and methods of business psychology to current topics and work on them independently. Furthermore, they can present these approaches and methods convincingly to the target group(s).

Competences:

The students deepen their professional competence in a selected area of business psychology. In particular, they acquire further methodological competences and transfer competence.

### **Workload:**

ECTS: 5

SWS: 4

Contact studies: 60h

Self-study: 90h

**Total workload: 150h**

**Table of contents:**

Students can apply their acquired skills and competences in a current topic area of business psychology (e.g. big data, people analytics, simulations in market research, influencer marketing, agility in teams and organisations). The knowledge gained is practically applied and deepened using case studies and exercises as examples.

Learning content:

- Fundamentals of a specialist discipline within business psychology
- Application of business psychology methods to one or more specialist topics from practice or research
- Case studies and current applications.

**Lecturer(s):**

Prof. Dr Katrin Allmendinger  
Prof. Dr Thomas Bäumer  
Prof. Dr. Uta Bronner  
Prof. Dr Roland Erben  
Prof. Dr Stephanie Huber  
Prof. Dr Patrick Müller  
Prof. Dr Patrick Planing

**Bibliography:****Main literature:**

Selected specialist literature on the respective subject area.

To be determined by the lecturers in advance.

**Course offer:**

Semester: 7th semester

Frequency: winter and summer semester

Type of event: Lecture

Admission requirements: Admission to the Bachelor Plus course

Language: German

Didactic aids: Lecture notes, case studies, role plays

**Form of examination and weighting:**

Type of examination: Written examination 90 minutes / graded written assignment / presentation

Examination prerequisite for: -

Weighting: The grade is included in the final grade with a weight of 4%.

## **Module: 7030 Interdisciplinary project**

**Module responsible(s): Prof. Dr. Patrick Müller**

### **Qualification goals:**

Knowledge:

Upon successful completion of the module, students will have engaged in detail with a relevant interdisciplinary topic related to business psychology in a practical context as part of their project and received feedback on the solution developed.

Skills:

By working on an interdisciplinary project, the students have gained further experience in project and team management.

Competences:

The students deepen their business psychology expertise in relation to an area of application. In addition, through the interdisciplinary project work, they acquire extended methodological competences for the counselling process and acquire additional social competences in dealing with the team and with clients.

### **Module contents:**

Interdisciplinary project

### **Workload:**

ECTS: 8

SWS: 4

Contact studies: 60h

Self-study: 180h

**Total workload: 240h**

### **Module offer:**

Compulsory/elective: Compulsory elective

Semester: 7th semester

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: Admission to the Bachelor Plus course

Applicability of the module: This module can only be used in the Bachelor's degree programme in Business Psychology.

**Lecturer(s):**

Prof. Dr Katrin Allmendinger

Prof. Dr Thomas Bäumer

Prof. Dr. Uta Bronner

Prof. Dr Roland Erben

Prof. Dr Stephanie Huber

Prof. Dr Patrick Müller

Prof. Dr Patrick Planing

**Form of examination and weighting:**

Form of examination: Project work

Weighting: The grade flows with a weighting of of 4% in the final grade

## 7031 Interdisciplinary project

To module: 7030 Interdisciplinary project

Person(s) responsible for the module: Prof. Dr. Patrick Müller

### Qualification goals:

Knowledge:

Upon successful completion of the module, students will have engaged in detail with a relevant interdisciplinary topic related to business psychology in a practical context as part of their project and received feedback on the solution developed.

Skills:

By working on an interdisciplinary project, the students have gained further experience in project and team management.

Competences:

The students deepen their business psychology expertise in relation to an area of application. In addition, through the interdisciplinary project work, they acquire extended methodological competences for the counselling process and acquire additional social competences in dealing with the team and with clients.

### Workload:

ECTS: 8

SWS: 4

Contact studies: 60h

Self-study: 180h

**Total workload: 240h**

**Table of contents:**

The students work on an interdisciplinary project for a client in a business enterprise, in research institutes or at the university. The work usually takes place in groups of up to ten people during the semester. The projects are acquired or provided by the university's teaching staff. The students' task is to independently organise and work on the project task under the guidance of the supervising lecturer. It includes clarifying the assignment, submitting the interim project status, a project report and presenting the results (usually directly to the client). In addition, the results are presented at the university.

**Lecturer(s):**

Prof. Dr Katrin Allmendinger

Prof. Dr Thomas Bäumer

Prof. Dr. Uta Bronner

Prof. Dr Roland Erben

Prof. Dr Stephanie Huber

Prof. Dr Patrick Müller

Prof. Dr Patrick Planing

**Bibliography:****Main literature:**

Specialist literature is recommended by the supervising lecturer depending on the topic and researched independently by the students. It includes textbooks, reference books and current journal articles.

**Course offer:**

Semester: 7th semester

Frequency: winter and summer semester

Type of event: Project

Admission requirements: Admission to the Bachelor Plus course

Language: German

Didactic aids: Survey literature

**Form of examination and weighting:**

Form of examination: Project work

Examination prerequisite for: -

Weighting: The grade is included in the final grade with a weight of 4%.



## **Module: 7040 Business Skills**

**Module responsible(s): Prof. Dr. Stephanie Huber**

### **Qualification goals:**

Knowledge:

After successful completion of the module, students are familiar with further interdisciplinary approaches to support positive social dynamics in the work context and to reduce negative ones. They are also able to classify the effects of their own behaviour.

Skills:

After successful participation in this module, students will have expanded their repertoire of actions in relation to socially challenging work situations (including cooperation in heterogeneous work groups, intercultural cooperation, conducting conflictual discussions).

Competences:

The students have expanded their social, self and/or methodological competence through application-oriented exercises, reflection and feedback units.

### **Module contents:**

Business Skills

### **Workload:**

ECTS: 4

SWS: 2

Contact studies: 30h

Self-study: 90h

**Total workload: 120h**

### **Module offer:**

Compulsory/elective: Compulsory elective

Semester: 7th semester

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: Admission to the Bachelor Plus course

Applicability of the module: This module can only be used in the Bachelor's degree programme in Business Psychology.

**Lecturer(s):**

N. N.

**Form of examination and weighting:**

Form of examination: ungraded project work

Weighting: The grade is not included in the final grade.

## **7041 Business Skills**

**To module: 7040 Business Skills**

**Module responsible(s): Prof. Dr. Stephanie Huber**

### **Qualification goals:**

Knowledge:

After successful completion of the module, students are familiar with further interdisciplinary approaches to support positive social dynamics in the work context and to reduce negative ones. They are also able to classify the effects of their own behaviour.

Skills:

After successful participation in this module, the students have expanded their repertoire of actions with regard to socially challenging work situations (including cooperation in heterogeneous work groups, intercultural cooperation, conducting conflictual discussions).

Competences:

The students have expanded their social, self and/or methodological competence through application-oriented exercises, reflection and feedback units.

### **Workload:**

ECTS: 4

SWS: 2

Contact studies: 30h

Self-study: 90h

**Total workload: 120h**

**Table of contents:**

This course focuses on a method from the area of social or personal skills. Depending on the needs of the students, which have become apparent in the previous semesters, as well as current developments in the business-relevant training area, the focus of the topic varies per course.

Learning content (typical topics):

- Cooperation in heterogeneous working groups
- Intercultural cooperation
- Workshop moderation and leadership
- Conflict clarification and moderation
- Service Learning
- 

**Lecturer(s):**

N. N.

**Bibliography:**

Will be adapted to the respective topic - here as an example for 2 topics

**Intercultural cooperation****Main literature:**

Hofstede, G., Hofstede, G. J. & Minkov, M. (2017). *Thinking locally, acting globally*: Intercultural cooperation and global management. Munich: C. H. Beck.

Thomas, A., Kinast, E.-U. & Scholl-Machl, S. (2005). *Handbook of intercultural communication and cooperation* (Volumes 1 and 2). Göttingen: Vandenhoeck & Ruprecht.

**Conflict clarification and moderation****Main literature:**

Fisher, R., Ury, W. & Patton, B. (2015). *The Harvard Concept. Negotiate appropriately - negotiate successfully*. Frankfurt: Campus.

Glasl, F. (2013). *Conflict management. A handbook for leaders, counsellors and advisors*. Bern: Freies Geistesleben.

**Course offer:**

Semester: 7th semester

Frequency: winter and summer semester

Type of event: Seminar

Admission requirements: Admission to the Bachelor Plus course

Language: German

Didactic aids: Lecture notes, case studies, role-plays

**Form of examination and weighting:**

Form of examination: ungraded project work

Examination prerequisite for: -

Weighting: The grade is not included in the final grade.

## **Module: 7050 Transfer project**

**Person(s) responsible for the module: Prof. Dr. Thomas Bäumer**

### **Qualification goals:**

Knowledge:

After successful participation in this course, students know the importance and different formats of transfer projects in order to transfer findings from science to society.

Skills:

Students are able to select suitable formats and implement them on a project-by-project basis in order to transfer findings from research in business psychology to society.

Competences:

Students build communication competence in the , both in general and specific to the field of science transfer.

### **Module contents:**

Business Psychology Transfer Project

### **Workload:**

ECTS: 8

SWS: 4

Contact studies: 60h

Self-study: 180h

**Total workload: 240h**

### **Module offer:**

Compulsory/elective: Compulsory elective

Semester: 7th semester

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: Admission to the Bachelor Plus course

Applicability of the module: This module can only be used in the Bachelor's degree programme in Business Psychology.

**Lecturer(s):**

Prof. Dr Katrin Allmendinger

Prof. Dr Thomas Bäumer

Prof. Dr. Uta Bronner

Prof. Dr Roland Erben

Prof. Dr Stephanie Huber

Prof. Dr Patrick Müller

Prof. Dr Patrick Planing

**Form of examination and weighting:**

Form of examination: graded written seminar paper

Weighting: The grade flows with a weighting of of 4% in the final grade

## 7051 Transfer Project

For module: 7050 Transfer project

Person(s) responsible for the module: Prof. Dr. Thomas Bäumer

### Qualification goals:

Knowledge:

After successful participation in this course, students know the importance and different formats of transfer projects in order to transfer findings from science to society.

Skills:

Students are able to select suitable formats and implement them on a project-by-project basis in order to transfer findings from research in business psychology to society.

Competences:

Students build communication competence in the , both in general and specific to the field of science transfer.

### Workload:

ECTS: 8

SWS: 4

Contact studies: 60h

Self-study: 180h

**Total workload: 240h**

### Table of contents:

Students know the importance of transfer in the research enterprise and are familiar with the different forms of knowledge transfer (e.g. public events or exhibitions, public platforms, publications, lectures). They know the challenges and the added value of transfer between science and society.

A transfer project is planned, carried out and subsequently documented and reflected upon or evaluated for a topic area defined together with a supervising professor.

### Course offer:

Semester: 7th semester

Frequency: winter and summer semester

Type of event: Lecture

Admission requirements: Admission to the Bachelor Plus course

Language: German

Didactic aids: Specialist literature

**Lecturer(s):**

Prof. Dr Katrin Allmendinger

Prof. Dr Thomas Bäumer

Prof. Dr. Uta Bronner

Prof. Dr Roland Erben

Prof. Dr Stephanie Huber

Prof. Dr Patrick Müller

Prof. Dr Patrick Planing

**Form of examination and weighting:**

Form of examination: graded written seminar paper

Examination prerequisite for: -

Weighting: The grade is included in the final grade with a weight of 4%.

**Bibliography:****Main literature:**

Hahn, V. (2020). The sovereign expert - 77 tips for verbal science communication (1st ed. 2020). Berlin, Heidelberg: Springer.

Henke, J., Pasternack, P. & Schmid, S. (2017). Mission, the third. Diversity beyond higher education research and teaching: The concept and communication of third mission (Higher Education and Science Research Halle-Wittenberg). Berlin: BWV Berliner Wissenschafts-Verlag.

Schnurr, J. & Mäder, A. (2020). Science and society: a trusting dialogue. Positions and perspectives in science communication today (non-fiction). Berlin: Springer.

Vohland, K., Land-zandstra, A., Ceccaroni, L., Lemmens, R., Perelló, J. & Ponti, M. (2021). The Science of Citizen Science (1st ed. 2021). Cham: Springer.

Weitze, M.-D. & Heckl, W. M. (2016). Science communication - key ideas, actors, case studies (1st ed. 2016). Berlin, Heidelberg: Springer Spektrum.

[www.wissenschaftskommunikation.de](http://www.wissenschaftskommunikation.de)



## **Study course Bachelor Business Psychology International**

### **Qualification goals:**

The Bachelor of Business Psychology International course enables students to study at a foreign partner university for two semesters in an extension phase (7th and 8th semester).

### **Skills:**

Students can continue with their chosen major and/or choose additional specialisation subjects that sharpen their qualification profile with regard to further professional or academic careers.

### **Competences:**

The students have developed their personality by getting to know another country and culture and have gained additional professional and intercultural qualifications, which makes them particularly qualified for the international job market and globally operating companies.

### **Modules:**

Module I Abroad  
Module II Abroad

### **Workload:**

ECTS: 60

**Module: 7060 Abroad module I**

**Module responsible(s): Prof. Dr. Patrick Planing**

**Qualification goals:**

Knowledge:

After successful completion of the module, students have in-depth knowledge of the tasks, content and significance of various functions relevant to business psychology in different cultural contexts and can apply these in national and international companies and markets.

Skills:

The students deepen their insight into contexts relevant to business psychology in national and international companies and markets, can evaluate the tasks, content and significance of various functions relevant to business psychology and are able to apply them in companies and markets.

Competences:

Students have mastered basic techniques and instruments of various functions relevant to business psychology in companies and markets. They have acquired advanced foreign language skills in the subject context, as well as knowledge of the country and culture.

**Workload:**

ECTS: 30

SWS: depending on the modules chosen at the host partner university

Contact studies: depending on the modules chosen at the host partner university

Self-study: depending on the modules chosen at the host partner university

**Total workload: 900h**

**Table of contents:**

Learning content:

- Courses at foreign partner universities in areas relevant to business psychology
- Subject-specific complementary cultural and regional lectures
- Continuous language training combined with the opportunity to intensively apply and continuously improve language skills in practice.

**Lecturer(s):**

Lecturers from the respective partner universities

**Bibliography:****Main literature:**

According to the module descriptions of the respective host partner universities.

**Further reading:**

According to the module descriptions of the respective host partner universities.

**Course offer:**

Semester: 7th semester

Frequency: winter and summer semester

Type of event: depending on the modules chosen at the host partner university

Admission requirements: Admission to the Bachelor of Business Psychology International programme

Language: depending on the chosen partner university

Didactic aids: scripts, guidelines and literature references of the respective host partner university

Applicability of the module: This module can only be used in the Bachelor's degree programme in Business Psychology.

**Form of examination and weighting:**

Form of examination: depending on the modules chosen at the host partner university

Examination prerequisite for: -

Weighting: The grade is included in the final grade with a weight of 8%.

**Module: 8010 Abroad module II**

**Re: Bachelor of Business Psychology International course of study**

**Module responsible(s): Prof. Dr. Patrick Planing**

**Qualification goals:**

Knowledge:

After successful completion of the module, students have in-depth knowledge of the tasks, content and significance of various functions relevant to business psychology in different cultural contexts and can apply these in national and international companies and markets.

Skills:

The students deepen their insight into contexts relevant to business psychology in national and international companies and markets, can evaluate the tasks, content and significance of various functions relevant to business psychology and are able to apply them in companies and markets.

Competences:

Students have mastered basic techniques and instruments of various functions relevant to business psychology in companies and markets. They have acquired advanced foreign language skills in the subject context, as well as knowledge of the country and culture.

**Workload:**

ECTS: 30

SWS: depending on the modules chosen at the host partner university

Contact studies: depending on the modules chosen at the host partner university

Self-study: depending on the modules chosen at the host partner university

**Total workload: 900h**

**Table of contents:**

Learning content:

- Courses at foreign partner universities in areas relevant to business psychology
- Subject-specific complementary cultural and regional lectures
- Continuous language training combined with the opportunity to intensively apply and continuously improve language skills in practice.

**Lecturer(s):**

Lecturers from the respective partner universities

**Bibliography:****Main literature:**

According to the module descriptions of the respective host partner universities.

**Further reading:**

According to the module descriptions of the respective host partner universities.

**Course offer:**

Semester: Semester 8

Frequency: winter and summer semester

Type of event: depending on the modules chosen at the host partner university

Admission requirements: Admission to the Bachelor of Business Psychology International programme

Language: depending on the chosen partner university

Didactic aids: scripts, guidelines and literature references of the respective host partner university

Applicability of the module: This module can only be used in the Bachelor's degree programme in Business Psychology.

**Form of examination and weighting:**

Form of examination: depending on the modules chosen at the host partner university

Examination prerequisite for: -

Weighting: The grade is included in the final grade with a weight of 8%.