

Module manual

Bachelor Business Psychology

Status: summer semester 2023

Table of contents

Module: 8001 Fundamentals of Economics and Psychology	1
1011 Economics.....	3
1012 People and organization	5
1013 Fundamentals of Psychology.....	7
Module: 8002 General and Biological Psychology	9
1021 General and Biological Psychology	11
Module: 8003 Statistics 1.....	13
1031 Statistics 1	15
Module: 8004 Accounting and Financial Management I	18
1041 Accounting and reporting	20
1042 Financial mathematics	23
Module: 8005 Lean Management	25
1051 Lean Production.....	27
1052 Logistics management.....	29
Module: 8006 Scientific Competences	31
1061 Scientific work.....	33
1062 Key qualification 1.....	37
2062 Design of experiments	40
Module: 8007 Fundamentals of Law	42
2071 Commercial law	44
2072 Labour law	46
Module: 8008 Accounting and Financial Management II.....	48
2081 Cost and performance accounting.....	50
2082 Investment and financing.....	52
Module: 8009 Marketing and Sales.....	54
2091 Marketing and distribution.....	56
Module: 8010 Personnel and Organization.....	58
2101 Personnel and organization	60
Module: 8011 Statistics 2.....	62
2111 Statistics 2	64
Module: 9001 Diagnostics	67
3011 Differential Psychology.....	69
3012 Psychological Diagnostics	71
Module: 9002 Controlling	73
3021 Controlling.....	75
Module: 9003 Social Psychology.....	77
3031 Social Psychology.....	79
Module: 9004 Methodological Competences I.....	82

3041 Empirical research	84
3042 Project management.....	87
Module: 9005 Industrial and Organizational Psychology	89
4051 Occupational and organizational psychology	91
Module: 9006 Methodological competencies 2	93
4061 Evaluation	95
4062 Questionnaire and test construction	97
Module: 9007 Interdisciplinary competencies	100
4071 Key qualification 2.....	102
5072 Research projects.....	104
Module: 9008 Focus HRM Part 1 - Personnel Selection	106
3081 Personnel selection	108
Module: 9009 Focus HRM Part 2 - Personnel Development.....	110
4091 Personnel development	113
Module: 9010 Focus HRM Part 3 - Performance Management.....	116
6101Performance management	118
Module: 9011 Focus Market Research/Marketing Part 1 - Market Research Basics	121
3111 Market research Basics.....	123
Module: 9012 Focus Market Research/Marketing Part 2 - Market Research Application.....	126
4121 Market research Application	128
Module: 9013 Focus Market Research/Marketing Part 3 - Market and Consumer Psychology	132
6131 Market and consumer psychology	134
Module: 9014 Focus Consulting Part 1 - Team and Organizational Development.....	137
3141 Team and organizational development	139
Module: 9015 Focus Consulting Part 2 - Business oriented Consulting	142
4151 Business management consulting	144
Module: 9016 Focus Consulting Part 3 - Psychological Consulting	146
6161 Psychological Consulting.....	148
Module: 9017 Business Psychology Project	150
4171 Economic psychology project	152
Module: 9018 BPS	154
5181 BPS (48 days internship)	156
5182 BPS (48 days internship)	158
5183 Accompanying event.....	160
Module: 9019 Corporate Governance.....	162
6191 Corporate governance	164
Module: 9020 Thesis	166
6201 Bachelor thesis	168

6202 Colloquium 170



Module: 8001 Fundamentals of Economics and Psychology

Module manager: Prof. Dr. Stephanie Huber

Qualification goals:

Knowledge:

After a successful completion of the module, students will be familiar with relevant terms and theoretical concepts from business administration, economics and psychology.

Skills:

Students are able to understand and analyse fundamental business and economic relationships as well as fundamental phenomena of psychological experience and behaviour.

Competences:

After the course, the students have the competence to work on and solve business and economic problems and problem areas. They are also able to look at them from a psychological perspective.

Workload:

ECTS: 7

SWS: 6

Contact study: 90h

Self study: 120h

Total workload: 210h

Module contents:

1011 Economics

1012 People and organization

1013 Fundamentals of Psychology

Module offer:

Mandatory/elective duty: Mandatory

Semester: 1st semester

Turn: winter and summer semester

Duration of the module: 1 semester

Access requirements: none

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

Lecturer:

Matthias Viteritti

Bernhard Hübner

Ingrid Fitterer

Form of examination and weighting:

Type of examination: online written examination
60 minutes and ungraded student research
project

Weighting: The grade flows with a weight
of 1% in the final score.

1011 Economics

About Module: 8001 Fundamentals of Economics and Psychology

Module manager: Prof. Dr. Stephanie Huber

Qualification goals:

Knowledge:

After a successful participation in this course, students will know how markets work. You are familiar with macroeconomic contexts and understand the fundamentals of economic policy.

Skills:

The students are able to understand the complexity of economic decisions and to explain and differentiate relevant terminologies.

Competences:

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

Workload:

ECTS: 3

SWS: 2

Contact study: 30h

Self study: 60h

Total workload: 90h

Table of contents:

Learning content:

- Basic concepts of economic activity
- economic systems
- Microeconomics
 - market concept
 - household demand for goods
 - goods offered by the company
 - market forms
 - Open versus closed markets
 - Maximum and minimum prices
- Macroeconomics
 - The economic process as a cycle
 - National accounts
 - The macroeconomic paradigms
 - The open economy
- Fundamentals of economic policy
 - Justification of economic policy interventions in the market economy process
 - Economic policy objectives
 - Economic policy means and target-means systems
 - economic policy makers

Lecturer:

Bernhard Hübner

Course offer:

Semester: 1st semester

Turn: Winter and summer semester

Type of event: Lecture

Access requirements: none

Language: German

Didactic aids: Script

Form of examination and weighting:

Type of examination: online written examination
60 minutes

Preliminary examination for: -

Weighting: The grade flows with a weight
of 1% in the final score.

Bibliography:

Main literature:

Bofinger, P. (2015). *Fundamentals of economics*. Munich: Pearson studies.

Mankiw, N. G., Taylor, M. P. et al. (2018). *Fundamentals of Economics* (7th ed.). Stuttgart: Schäffer-Poeschel.

Further literature:

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

1012 People and organization

About Module: 8001 Fundamentals of Economics and Psychology

Module manager: Prof. Dr. Stephanie Huber

Qualification goals:

Knowledge:

After a successful participation in this course, students will be familiar with relevant terms and concepts in business administration. They know the basics of successful corporate management and can describe alternative legal forms and differentiate between different typologies of companies.

Skills:

After the course, the students will be able to reflect and differentiate basic business terms. You have understood the specifics of business management.

Competences:

After the course the students have the competence to work on and solve business management problems and problem areas.

Workload:

ECTS: 2

SWS: 2

Contact study: 30h

Self study: 30h

Total workload: 60h

Table of contents:

In this course the students get to know the basics of business management and corporate management and get an impression of constitutive decisions in a business context.

Learning content:

- Basic terms and concepts of business administration:
 - Economies, economic principle
 - Requirements, needs
 - Goods
 - Markets, pricing, stakeholders
- Management of companies:
 - Target systems and enterprise development
 - Control via key figures
 - Decision Theory
- Constitutive decisions:
 - Site decisions
 - Legal form decisions
 - Inter-company cooperation

Course offer:

Semester: 1st semester

Turn: Winter and summer semester

Type of event: Seminar

Access requirements: none

Language: German

Didactic aids: Script

Lecturer:

Ingrid Fitterer

Form of examination and weighting:

Type of examination: Student research project (ungraded)

Preliminary examination for: 1011 Economics

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

Bibliography:

Main literature:

Schierenbeck, H. & Wöhle, C. B. (2016). *Fundamentals of Business Administration* (19th edition). Munich: De Gruyter Oldenbourg.

Vahs, D. & Schäfer-Kunz, J. (2015). *Introduction to Business Administration* (7th edition). Stuttgart: Schäffer Poeschel.

1013 Fundamentals of Psychology

About Module: 8001 Fundamentals of Economics and Psychology

Module manager: Prof. Dr. Stephanie Huber

Qualification goals:

Knowledge:

After a successful participation in this course, students will know basic phenomena of mental experience and behavior. The students have an overview of the essential basic and application areas of psychology as well as theoretical directions.

Skills:

Students can structure psychological contents and questions and assign them to subject areas.

Competences:

The students have acquired the competence to view questions from a psychological point of view.

Workload:

ECTS: 2

SWS: 2

Contact study: 30h

Self study: 30h

Total workload: 60h

Table of contents:

In this course students learn the basics of the phenomena of mental experience and behaviour. In addition, you will receive essential basic and applied areas of psychology as well as theoretical directions.

Learning content:

- Basic aspects of the mental system and clarification of the associated terms
- Methodical approach in dealing with psychological questions
- Most Important Theoretical Approaches in Scientific Psychology
- Overview of the fields of psychology and their connections
- Fields of activity of psychology and especially of business psychology

Lecturer:

Matthias Viteritti

Bibliography:

Main literature:

Nolting, H.-P. & Paulus, P. (2018). Learning psychology. An introduction and instruction (15th ed.). Weinheim: Beltz.

Further literature:

Gerrig, R. J. & Zimbardo, P. G. (2018). Psychology (21st ed.). Hallbergmoos: Pearson.

Huber, O. (2019). The psychological experiment: an introduction (7th ed.). Bern: Huber.

Myers, D. G. (2014). Psychology (3rd ed.). Heidelberg: Springer.

Robbins, S. P. & Judge, T. A. (2018). Organizational behavior (18th global edition). Boston: Pearson.

Course offer:

Semester: 1st semester

Turn: Winter and summer semester

Type of event: Seminar

Access requirements: none

Language: English

Didactic aids: script, worksheets, demonstrations

Form of examination and weighting:

Type of examination: Student research project (ungraded)

Preliminary examination for: 1011 Economics

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

Module: 8002 General and Biological Psychology

Module manager: Prof. Dr. Katrin Allmendinger

Qualification goals:

Knowledge:

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

Skills:

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

Competences:

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

Module contents:

1021 General and Biological Psychology

Workload:

ECTS: 5

SWS: 4

Contact study: 60h

Self study: 90h

Total workload: 150h

Module offer:

Mandatory/elective duty: Mandatory

Semester: 1st semester

Turn: winter and summer semester

Duration of the module: 1 semester

Access requirements: none

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

Lecturer:

Matthias Viteritti

Form of examination and weighting:

Type of examination: Graded written student research project

Weighting: The grade flows with a weight of 3% in the final score.

1021 General and Biological Psychology

About Module: 8002 General and Biological Psychology

Module manager: Prof. Dr. Katrin Allmendinger

Qualification goals:

Knowledge:

After successfully completing this course, students will know the basics and methods of General and Biological Psychology.

Skills:

Students will be able to interpret the results of empirical studies and apply the findings from general and biological psychology to questions of economic psychology.

Competences:

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

Workload:

ECTS: 5

SWS: 4

Contact study: 60h

Self study: 90h

Total workload: 150h

Table of contents:

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

Learning content:

- Introduction to the History and Methodology of General and Biological Psychology
- Neuroscience and Behaviour
- Perception: sensory organs
- Perception: organization and interpretation
- awareness
- learning
- remembrance
- thinking and language
- judging, deciding, problem solving
- motivation
- emotion
- Action planning and execution

Lecturer:

Matthias Viteritti

Bibliography:

Main literature:

Gerrig, R.J. & Zimbardo, P.G. (2008). *Psychology*. Munich: Pearson.

Myers, Dg. (2014). *Psychology*. Heidelberg: Springer.

Further literature:

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

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

Schandry, R. (2018). *Biological Psychology*. Weinheim: Beltz.

Course offer:

Semester: 1st semester

Turn: Winter and summer semester

Type of event: Lecture and Integrated Exercise

Access requirements: none

Language: German

Didactic aids: Script

Form of examination and weighting:

Type of examination: Graded written student research project

Preliminary examination for: -

Weighting: The grade flows with a weight of 3% in the final score.

Module: 8003 Statistics 1

Module manager: Prof. Dr. Patrick Planing

Qualification goals:

Knowledge:

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

Skills:

The students master appropriate methods for descriptive and inferential statistical evaluation for economic-psychological questions, which they can select and apply. You can prepare data from empirical surveys for evaluation and analyze it with software for statistical evaluations. In addition, they can interpret the results of statistical evaluations of an evaluation software.

Competences:

Students acquire quantitative methodological competence and are able to select, apply and interpret the appropriate methods for data collection and data analysis for selected business psychological questions.

Module contents:

1031 Statistics 1

Workload:

ECTS: 5

SWS: 4

Contact study: 60h

Self study: 90h

Total workload: 150h

Module offer:

Mandatory/elective duty: Mandatory

Semester: 1st semester

Turn: winter and summer semester

Duration of the module: 1 semester

Access requirements: none

Availability of the module: The content is continued in module 8011 "Statistics 2".

Lecturer:

Prof. Dr. Patrick Planing

Form of examination and weighting:

Type of examination: written examination 90 minutes

Weighting: The grade flows with a weight of 2% in the final score.

1031 Statistics 1

To module: 8003 Statistics 1

Module manager: Prof. Dr. Patrick Planing

Qualification goals:

Knowledge:

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

Skills:

The students master appropriate methods for descriptive and inferential statistical evaluation for economic-psychological questions, which they can select and apply. You can prepare data from empirical surveys for evaluation and analyze it with software for statistical evaluations. In addition, they can interpret the results of statistical evaluations of an evaluation software.

Competences:

Students acquire quantitative methodological competence and are able to select, apply and interpret the appropriate methods for data collection and data analysis for selected economic-psychological questions.

Workload:

ECTS: 5

SWS: 4

Contact study: 60h

Self study: 60h

Total workload: 120h

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 transfer them to questions of economic psychology. The knowledge gained is applied and deepened in practice using case studies and exercises as examples.

Learning content:

- Basic understanding of the need for statistics
- Descriptive statistics:
 - Frequency distributions, statistical characteristics, standardization
 - Correlation and linear regression
- Inferential statistics:
 - Population, Samples, Probability Theory
 - Parameter estimation (point and interval estimation)
 - Basics of testing hypotheses (hypothesis types, α and β errors)
 - Simple statistical tests for correlation (e.g. correlation, Chi²) and difference hypotheses (e.g. Wilcoxon) with a focus on tests for data with nominal or ordinal scale level
- Dealing with SPSS:
 - Definition of variables, data input, quality control
 - Data modification (e.g. recoding of variables / creation of indices)
 - Implementation of basic (descriptive and inferential statistical) data evaluation methods
 - Interpretation of data evaluation results

Lecturer:

Prof. Dr. Patrick Planing

Course offer:

Semester: 1st semester

Turn: Winter and summer semester

Type of event: Lecture and Integrated Exercise

Access requirements: none

Language: German

Didactic aids: Script

Form of examination and weighting:

Type of examination: written examination 90 minutes

Preliminary examination for: -

Weighting: The grade flows with a weight of 2% in the final score.

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 literature:

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: 8004 Accounting and Financial Management I

Module manager: Prof. Dr. Roland Erben

Qualification goals:

Knowledge:

After the successful completion of the module, the students have a comprehensive insight into the essential areas and instruments of external and internal accounting. On the one hand, they understand the accounting system and can prepare and interpret simple annual financial statements. On the other hand, they have the financial mathematical foundations to make well-founded investment and financing decisions.

Skills:

Students can record elementary business transactions, identify accounting problems and prepare and interpret simple annual financial statements. They are also able to evaluate future or past payments and compare cash flows that occur at different points in time. Finally, they have the tools to solve typical problems in the area of investment and financial accounting.

Competences:

The participants will be familiarized with the objectives and structure of external accounting. They should get to know the accounting system and understand which accounting principles are to be observed and how accounting is to be carried out. In addition, they master financial mathematical techniques that are needed to solve problems in investment and financing decisions.

Module contents:

1041 Accounting and reporting

1042 Financial mathematics

Workload:

ECTS: 6

SWS: 6

Contact study: 90h

Self study: 90h

Total workload: 180h

Module offer:

Mandatory/elective duty: Mandatory

Semester: 1st semester

Turn: winter and summer semester

Duration of the module: 1 semester

Access requirements: none

Availability of the module: The module creates the basis for module 8008 "Accounting and Financial Management II".

Lecturer:

Martin Mack

Dr. Rüdiger Ohnesorge

Form of examination and weighting:

Type of examination: written examination 150 minutes

Weighting: The grade flows with a weight of 3% in the final score.

1041 Accounting and reporting

Module: 8004 Accounting and Financial Management I

Module manager: Prof. Dr. Roland Erben

Qualification goals:

Knowledge:

After successfully completing this course, students will have an overview of external accounting. They know the need for proper accounting, understand the accounting system and are able to record selected business transactions.

Skills:

Students can record elementary business transactions, identify accounting problems and prepare and interpret simple annual financial statements.

Competences:

The participants will be familiarized with the objectives and structure of external accounting. They should get to know the accounting system and understand which accounting principles are to be observed and how accounting is to be carried out.

Workload:

ECTS: 4

SWS: 2

Contact study: 30h

Self study: 90h

Total workload: 120h

Table of contents:

Learning content:

- Accounting principles
 - Nature and tasks of industrial accounting
 - Basic Terms in Business Accounting
 - Legal obligation to keep accounts
 - generally accepted accounting principles
 - Relationship between land register, general ledger and balance sheet
 - account system
- Organisation and technology of bookkeeping
 - Inventory, inventory, balance sheet
 - Balance sheet changes due to business transactions
 - Breakdown of the balance sheet into balance sheet accounts
 - Posting to balance sheet and profit and loss accounts
 - VAT accounts
 - commodity accounts
 - Private accounts (equity account and profit and loss account)
- Typical Business Transactions
 - Procurement and sales
 - Asset management (depreciation, write-ups, GWG)
 - Human resources (payroll accounting, benefits in kind)
 - Financial management (loans, financial assets)
- annual financial statement
 - 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, grades) and management report

Lecturer:

Martin Mack

Course offer:

Semester: 2nd semester

Turn: winter and summer semester

Type of event: Lecture with integrated exercise

Access requirements: none

Language: German

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

Form of examination and weighting:

Type of examination: written examination 90 minutes

Preliminary examination for: -

Weighting: The grade flows with a weight of 2% in the final score.

Bibliography:

Main literature:

Baetge, J., Kirsch, H. - J. & Thiele, S. (2017). Exercise book Balance sheets and balance sheet analysis, tasks and case studies with solutions. (5th ed.) Düsseldorf: IDW-Verlag.

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

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

Further literature:

Eisele, W. & Knobloch, A. (2018). Technology of operational accounting (9th ed.). Munich: Vahlen.

Meyer, C. & Theile, C. (2019). Accounting in accordance with commercial and tax law, including group accounting and international accounting (30th ed.). Herne: NWB.

Schildbach, T., Stobbe, T. & Brösel, G. (2019). The annual financial statements under commercial law (11th edition). Sternenfels: Science & Practice."

1042 Financial mathematics

Module: 8004 Accounting and Financial Management I

Module manager: Prof. Dr. Roland Franz Erben

Qualification goals:

Knowledge:

After a successful participation in this course, the students have a concept of different forms of interest calculation and their application. You are also familiar with different types of loan repayment and how to draw up a repayment schedule. They are also familiar with the relationships between security prices, yields and nominal interest rates.

Skills:

Students are able to evaluate future or past payments and compare cash flows that occur at different times. In addition, students can distinguish between an internal rate of return and given yield curves in discounting and solve typical pension problems such as final pension value and net present value.

Competences:

The students master financial mathematical techniques that are needed to solve problems in investment and financing decisions.

Workload:

ECTS: 2

SWS: 2

Contact study: 30h

Self study: 30h

Total workload: 60h

Table of contents:

In this course the students learn financial mathematical techniques, which are needed for the problem solution with investment and financing decisions. The knowledge gained is applied and deepened in practice using case studies and exercises as examples.

Learning content:

- Basics of simple financial mathematics
- Simple interest calculation
- Calculation of compound interest, discounting
- yield curves
- annuity calculation
- redemption invoice
- exchange rate calculation
- Basics of financing and investment calculation

Lecturer:

Dr. Rüdiger Ohnesorge

Bibliography:Main literature:

Albrecht, P. (2014). Financial mathematics for economists (3rd ed.). Stuttgart: Schäffer Poeschel.

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

Course offer:

Semester: 1st semester

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Access requirements: none

Language: German

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

Form of examination and weighting:

Type of examination: written examination 60 minutes

Preliminary examination for: -

Weighting: The grade flows with a weight of 1% in the final score.

Module: 8005 Lean Management

Module manager: Prof. Dr. Roland Franz Erben

Qualification goals:

Knowledge:

After successfully completing the module, students will be familiar with the most important current concepts for optimizing (predominantly industrial) production processes and value chains. In addition, they have practical knowledge of outsourcing, insourcing, offshoring, etc., have an overview of and systematize basic sourcing strategies and know the tasks and processes of material flow planning. The students are familiar with the types of material procurement and material provision and can model these in a practice-oriented way.

Skills:

Students are able to design production-specific process models and can present the implications of implementing lean production approaches. In addition, they are able to develop solutions for typical problems in the field of industrial production. In addition, students can analyze make-or-buy decisions and evaluate them using various decision tools.

Competences:

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

Module contents:

1051 Lean Production

1052 Logistics management

Workload:

ECTS: 5

SWS: 4

Contact study: 60h

Self study: 90h

Total workload: 150h

Module offer:

Mandatory/elective duty: Mandatory

Semester: 1st semester

Turn: winter and summer semester

Duration of the module: 1 semester

Access requirements: none

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

Lecturer:

Dirk Vogel

Eberhard Gaißert

Form of examination and weighting:

Type of examination: written examination 120 minutes

Weighting: The grade flows with a weight of 3% in the final score.

1051 Lean Production

To Module: 8005 Lean Management

Module manager: Prof. Dr. Roland Franz Erben

Qualification goals:

Knowledge:

After a successful participation in this course, students will be familiar with the most important current concepts for optimizing (predominantly industrial) production processes and value chains. They for example know the seven so-called "mudas" and are aware of the importance, challenges and effects of flowing processes and small batch sizes for customer-specific production ("One Piece Flow"). They are also familiar with visual control systems in production and approaches to preventive error avoidance ("PokaYoke").

Skills:

Students are able to design production-specific process models and can present the implications of implementing lean production approaches. In addition, they are able to develop solutions for typical problems in the field of industrial production.

Competences:

The students expand their business management expertise in the field of industrial production management.

Workload:

ECTS: 3

SWS: 2

Contact study: 30h

Self study: 60h

Total workload: 90h

Table of contents:

The event provides an overview of the basics of (predominantly industrial) production processes and value chains and shows current trends and optimization approaches in this area.

Learning content:

- Historical review of the development and fundamentals of different production systems and lean production approaches
- Basics and elements of modern production systems (e.g. the "Toyota Production System (TPS)")
- Types of waste and approaches to avoid them ("7 mudas")
- Process management and continuously flowing processes ("One Piece Flow")
- Pull systems ("Kanban")
- Importance of balanced production capacity utilisation
- The "5 S" principles of work organization
- Transfer of process knowledge, modelling and analysis of flow diagrams
- Visual control systems in production control
- Approaches to preventive error avoidance ("PokaYoke")
- Approaches to optimizing the entire value chain

Lecturer:

Eberhard Gaißert

bibliographyMain literature:

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

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

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

Course offer:

Semester: 1st semester

Frequency: winter and summer semester

Type of event: Lecture

Access requirements: none

Language: German

Didactic aids: script, case studies

Form of examination and weighting:

Type of examination: written examination 60 minutes

Preliminary examination for: -

Weighting: The grade flows into the final grade with a weight of 1.5%.

1052 Logistics management

To Module: 8005 Lean Management

Module manager: Prof. Dr. Roland Franz Erben

Qualification goals:

Knowledge:

After a successful participation in this course, the students will know terms, functions, objects, processes and process participants in logistics, procurement and purchasing and will be able to classify current developments and trends in logistics. In addition, students will be able to understand organizational forms in logistics and procurement. You have practical knowledge of outsourcing, insourcing, offshoring, etc., have an overview of and systematize basic sourcing strategies and know the tasks and processes of material flow planning. The students are familiar with the types of material procurement and material provision and can model these in a practice-oriented way. You are familiar with the theory and application of ABC/XYZ analysis in material classification and have an insight into C-parts management.

Skills:

Students will be able to apply strategic and operative concepts of logistics and production control. They will be able to analyse make-or-buy decisions and to evaluate and assess them using various decision instruments. You can independently evaluate and solve practice-relevant logistics case studies and propose measures.

Competences:

The students expand their business management expertise with regard to the optimization of (industrial) value chains.

Workload:

ECTS: 2

SWS: 2

Contact study: 30h

Self study: 30h

Total workload: 60h

Table of contents:

The course teaches students the basics and most important approaches for optimizing the flow of materials and information in (mainly industrial) value chains.

Learning content:

- Basic elements of logistics
- Process participants in logistics
- Goals of logistics
- Logistics in the company
- make-or-buy decisions
- sourcing strategies
- material flow planning
- material classification

Lecturer:

Dirk Vogel

Bibliography:

Main literature:

Arnolds, H. et al. (2016). *Materials Management and Purchasing* (13th edition). Wiesbaden: Springer Gabler.

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

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

Course offer:

Semester: 1st semester

Frequency: winter and summer semester

Type of event: Lecture

Admission requirements: -

Language: German

Didactic aids: script, case studies

Form of examination and weighting:

Type of examination: written examination 60 minutes

Preliminary examination for: -

Weighting: The grade flows into the final grade with a weight of 1.5%.

Module: 8006 Scientific Competences

Module manager: Prof. Dr. Patrick Müller

Qualification goals:

Knowledge:

After successfully completing the module, students are familiar with the structure and requirements of their studies. They know standards for writing scientific papers and appropriate approaches to support positive social dynamics in work contexts and to reduce negative ones. In addition, students are familiar with different study designs and survey methods.

Skills:

The students can organize themselves and with regard to the study requirements, use the MS Office products Excel, PowerPoint and Word in practice and for scientific papers and can also work on psychological business issues by planning, carrying out and evaluating empirical studies. The students are in a position to make reference to currently much discussed employee and management topics and know suitable options for action.

Competences:

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

Workload:

ECTS: 6

SWS: 7

Contact study: 105h

Self study: 15h

Project work: 60h

Total workload: 180h

Module contents:

1061 Scientific work

1062 Key qualifications 1

2062 Design of experiments

Module offer:

Mandatory/elective duty: Mandatory

Semester: 1st and 2nd semester

Turn: winter and summer semester

Duration of the module: 2 semesters

Access requirements: none

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

Lecturer:

Dirk Müller

Prof. Dr. Patrick Müller

Different offers about the didactic centre

Form of examination and weighting:

Type of examination: Project work

Weighting: The grade flows with a weight of 1% in the final score.

1061 Scientific work

About Module: 8006 Scientific Competences

Module manager: Prof. Dr. Patrick Müller

Qualification goals:

Knowledge:

After a successful completion of this course, students are familiar with the structure and requirements of their studies. They know the factors that delay or terminate their studies and how they can set goals, prioritise them and organise themselves effectively. Students know standards for writing scientific papers.

Skills:

The students are able to obtain and process information necessary for their studies quickly and goal-oriented. You 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 the areas of software, literature research and scientific writing as well as competences in the areas of self-directed learning and time management.

Workload:

ECTS: 2

SWS: 3

Contact study: 45h

Self study: 15h

Total workload: 60h

Table of contents:

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

Learning content:

- Studies on success promoting and limiting factors in studies
- Learning theories and learning principles
- Basics of self- and time management with objectives, prioritization, time planning methods
- Preparation of events and preparation of effective transcripts
- Structuring of content
- Design of and work in learning groups
- Guidelines for the design of scientific works
- Effective literature research, administration via Citavi
- Effective exam preparation
- Introduction to software applications:
 - PowerPoint: Using the slide master and editing content
 - Word: directories, headers and footers, use of dynamic text elements, form functions
 - Excel: texts, numbers, formulas, addressing, formatting options, logic functions, matrix functions, analysis functions, data import, diagram creation, creation and use of macros

Lecturer:

Dirk Müller

Course offer:

Semester: 1st semester

Turn: Winter and summer semester

Type of event: Exercise

Access requirements: none

Language: German

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

Form of examination and weighting:

Type of examination: Student research project (ungraded)

Preliminary examination for: 2062 Design of experiments

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

Bibliography:

Main literature:

- Balzert, H., Schröder, M. & Schäfer, C. (2017). *Scientific work. Ethics, Content & Form know. Work, tools, sources, project management, presentation (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 paper or examination paper?* Frankfurt: Campus-Verlag.
- Sesink, W. (2012). *Introduction to scientific work. Including e-learning, web research, digital presentation, etc. (9th edition)*. Munich: Oldenbourg.
- Tuhls, G. O. (2019). *Writing scientific papers with Microsoft Office Word 365, 2019, 2016, 2013, 2010. The comprehensive practice handbook (Mitp Professional, 2019th edition)*. Cheeky: Mitp.

Further literature:

- 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 Publication: A Guide for Young Scientists*. Munich: Spectrum.
- Becher, S. (2010). *Studying quickly and successfully: Organization, time management, working techniques*. Eibelstadt: Encyclopaedia Publishing House.
- Franck, N. & Stary, J. (2011). *The technique of scientific work: a practical guide*. Paderborn: Schöningh.
- Hunziker, A. W. (2017). *The fun of scientific work. How to write a good semester, bachelor or master thesis (7th ed.)*. Zurich: Publisher SKV.
- Jaschinski, C. & Pukas, D. (2008). *Learning Management: Introduction to learning and working techniques*. Rinkling: Mercury.
- Rossig, W. E. (2011). *Scientific papers. Guide for term papers, bachelor and master thesis, diploma and master theses, dissertations (9th edition)*. Achim: BerlinDruck.
- Seifert, J. W. (2018). *Visualizing, presenting, moderating (40th edition)*. Offenbach: GABAL.
- Seiwert, L. J. (2013). *The new 1x1 of time management. Time under control, goals in balance : compact know-how for the practice (35th edition)*. Munich: Gräfe and Unzer.

Excel:

- Can-Weber, M. (2008). *Starting right: Excel 2010 VBA programming: From recorded macro to professional VBA code*. Unterschleissheim: Microsoft Press.
- Gäßner, T. (2008). *Microsoft Office Excel: The professional reference*. Bonn: mitp-Verlag.
- Raven, T. (2004). *Work scientifically with Excel*. Munich: Pearson studies.
- Röhrenbacher, H. & Gelbmann, R. (2003). *Excel for accounting and controlling*. Frankfurt/Vienna: Redline Wirtschaftsverlag.

Word:

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

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

Powerpoint:

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

Seifert, J. W. (2018). *Visualize, present, moderate* (40th edition). Offenbach: GABAL.

1062 Key qualification 1

About Module: 8006 Scientific Competences

Module manager: Prof. Dr. Patrick Müller

Qualification goals:

Knowledge:

After a successful participation in this course, students will know suitable approaches to support positive social dynamics in work contexts and to reduce negative ones.

Skills:

The students are in a position to make reference to currently discussed employee and management topics and know suitable options for action.

Competences:

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

Workload:

ECTS: 1

SWS: 2

Contact study: 30h

Self study: 0h

Total workload: 30h

Table of contents:

In this course the students learn the approaches to support positive social dynamics in work contexts and to reduce negative ones. The students have a fundamental understanding of current, much-discussed employee and leadership issues. The knowledge gained is practically applied and deepened using exercises as examples.

Learning content:

- The learning contents focus on a competence in the area of social and personal competences. Depending on the needs of the students and current developments in soft skill training, the focus of the course can vary.
- Typical topics can be:
 - Communication: Rhetoric & Self Presentation
 - Presentation tailored to the target group
 - Leading and moderating meetings
 - conduct of a conversation

Lecturer:

Trainers at the Didactics Centre

Course offer:

Semester: 2nd semester

Turn: Winter and summer semester

Type of event: Seminar

Access requirements: none

Language: German

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

Form of examination and weighting:

Type of examination: Student research project (ungraded)

Preliminary examination for: 2062 Design of experiments

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

Bibliography: (is adapted to the respective topic - here for example for 2 topics):

communication

main literature

Nünning, A. & Zierold, M. (2011). Communication skills. Successful communication in studies and professional life (UNI-WISSEN Kernkompetenzen, 4th edition). Stuttgart: Klett.

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

Further literature:

Schulz von Thun, F. (2018). Talking to Each Other 1. Disorders and Clarifications | General Psychology of Communication (55th edition). Reinbek near 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, disturbances, paradoxes (13th edition). Bern: Hogrefe.

Presentation

Main literature:

Herbig, A. F. (2014). Lecture and presentation techniques. Successful and professional presentation (2nd edition). Norderstedt: Books on Demand.

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

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

Further literature:

Seifert, J. W. (2018). Visualizing, presenting, moderating (40th edition). Offenbach: GABAL.

Thiele, A. (2000). Convincing presentation: Presentation technique for specialists and executives. Berlin: Springer.

2062 Design of experiments

About Module: 8006 Scientific Competences

Module manager: Prof. Dr. Patrick Müller

Qualification goals:

Knowledge:

After a successful participation in this course, the students will be familiar with different experimental study designs and target group adequate survey methods.

Skills:

The students are able to practically develop a suitable experimental investigation design for economic-psychological questions. They can develop suitable survey instruments, carry out the study using qualitative or quantitative methods and evaluate the data. You are in a position to prepare and present the findings in a way that is appropriate for the target group

Competences:

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

Table of contents:

The theoretical contents taught (see below) will be practiced within the framework of a practical experimental-psychological research project.

Learning content:

- Various empirical study designs (from experiments to quasi-experiments and time series to plans without control)
- Various forms of data collection (personal data collection, telephone data collection, online surveys, etc.)
- Selection of adequate qualitative and quantitative survey methods as a function of the study design
- Implementation of an experimental investigation plan into an empirical data collection:
 - Development or adaptation of instruments
 - Implementation of data collection
 - Data evaluation and integration of qualitative and quantitative findings

Workload:

ECTS: 3

SWS: 2

Contact study: 30h

Project work: 60h

Total workload: 90h

Course offer:

Semester: 2nd semester

Turn: Winter and summer semester

Type of event: Lecture with integrated exercise

Access requirements: Successful participation in 1061 "Scientific work" and 1062 "Key qualification 1".

Language: German

Didactic aids: Selected literature

- Presentation of findings to appropriate addressees

Lecturer:

Prof. Dr. Patrick Müller

Form of examination and weighting:

Type of examination: Project work

Preliminary examination for: -

Weighting: The grade flows with a weight of 1% in the final score.

Bibliography:

Main literature:

Döring, N. & Bortz, J. (2016). Research methods and evaluation in the social sciences and humanities (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, realizing, presenting experiments. Weinheim: Beltz.

Bröder, A. (2011). Experiment planning and experimental internship. Göttingen: Hogrefe.

Sarris, V. & Reiß, S. (2012). Experimental Psychology - From Theory to Practice. Munich: Pearson.

Create questionnaire:

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

Statistics:

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

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

BROSIUS, F. (2018). SPSS. Comprehensive handbook on statistics and data analysis (8th edition). Frechen: Mitp.

Eid, M., Gollwitzer, M. & Schmitt, M. (2015). Statistics and research methods. With online materials (5th edition). Weinheim: Beltz.

Module: 8007 Fundamentals of Law

Module manager: Prof. Dr. Stephanie Huber

Qualification goals:

Knowledge:

After a successful participation in this course, students will have an overview of the most important legal claims in civil law with a special focus on the sales contract and will also know the most important basic terms of employment law.

Skills:

The students have understood the principle of claim bases and are able to understand their application to (unknown) civil law cases. In addition, students are able to identify labour law issues (individual and collective labour law) in personnel practice.

Competences:

The students have the competence to (also) solve unknown cases from civil law independently with the help of claim bases. In addition, they are capable not only of solving labour law issues in a manner that is appropriate to their purpose and interests, but also of assessing which personnel measures are desirable from the company's point of view and which are enforceable under labour law.

Module contents:

2071 Commercial law

2072 Labour law

Workload:

ECTS: 6

SWS: 6

Contact study: 90h

Self study: 90h

Total workload: 180h

Module offer:

Mandatory/elective duty: Mandatory

Semester: 2nd semester

Turn: winter and summer semester

Duration of the module: 1 semester

Access requirements: none

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

Lecturer:

Dr. Vanessa Chong

Robert Elhardt

Dr. Christof Hörr

Form of examination and weighting:

Type of examination: written examination 150 minutes

Weighting: The grade flows with a weight of 2% in the final score.

2071 Commercial law

About Module: 8007 Fundamentals of Law

Module manager: Prof. Dr. Stephanie Huber

Qualification goals:

Knowledge:

After a successful participation in this course, students will have an overview of the most important legal claims in civil law with a special focus on the sales contract.

Skills:

Students have understood the principle of entitlement bases and are able to understand their application to (unknown) life circumstances (cases).

Competences:

After the course the students have the competence to solve (also) unknown cases from civil law independently with the help of claim bases. In addition, they are able to listen to subsequent lectures on law (especially those offered in a specialization).

Table of contents:

In this course the students learn the most important legal claims in civil law with special attention to the sales contract. The knowledge gained is applied and deepened in practice using case studies and exercises as examples.

Learning content:

- Distinction between civil, public and criminal law
- Structure BGB
- General part BGB (declarations of intent, rescission, representation, legal capacity, minors' rights)
- Obligations, conclusion of contract, principle of abstraction
- Sales law with the purchase of consumer goods
- Right of default (default, impossibility, breach of ancillary obligations, pre-contractual obligations)
- Unauthorized action

Workload:

ECTS: 4

SWS: 4

Contact study: 60h

Self study: 60h

Total workload: 120h

Course offer:

Semester: 2nd semester

Frequency: winter and summer semester

Type of event: Lecture with Integrated Exercise

Access requirements: none

Language: German

Didactic aids: script, legal texts, exercises and case studies

Lecturer:

Dr. Vanessa Chong

Dr. Christof Hörr

Form of examination and weighting:

Type of examination: written examination 90 minutes

Preliminary examination for: -

Weighting: The grade flows into the final grade with a weight of 1%.

References:Main literature:

Klunzinger, E. (2019). Introduction to civil law (17th ed.). Munich: Vahlen.

Palandt, O. (2020). German Civil Code (79th ed.). Frankfurt/Munich: C.H. Beck.

Further literature:

Brox, H. & Walker, W.-D. (2019). General part of the BGB (43rd ed.). Munich: Vahlen.

Brox, H. & Walker, W.-D. (2020). General law of obligations (44th ed.). Munich: C. H. Beck.

Reinicke, D. & Tiedtke, K. (2008). Purchase right (8th ed.). Munich: Vahlen.

2072 Labour law

About Module: 8007 Fundamentals of Law

Module manager: Prof. Dr. Stephanie Huber

Qualification goals:

Knowledge:

After a successful participation in this course, students will know the most important basic concepts of labour law.

Skills:

The students are able to recognise accompanying social security and tax law aspects of labour law. In addition, they can identify labour law issues (individual and collective labour law) in personnel practice.

Competences:

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

Table of contents:

In this course students learn the most important basics of labour law.

Learning content:

- Establishment and termination of the employment relationship
- Distinction from other legal relationships
- Rights and obligations of the parties to the employment contract

Workload:

ECTS: 2

SWS: 2

Contact study: 30h

Self study: 30h

Total workload: 60h

Course offer:

Semester: 2nd semester

Frequency: winter and summer semester

Type of event: Lecture

Admission requirements: -

Language: German

Didactic aids: script, law texts

- Basic principles of works constitution and collective bargaining law
- Labour court procedure

Lecturer:

Robert Elhardt

Form of examination and weighting:

Type of examination: written examination 60 minutes

Preliminary examination for: -

Weighting: The grade flows into the final grade with a weight of 1%.

Bibliography:Main literature:

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

Further literature:

Sc Schaub, G., Koch, U. & Linck, R. et al. (2019). Labour Law Handbook (18th ed.). Munich: C.H. Beck

Module: 8008 Accounting and Financial Management II

Module manager: Prof. Dr. Roland Franz Erben

Qualification goals:

Knowledge:

After successfully completing the module, students have an overview of the structure and tasks of cost and performance accounting as well as operational financial management. In particular, they understand the relationships in particular between external accounting, cost and performance accounting and investment and financial accounting. In addition, the students can apply important instruments from these areas in their practical work and assess their suitability and limits for certain problems.

Skills:

The students are able to perform basic business decision calculations. You are able to carry out an internal activity accounting and can apply and evaluate basic calculation procedures. In addition, they master the most important methods of investment calculation and are able to apply them in the company. You are able to analyse and evaluate the company's situation using methods of financial planning and financial analysis.

Competences:

Students expand their professional and methodological competence in the field of finance.

Module contents:

2081 Cost and performance accounting

2082 Investment and financing

Workload:

ECTS: 5

SWS: 4

Contact study: 60h

Self study: 90h

Total workload: 150h

Module offer:

Mandatory/elective duty: Mandatory

Semester: 2nd semester

Turn: winter and summer semester

Duration of the module: 1 semester

Access requirements: none

Availability of the module: The module imparts important basics for the module 9002 "Controlling".

Lecturer:

Robin Heidrich

Form of examination and weighting:

Type of examination: written examination 120 minutes

Weighting: The grade flows with a weight of 2% in the final score.

2081 Cost and performance accounting

About Module: 8008 Investment and Financing

Module manager: Prof. Dr. Roland Franz Erben

Qualification goals:

Knowledge:

After a successful participation in this course, the students have an overview of the sub-areas of accounting as well as the structure and tasks of cost and performance accounting. Students will understand the relationships between external accounting, cost and performance accounting and controlling.

Skills:

The students are able to perform basic business decision calculations. You are able to carry out an internal activity accounting and can apply and evaluate basic calculation procedures.

Competences:

Students expand their professional and methodological competence in the field of finance.

Workload:

ECTS: 2

SWS: 1

Contact study: 30h

Self study: 30h

Total workload: 60h

Table of contents:

In this course the students get to know the subareas of accounting as well as the tasks of cost and performance accounting. You can perform decision calculations and are able to make benefit calculations and evaluate them.

Learning content:

- Overview of operational accounting and the classification of cost and activity accounting
- Basic concepts of operational accounting and their delimitation
- Overview of the subareas of cost and activity accounting
- Systematics in cost and activity accounting
- Cost element accounting, in particular structuring and recording cost elements
- Cost center accounting incl. internal activity allocation
- Cost unit accounting incl. simple calculation procedures and short-term profitability analysis
- Cost-based decision calculations

Lecturer:

Robin Heidrich

References:

Main literature:

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

Jórasz, W. (2009). *Cost and activity accounting* (5th edition). Stuttgart: Schäffer Poeschel.

Steger, J. (2010). *Cost and activity accounting* (5th edition). Berlin: De GruyterOldenbourg.

Further literature:

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

Hommel, M. (2015). *Cost accounting - learning by stories* (4th edition). Frankfurt: Trade media law and economics.

Steger, J. (2008). *Cost and activity accounting - workbook* (2nd edition). Munich: Oldenbourg

Course offer:

Semester: 2nd semester

Turn: Winter and summer semester

Type of event: Lecture

Access requirements: none

Language: German

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

Form of examination and weighting:

Type of examination: written examination 60 minutes

Preliminary examination for: -

Weighting: The grade flows into the final grade with a weight of 1%.

2082 Investment and financing

Module: 8008 Accounting and Financial Management II

Module manager: Prof. Dr. Roland Franz Erben

Qualification goals:

Knowledge:

After successfully completing this course, students will be able to understand the relationship between corporate strategy and operational financial management, as well as interactions with other operational functions. You have an overview of the basic concepts of finance. The students know essential methods of investment calculation and are able to assess their suitability and limitations. You have an overview of the main instruments of corporate financing.

Skills:

The students master the most important methods of investment calculation and are able to apply them in the company. You are able to analyse and evaluate the company's situation using methods of financial planning and financial analysis.

Competences:

Students expand their professional and methodological competence in the field of finance.

Workload:

ECTS: 3

SWS: 2

Contact study: 30h

Self study: 60h

Total workload: 90h

Table of contents:

In this course, students learn the basics of investment and financing accounting. They are able to apply the most important methods and can assess the advantages and disadvantages as well as the limits of application of the different methods.

Learning content:

- investment
 - Basics of investment calculation Investment decisions and investment calculation
 - Goods and financial turnover process of the company
 - Invoice elements and basic terms
 - Static methods of investment calculation
 - Dynamic methods of investment calculation
 - Investment decisions in the face of uncertainty
- funding
 - Basics of financing and its embedding in financial management
 - Instruments of corporate financing
 - Financial and capital requirements planning
 - Liquidity and working capital management

Lecturer:

Robin Heidrich

References:

Main literature:

Becker, H. P. (2015). *Investment and financing* (7th edition). Wiesbaden: Springer Gabler.

Bitz, M., Ewert, J. & Terstege, U. (2012). *Investment: Multimedia introduction to financial mathematical decision concepts* (2nd edition). Wiesbaden: Springer Gabler.

Pape, U. (2015). *Fundamentals of financing and investment* (3rd edition). Berlin: De Gruyter Oldenbourg.

Course offer:

Semester: 2nd semester

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Access requirements: none

Language: German

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

Form of examination and weighting:

Type of examination: written examination 60 minutes

Preliminary examination for: -

Weighting: The grade flows into the final grade with a weight of 1%.

Module: 8009 Marketing and Sales

Module manager: Prof. Dr. Patrick Planing

Qualification goals:

Knowledge:

After the successful completion of the module, the students will know the different market forms and their particularities as well as the implications for strategic and operative decisions in marketing and sales.

Skills:

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

Competences:

The students have the competence to create a marketing concept. In addition, they have the tools to support marketing and sales strategies with operative measures in a target-oriented manner.

Module contents:

2091 Marketing and distribution

Workload:

ECTS: 5

SWS: 4

Contact study: 60h

Self study: 90h

Total workload: 150h

Module offer:

Mandatory/elective duty: Mandatory

Semester: 2nd semester

Turn: winter and summer semester

Duration of the module: 1 semester

Access requirements: none

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

Lecturer:

Prof. Dr. Patrick Planing

Mario Pistorius

Form of examination and weighting:

Type of examination: student research project/
presentation

Weighting: The grade flows with a weight
of 3% in the final score.

2091 Marketing and distribution

To Module: 8009 Marketing and Sales

Module manager: Prof. Dr. Patrick Planing

Qualification goals:

Knowledge:

After successfully participating in this course students will be familiar with different market forms and the strategic orientation of companies in these markets. You will recognize the connection between market forms and the facts of decision in marketing and sales.

Skills:

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

Competences:

After the course, the students will have the competence to develop solutions for marketing or sales policy problems and decision facts. You can also create a marketing concept.

Workload:

ECTS: 5

SWS: 4

Contact study: 60h

Self study: 90h

Total workload: 150h

Table of contents:

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

Learning content:

- Markets and market segments
- marketing concepts
- Strategic analysis methods
- Product, assortment and brand management
- price management
- Distribution and sales management in B-to-C and B-to-B markets
- Fundamentals of communication policy decisions

Lecturer:

Prof. Dr. Patrick Planing

Mario Pistorius

Bibliography:

Main literature:

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

Further literature:

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 and integrated exercise

Access requirements: none

Language: English

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

Form of examination and weighting:

Type of examination: student research project / presentation

Preliminary examination for: -

Weighting: The grade flows with a weight of 3% in the final score.

Module: 8010 Personnel and Organization

Module manager: Prof. Dr. Uta Bronner

Qualification goals:

Knowledge:

After the successful completion of the module, the students know the tasks of personnel management in the company and know which methods are used there. Furthermore, they possess basic knowledge of organizational theories and the design and optimization of corporate organizations.

Skills:

Students will be able to understand the function of Personnel Management in a business context and use basic HR methods for personnel planning, among other things. They can describe, differentiate and assess companies in terms of their structure, formal and informal structures, processes and culture.

Competences:

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

Module contents:

2101 Personnel and organization

Workload:

ECTS: 5

SWS: 4

Contact study: 60h

Self study: 90h

Total workload: 150h

Module offer:

Mandatory/elective duty: Mandatory

Semester: 2nd semester

Turn: winter and summer semester

Duration of the module: 1 semester

Access requirements: none

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

Lecturer:

Prof. Dr. Uta Bronner

Form of examination and weighting:

Type of examination: seminar paper

Weighting: The grade flows with a weight of 3% in the final score.

2101 Personnel and organization

About Module: 8010 Personnel and Organization

Module manager: Prof. Dr. Uta Bronner

Qualification goals:

Knowledge:

After a successful participation in this course, the students know the tasks of personnel management in the company and know which methods are used there. Furthermore, they possess basic knowledge of organizational theories and the design and optimization of corporate organizations.

Skills:

Students will be able to understand the function of Personnel Management in a business context and use basic HR methods for personnel planning, among other things. They can describe, differentiate and assess companies in terms of their structure, formal and informal structures, processes and culture.

Competences:

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

Workload:

ECTS: 5

SWS: 4

Contact study: 60h

Self study: 90h

Total workload: 150h

Table of contents:

In this course the students gain an overview of central theories and application fields of personnel management and enterprise organization.

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
- Introduction of personnel: goals and methods
- Personnel remuneration: Overview of remuneration models, variabilization
- Personnel deployment and retention: commitment, deployment planning
- Personnel Assessment: Goals and Methods
- Personnel Development and Succession Management: Goals and Methods
- Staff redundancies: Methods
- Conceptual principles of business organisation
- organizational theories
- Structural and procedural organization,
- Differentiation and integration of the tasks of the organization
- Primary and secondary organizational concepts
- Possibilities for shaping corporate culture and organizational change

Lecturer:

Prof. Dr. Uta Bronner

Bibliography:

Main literature:

Schreyögg, G. (2008). *Organization* (5th edition). Wiesbaden: Gabler.

Stock-Homburg, R. (2013). *Personnel management - theories, concepts, instruments* (3rd edition). Wiesbaden: Springer.

Further literature:

Enaux, C. & Heinrich F. (2011). *Strategic Talent Management*. Freiburg: Haufe.

Course offer:

Semester: 2nd semester

Frequency: winter and summer semester

Type of event: lecture and integrated exercise

Access requirements: none

Language: German

Didactic aids: scripts, current publications

Form of examination and weighting:

Type of examination: Seminar paper

Preliminary examination for: -

Weighting: The grade flows with a weight of 3% in the final score.

Module: 8011 Statistics 2

Module manager: Prof. Dr. Thomas Bäumer

Qualification goals:

Knowledge:

After the successful completion of the module, the students have an overview of the methods 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 (inference statistical) methods (emphasis on parametric methods). They are able to investigate economic psychological questions with the appropriate statistical methods and to interpret SPSS statistical outputs.

Competences:

Students acquire specialist and methodological skills in the selection and application of suitable statistical methods.

Module contents:

2111 Statistics 2

Workload:

ECTS: 5

SWS: 4

Contact study: 60h

Self study: 90h

Total workload: 150h

Module offer:

Mandatory/elective duty: Mandatory

Semester: 2nd semester

Turn: winter and summer semester

Duration of the module: 1 semester

Access requirements: none

Availability of the module: Adds the content of the Statistics 1 module.

Lecturer:

Prof. Dr. Thomas Bäumer

Form of examination and weighting:

Type of examination: written examination 90 minutes

Weighting: The grade flows with a weight of 2% in the final score.

2111 Statistics 2

For module: 8011 Statistics 2

Module manager: Prof. Dr. Thomas Bäumer

Qualification goals:

Knowledge:

After a successful participation in this course, students will know indications, requirements and application examples for multivariate methods. You have an overview of the methods of multivariate statistics (focus on variance analysis and regression).

Skills:

Students will be able to apply hypothesis testing (inference statistical) methods (emphasis on parametric methods). They are able to investigate economic psychological questions with the appropriate statistical methods and to interpret SPSS statistical outputs.

Competences:

Students acquire specialist and methodological skills in the selection and application of suitable statistical methods.

Workload:

ECTS: 5

SWS: 4

Contact study: 60h

Self study: 90h

Total workload: 150h

Table of contents:

In this course the qualifications acquired in Statistics 1 will be deepened. In particular, the proper selection, application and interpretation of statistical methods are at the forefront.

Learning content:

- Repetition of the significance of significance tests as well as parametric and non-parametric test procedures from Statistics 1 (e.g. Wilcoxon, Chi-square test)
- Introduction to the parametric test procedures (t-test for independent and dependent samples) and to the basic principle of variance analysis (single factorial, two factorial, with measurement repetition, covariance analysis, MANOVA).
- Overview of multivariate statistics (limited to the most relevant methods for economic psychology, partial correlation, multiple regression and factor analysis)
- Translating business psychological questions into appropriate statistical procedures
- Application of statistical methods with statistical program systems and interpretation of the results.

Lecturer:

Prof. Dr. Thomas Bäumer

Course offer:

Semester: 2nd semester

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Access requirements: none

Language: German

Didactic aids: script, exercise examples

Form of examination and weighting:

Type of examination: written examination 90 minutes

Preliminary examination for: -

Weighting: The grade flows with a weight of 2% in the final score.

Bibliography:

Main literature:

Bühner, M. & Ziegler, M. (2017). *Statistics for psychologists and social scientists. Basics and implementation with SPSS and R (2nd edition)*. Munich: Pearson.

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

Further literature:

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

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

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

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

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

Rasch, B., Friese, M., Hofmann, W. & Naumann, E. (2010). *Quantitative methods (1): Introduction to statistics for psychologists and social scientists*. Berlin: Springer.

Rasch, B., Friese, M., Hofmann, W. & Naumann, E. (2010). *Quantitative methods (2): Introduction to statistics for psychologists and social scientists*. Berlin: Springer.

Rudolf, M. & Müller, J. (2012). *Multivariate procedures: A practice-oriented introduction with application examples in SPSS (2nd edition)*. Göttingen: Hogrefe.

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

Tabachnik, B. G. & Fidell, L. S. (2013). *Using multivariate Statistics (6th edition)*. Boston: Pearson.

Module: 9001 Diagnostics

Module manager: Prof. Dr. Patrick Müller

Qualification goals:

Knowledge:

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

Skills:

The students are able to apply basic diagnostic skills to questions of business psychology and to link questions of differential psychology and business psychology.

Competences:

The students have an in-depth professional competence with regard to questions concerning the fundamentals of diagnostics in the economic context and the human-organizational interface. The students' analytical competence is enhanced by intensive exercises and critical reflection on methods. Their methodological competencies are strengthened by dealing with the basics of quality criteria and test construction and intensive work with scientific studies.

Workload:

ECTS: 5

SWS: 4

Contact study: 60h

Self study: 90h

Total workload: 150h

Module contents:

3011 Differential Psychology

3012 Psychological Diagnostics

Module offer:

Mandatory/elective duty: Mandatory

Semester: 3rd semester

Turn: winter and summer semester

Duration of the module: 1 semester

Access requirements. Admission to the priority phase

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

Lecturer:

Dr. Christine Kunzl

Reinhard Rose

Form of examination and weighting:

Examination type: written examination 60 minutes / graded written student research project / presentation

Weighting: The grade flows with a weight of 3% in the final score.

3011 Differential Psychology

About Module: 9001 Diagnostics

Module manager: Prof. Dr. Patrick Müller

Qualification goals:

Knowledge:

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

Skills:

The students are able to link differential psychology and business psychology with each other.

Competences:

The students have an in-depth professional competence with regard to questions concerning the human-organisational interface. The analytical competence of the students is enhanced by intensive exercises and case studies and their methodological competence in relation to research methodology is strengthened by intensive work with scientific studies.

Workload:

ECTS: 2

SWS: 4

Contact study: 30h

Self study: 30h

Total workload: 60h

Table of contents:

In this course the students work on typical questions of differential psychology. The interfaces and areas of application of the knowledge gained for the field of business psychology are continuously worked out. The knowledge gained is applied in practice 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 Methods of Differential Psychology
- personality areas
- Environment and Relationship
- personality development
- gender differences
- Personality in cultural comparison
- Selected areas of differential/personality psychology with a focus on business psychology

Lecturer:

Dr. Christine Kunzl

Bibliography:

Main literature:

Asendorpf, J.B. (2015). *Personality psychology*. Heidelberg: Springer.

Further literature:

Asendorpf, J.B. & Neyer, F.J. (2007). *Psychology of personality*. Heidelberg: Springer.

Fisseni, H.J. (2003). *Personality psychology. A theory overview*. Göttingen: Hogrefe.

Stemmler, G., Hagemann, D., Amelang, M. & Bartussek, D. (2010). *Differential Psychology and Personality Research*. Stuttgart: Kohlhammer.

Course offer:

Semester: 3rd semester

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Access requirements: Admission to the priority phase

Language: German

Didactic aids: lecture grades, selected literature

Form of examination and weighting:

Type of examination: written examination 60 minutes

Preliminary examination for: -

Weighting: The grade flows into the final grade with a weight of 1.5%.

3012 Psychological Diagnostics

About Module: 9001 Diagnostics

Module manager: Prof. Dr. Patrick Müller

Qualification goals:

Knowledge:

After a successful participation in this course students know the basics of psychological diagnostics and understand the importance of the individual quality criteria of diagnostic procedures. They are familiar with diagnostic procedures and their application in business psychological practice.

Skills:

The students are able to apply basic diagnostic skills to questions of economic psychology.

Competences:

The students have an in-depth professional competence with regard to questions concerning the fundamentals of diagnostics in the economic context. The students' analytical competence is enhanced by intensive exercises and critical reflection on methods. Their methodological competences are strengthened by dealing with the basics of the quality criteria and the test construction.

Workload:

ECTS: 3

SWS: 2

Contact study: 30h

Self study: 60h

Total workload:90h

Table of contents:

In this course the students get to know the basics of psychological diagnostics and are introduced to different test and questionnaire procedures. The application possibilities for the field of economic psychology are continuously being worked out. Individual instruments will be introduced in practical exercises.

Learning content:

- Introduction to psychological testing
- Planning and development of psychological tests and questionnaires
- Basic understanding of classical test theory and digression into probabilistic test theory
- Quality criteria for psychological testing
- different areas of psychological testing
- Use of psychological tests for economic psychological questions

Lecturer:

Reinhard Rose

Bibliography:

Main literature:

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

Further literature:

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

Kubinger, K. (2010). *Psychological diagnostics in case studies*. Göttingen: Hogrefe.

Moosbrugger, H. & Kelava, A. (2008). *Test theory and questionnaire construction*. Heidelberg: Springer.

Course offer:

Semester: 3rd semester

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Access requirements: Admission to the priority phase

Language: German

Didactic aids: lecture grades, selected literature, psychological tests and questionnaires

Form of examination and weighting:

Type of examination: Graded written student research project / presentation

Preliminary examination for: -

Weighting: The grade flows into the final grade with a weight of 1.5%.

Module: 9002 Controlling

Module manager: Prof. Dr. Roland Franz Erben

Qualification goals:

Knowledge:

After the successful completion of the module, the students have an overview of the objectives and concepts of controlling and understand the integration of controlling into the context of operational activities and the operational organization. In addition, they are familiar with current trends, possibilities and limits of controlling.

Skills:

The students master the essential instruments of operative and strategic controlling and are able to apply them independently in the operational context.

Competences:

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

Module contents:

3021 Controlling

Workload:

ECTS: 5

SWS: 4

Contact study: 60h

Self study: 90h

Total workload: 150h

Module offer:

Mandatory/elective duty: Mandatory

Semester: 3rd semester

Turn: winter and summer semester

Duration of the module: 1 semester

Access requirements. Admission to the priority phase

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

Lecturer:

Stephanie Maier

Form of examination and weighting:

Type of examination: written examination 90 minutes

Weighting: The grade flows with a weight of 3% in the final score.

3021 Controlling

About Module: 9002 Controlling

Module manager: Prof. Dr. Roland Franz Erben

Qualification goals:

Knowledge:

After a successful participation in this course, students will have an overview of the objectives and concepts of controlling and understand the integration of controlling into the context of operational activities and organisation. In addition, they are familiar with current trends, possibilities and limits of controlling.

Skills:

The students master the essential instruments of operative and strategic controlling and are able to apply them independently in the operational context.

Competences:

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

Workload:

ECTS: 5

SWS: 4

Contact study: 60h

Self study: 90h

Total workload: 150h

Table of contents:

In this course students learn the basics of financially oriented corporate management as well as selected instruments of operational and strategic controlling. They know the application requirements and limits as well as the advantages and disadvantages of these instruments and can apply them in operational decisions.

Learning content:

- Features; Concepts and Tasks of Controlling
- Possibilities for Organizational Structuring of Controlling
- Selected instruments of operational controlling (operational planning, activity-based costing, contribution margin accounting, budgeting, beyond budgeting)
- Selected instruments of strategic controlling (strategic planning, portfolio management, target costing)
- Selected concepts of corporate management (Balance Scorecard, Performance Measurement)
- Special controlling issues, in particular the integration of controlling and risk management.

Lecturer:

Stephanie Maier

Bibliography:

Main literature:

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

Joos axle, T. (2006). *Controlling, cost accounting and cost management* (4th edition). Wiesbaden: Gabler

Weber, J. & Schäffer, U. (2016). *Introduction to Controlling* (15th edition). Stuttgart: Schäffer-Poeschel.

Further literature:

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

Young, H. (2014). *Controlling* (4th edition). Berlin: De Gruyter Oldenbourg.

Vanini, U. (2012). *Risk management - basics, instruments, corporate practice*. Stuttgart: Schäffer-Poeschel.

Weber, J. & Schäffer, U. (2016). *Introduction to Controlling -- Exercises and case studies with solutions* (3rd edition). Stuttgart: Schäffer-Poeschel.

Course offer:

Semester: 3rd semester

Frequency: winter and summer semester

Type of event: Lecture

Access requirements: Admission to the priority phase

Language: German

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

Form of examination and weighting:

Type of examination: written examination 90 minutes

Preliminary examination for: -

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

Module: 9003 Social Psychology

Module manager: Prof. Dr. Thomas Bäumer

Qualification goals:

Knowledge:

After the 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:

The students can link social-psychological and economic-psychological questions with each other.

Competences:

The students have developed the competence to make economic-psychological decisions on the basis of scientific findings. They are able to understand, classify and use original scientific papers for their application. By reading original works, they also strengthen their methodological and linguistic competence (English).

Module contents:

3031 Social Psychology

Workload:

ECTS: 5

SWS: 4

Contact study: 60h

Self study: 90h

Total workload: 150h

Module offer:

Mandatory/elective duty: Mandatory

Semester: 3rd semester

Turn: winter and summer semester

Duration of the module: 1 semester

Access requirements. Admission to the priority phase

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

Lecturer:

Sarah Volz

Form of examination and weighting:

Type of examination: Written examination 60 minutes / graded written student research project / presentation

Weighting: The grade flows with a weight of 3% in the final score.

3031 Social Psychology

About Module: 9003 Social Psychology

Module manager: Prof. Dr. Thomas Bäumer

Qualification goals:

Knowledge:

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

Skills:

The students can link social-psychological and economic-psychological questions with each other.

Competences:

The students have developed the competence to make economic-psychological decisions on the basis of scientific findings. They are able to understand, classify and use original scientific papers for their application. By reading original works, they also strengthen their methodological and linguistic competence (English).

Workload:

ECTS: 5

SWS: 4

Contact study: 60h

Self study: 90h

Total workload: 150h

Table of contents:

Students learn the basics of social psychology. The knowledge gained is applied and deepened in practice 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
- Fundamentals of attitude research
- Strategies for changing attitudes and behaviour
- Social influence
- Attractiveness and relationships
- Prosocial behaviour
- aggression
- Inner group processes
- Prejudices and stereotypes - conflicts between groups
- Applied social psychology, taking into account questions of economic psychology

Lecturer:

Sarah Volz

Course offer:

Semester: 3rd semester

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Access requirements: Admission to the priority phase

Language: English

Didactic tools: Script, selected literature

Form of examination and weighting:

Type of examination: Written examination 60 minutes / graded written student research project / presentation

Preliminary examination for: -

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

Bibliography:

Main literature:

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

Aronson, E., Wilson, T. & Akert, R. (2013). *Social psychology* (8th ed.). Boston: Pearson

Kassin, S., Fein, S. & Markus, H.R. (2011). *Social Psychology – International edition* (8thed.). Belmont (CA): Cengage.

Further literature:

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. (2017). *Social cognition. From brains to culture* (3rd ed.). London: Sage Publ.

Frey, D. & Irle, M. (Hrsg.) (2009/2010). *Theorien der Sozialpsychologie* (Bd. 1-3). Bern: Huber.

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

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

Steg, L. (Hrsg.). (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: 9004 Methodological Competences I

Module manager: Prof. Dr. Roland Franz Erben/ Prof. Dr. Stephanie Huber

Qualification goals:

Knowledge:

After the successful completion of the module, the 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:

The students are able to plan, carry out, evaluate, document and present their own empirical studies. You can explore the project environment and the main influences on a project. You will be able to use project management tools.

Competences:

The students have an in-depth professional competence in questions concerning the basics of project management and empirical survey design. The analytical competence of the students is enhanced by intensive exercises. Their methodological competences are strengthened by dealing with the basics of the different project management methods and empirical methods of generation and evaluation. Their social and communicative competences are strengthened by working on case studies and project work.

Module contents:

3041 Empirical research

3042 Project management

Workload:

ECTS: 5

SWS: 4

Contact study: 60h

Self study: 30h

Project work: 60h

Total workload: 150h

Module offer:

Mandatory/elective duty: Mandatory

Semester: 3rd semester

Turn: winter and summer semester

Duration of the module: 1 semester

Access requirements. Admission to the priority phase

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

Lecturer:

Michaela Teicht

Philipp Stähle

Form of examination and weighting:

Type of examination: project and student research project

Weighting: The grade flows with a weight of 3% in the final score.

3041 Empirical research

About Module: 9004 Methodological Competencies 1

Module manager: Prof. Dr. Roland Franz Erben/ Prof. Dr. Stephanie Huber

Qualification goals:

Knowledge:

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

Skills:

Students will be able to translate economic psychological questions into empirical questions and apply various methods of sampling, as well as qualitative and quantitative methods of data collection and evaluation. You are able to prepare and present empirical findings in a way that is appropriate for the target group.

Competences:

The students have the technical and methodological skills to develop an appropriate empirical survey design for the respective questions of business psychology. Their social and communicative skills are strengthened by the project work within the framework of the event.

Workload:

ECTS: 3

SWS: 2

Contact study: 30h

Project work: 60h

Total workload: 90h

Table of contents:

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

Learning content:

- Sampling types (random sample, cluster sample, quoted sample)
- Primary and secondary data
- 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
- Derivation of a data evaluation strategy appropriate to the research question and selection of the corresponding statistical methods
- Data evaluation and integration of qualitative and quantitative findings
- Data preparation/aggregation
- Reporting and Presentation

Lecturer:

Michaela Teicht

Course offer:

Semester: 3rd semester

Frequency: winter and summer semester

Type of event: Exercise

Access requirements: Successful participation in 3042 "Project Management"

Language: German

Didactic aids: lecture script

Form of examination and weighting:

Type of examination: Graded project work

Preliminary examination for: -

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

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 literature:

Bittrich, K. & Blankenberger, K. (2011). *Experimental Psychology: Planning, Realizing, Presenting Experiments*. Weinheim: Beltz.

Bröder, A. (2011). *Experiment planning and experimental practical training*. Göttingen: Hogrefe.

Gläser, J. & Laudel, G. (2010). *Expert interviews and qualitative content analysis*. Wiesbaden: VS Verl. for Social Sciences.

Harris, P. (2008). *Designing and reporting experiments in psychology (3rd edition)*. Maidenhead: Open University Press.

Raab-Steiner, E. & Benesch, M. (2015). *The questionnaire: From the research idea to the SPSS evaluation (4th edition)*. Vienna: Facultas Verlag.

Sarris, V. & Reiß, S. (2012). *Experimental Psychology - From Theory to Practice*. Munich: Pearson.

3042 Project management

About Module: 9004 Methodological Competencies I

Module manager: Prof. Dr. Roland Franz Erben/ Prof. Dr. Stephanie Huber

Qualification goals:

Knowledge:

After successfully participating in this course students will know the essential phases and processes of a project and how to plan, control and monitor the schedule and costs of a project. They know the different project participants, their roles, tasks, motivation as well as social interactions and possible conflicts in the interaction of all participants.

Skills:

The students can explore the project environment and the essential influences on a project. You will be able to use project management tools.

Competences:

The students have an in-depth professional competence with regard to questions concerning the basics of project management. The analytical competence of the students is enhanced by intensive exercises with project management tools. Their methodological competences are strengthened by dealing with the basics of the different project management methods. Their social and communicative skills are strengthened by working on case studies during the event.

Workload:

ECTS: 2

SWS: 2

Contact study: 30h

Self study: 30h

Total workload: 60h

Table of contents:

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

Learning content:

- The essential tools and typical processes and situations of classical project management are taught.
- Motivation to apply this knowledge to projects in everyday life, studies and professional life
- Project Indicators
Project phases with associated management tasks, risks and methods
- Insights into newer forms of project management, e.g. agile project management.

Lecturer:

Phillip Stähle

Bibliography:

Main literature:

Bohnic, T. (2006). Project Management. Soft skills for project managers. Offenbach: Gabal.

Hemrich A. & Harrant, H. (2007). Project Management. Munich, Germany: Hanser.

Further reading:

Kerzner, H. (2017): Project management - a systems approach to planning, scheduling, and controlling (12th ed.). Hoboken, NJ: Wiley.

Litke, H.-D. (2007). Project Management. Methods, techniques, behaviors. Munich, Germany: Hanser.

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

Course offer:

Semester: 3rd semester

Frequency: winter and summer semester

Type of event: Exercise

Access requirements: Admission to the priority phase

Language: German

Didactic aids: lecture grades, project management tools

Form of examination and weighting:

Type of examination: Student research project (ungraded)

Preliminary examination for: 3041 Empirical research

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

Module: 9005 Industrial and Organizational Psychology

Module manager: Prof. Dr. Uta Bronner

Qualification goals:

Knowledge:

After successful completion of the module, students will be familiar with central theories of industrial and organizational psychology. You are familiar with the essential conditions of the organisation which influence the experience and behaviour of people in the working environment.

Skills:

The students can transfer theories of work and organizational psychology to questions of corporate practice and are able to analyze organizational framework conditions and develop concepts for the design of organizations and work settings.

Competences:

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

Module contents:

4051 Occupational and organizational psychology

Workload:

ECTS: 5

SWS: 4

Contact study: 60h

Self study: 90h

Total workload: 150h

Lecturer:

Prof. Dr. Patrick Müller

Form of examination and weighting:

Type of examination: Graded written paper /
graded written student research project /
presentation

Weighting: The grade flows with a weight
of 3% in the final score.

4051 Occupational and organizational psychology

About Module: 9005 Industrial and Organizational Psychology

Module manager: Prof. Dr. Uta Bronner

Qualification goals:

Knowledge:

After a successful participation in this course students will be familiar with central theories of industrial and organizational psychology. You are familiar with the essential conditions of the organisation which influence the experience and behaviour of people in the working environment.

Skills:

The students can transfer theories of work and organizational psychology to questions of corporate practice and are able to analyze organizational framework conditions and develop concepts for the design of organizations and work settings.

Competences:

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

Workload:

ECTS: 5

SWS: 4

Contact study: 60h

Self study: 90h

Total workload: 150h

Table of contents:

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

Learning content:

- Definition, subject area and history of A&O psychology
- Importance of work
- Work analysis and work design
- Individual differences / diversity
- Labour attitudes and counterproductive behaviour
- work motivation
- Group and team work
- conflict management
- Management of employees
- Power and Politics
- Organizational climate and corporate culture
- Organizational Change
- occupational health

Lecturer:

Prof. Dr. Patrick Müller

Bibliography:

Main literature:

Landy, F.J. & Conte, J.M. (2010). *Work in the 21st century: An introduction to industrial and organizational psychology* (3rd edition). Hoboken: Wiley.

Robbins, S. & Judge, T. (2013). *Organizational Behavior* (15th edition). Boston: Pearson Prentice Hall.

Further literature:

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

Nerdinger, F., Blickle, G. & Schaper, N. (2008). *Work and Organizational Psychology*. Berlin: Springer.

Course offer:

Semester: 4th semester

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Access requirements: Admission to the priority phase

Language: English

Didactic aids: lecture slides, exercise sheets, instructional films

Form of examination and weighting:

Type of examination: Graded written paper / graded written student research project / presentation

Preliminary examination for: -

Weighting: The grade flows with a weight of 3% in the final score.

Module: 9006 Methodological competencies 2

Module manager: Prof. Dr. Thomas Bäumer

Qualification goals:

Knowledge:

After successfully completing the module, students will know the basics of evaluation research and psychological test theory.

Skills:

Students can construct a psychological test and determine the quality criteria. You are able to design an evaluation study.

Competences:

The students have an in-depth professional competence with regard to questions concerning the basics of test theory and evaluation research. The analytical competence of the students is enhanced by intensive exercises. Their methodological competences are strengthened by the study of the basics of test theory, questionnaire construction and evaluation research.

Module contents:

4061 Evaluation

4062 Questionnaire and test construction

Workload:

ECTS: 5

SWS: 4

Contact study: 60h

Self study: 90h

Total workload: 150h

Module offer:

Mandatory/elective duty: Mandatory

Semester: 4th semester

Turn: winter and summer semester

Duration of the module: 1 semester

Access requirements. Admission to the priority phase

Availability of the module: Complements the content of the module Research Methods 1.

Lecturer:

Stefanie Astfalk

Prof. Dr. Thomas Bäumer

Form of examination and weighting:

Type of examination: Graded written student research project

Weighting: The grade flows with a weight of 3% in the final score.

4061 Evaluation

About Module: 9006 Methodological Competencies 2

Module manager: Prof. Dr. Thomas Bäumer

Qualification goals:

Knowledge:

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

Skills:

Students are able to design an evaluation study.

Competences:

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

Workload:

ECTS: 2

SWS: 2

Contact study: 30h

Self study: 30h

Total workload: 60h

Table of contents:

The students get to know the basics of evaluation research. The knowledge gained is applied and deepened in practice using case studies and exercises as examples.

Learning content:

- Fundamentals of Evaluation Research
- Differences between evaluation and intervention research
- Specific evaluation designs (ex-ante, interim and ex-post evaluation)
- Development of an evaluation design taking into account all stakeholders
- Communication in the context of evaluations
- Assessments of effectiveness and efficiency in the context of evaluations

Lecturer:

Stefanie Astfalk

Bibliography:

Main literature:

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

Further literature:

Bortz, J. & Doering, N. (2016). *Research methods and evaluation in the social sciences and humanities*. 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* (2nd ed.). Opladen: Budrich.

Course offer:

Semester: 4th semester

Frequency: winter and summer semester

Type of event: Lecture

Access requirements: Admission to the priority phase

Language: German

Didactic aids: lecture grades, selected literature

Form of examination and weighting:

Type of examination: Graded written student research project

Preliminary examination for: -

Weighting: The grade flows with a weight of 1% in the final score.

4062 Questionnaire and test construction

About Module: 9006 Methodological Competencies 2

Module manager: Prof. Dr. Thomas Bäumer

Qualification goals:

Knowledge:

After successfully completing this course, students will know the basics of psychological test theory.

Skills:

Students can construct a psychological test and determine the quality criteria. You will recognise the demands that an economic psychological question places on psychological tests and questionnaires.

Competences:

The students have an in-depth professional competence with regard to questions concerning the basics of test theory. The analytical competence of the students is enhanced by intensive exercises. Their methodological competences are strengthened by the study of the basics of test theory and questionnaire construction.

Workload:

ECTS: 3

SWS: 2

Contact study: 30h

Self study: 60h

Total workload: 90h

Table of contents:

Students learn the basics of psychological test theory. The knowledge gained is applied and deepened in practice 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 psychological questions

Lecturer:

Prof. Dr. Thomas Bäumer

Course offer:

Semester: 4th semester

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Access requirements: Admission to the priority phase

Language: German

Didactic aids: lecture grades, selected literature

Form of examination and weighting:

Type of examination: Graded written student research project

Preliminary examination for: -

Weighting: The grade flows with a weight of 2% in the final score.

Bibliography:

Main literature:

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

Moosbrugger, H. & Kelava, A. (2012). *Test theory and questionnaire construction*. Heidelberg: Springer.

Porst, R. (2014). *Questionnaire: A workbook* (4rd edition). Wiesbaden: VS Publishers.

Further literature:

Questionnaire construction:

Dillman, D. A., Smyth, J. D. & Christian, L. M. (2014). *Internet, mail, and mixed-mode surveys: The tailored design method* (4. ed.). Hoboken, 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). *All, not all: Introduction to the methods of demoscropy* (4th ed.). Heidelberg: Springer.

Test construction:

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

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

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

Module: 9007 Interdisciplinary competencies

Module manager: Prof. Dr. Uta Bronner

Qualification goals:

Knowledge:

After a successful participation in this course, students have acquired a basic understanding of the structure and conduct of business psychological studies within research projects and know the theoretical approaches to interdisciplinary competence that they can transfer to application situations.

Skills:

The students are able to assess the impact of different research designs on test persons, transfer this experience knowledge for the design of their own research projects and have expanded their repertoire of actions with regard to socially demanding work situations.

Competences:

After successful participation in this module, students have gained methodological competence in questions of economic psychological research and various research methods and have expanded their social and/or personal competence through application-oriented exercises, reflection and feedback units.

Module contents:

4071 Key qualifications 2

5072 Research projects

Workload:

ECTS: 3

SWS: 2

Contact study: 30h

Self study: 60h

Total workload: 90h

Module offer:

Mandatory/elective duty: Mandatory

Semester: 4th and 5th semester

Turn: winter and summer semester

Duration of the module: 2 semesters

Access requirements. Admission to the priority phase

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

Lecturer:

Prof. Dr. Patrick Müller

N.N. (different offers about the Didaktikzentrum)

Form of examination and weighting:

Type of examination: Student research project (ungraded)

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

4071 Key qualification 2

About Module: 9007 Cross-disciplinary competencies

Module manager: Prof. Dr. Uta Bronner

Qualification goals:

Knowledge:

After a successful participation in this course, students will know theoretical approaches and models for interdisciplinary competence and will be able to transfer them to concrete application situations.

Skills:

After a successful participation in this course, students have expanded their repertoire of actions in relation to socially demanding work situations (e.g. cooperation in heterogeneous working groups, intercultural cooperation, conducting conflictual conversations).

Competences:

The students have expanded their social and/or personal competence through application-oriented exercises, reflection and feedback units.

Workload:

ECTS: 1

SWS: 2

Contact study: 30h

Self study: 0h

Total workload: 30h

Table of contents:

This event concentrates on a competence in the field of social and personal competences. Depending on the needs of the students, which have shown themselves in the previous semesters, and current developments in the soft skill training area, the main focus of the course varies.

Learning content:

- Cooperation in heterogeneous working groups
- Intercultural cooperation
- Workshop moderation and leadership
- Conflict resolution and moderation
- service learning

Lecturer:

N.N. (different offers about the Didaktikzentrum)

Bibliography:

(will be adapted to the respective topic - here exemplary for 2 topics)

Intercultural cooperation

Main literature:

Hofstede, G. (2006). *Local thinking, global action*. Munich: dtb.

Thomas, A., Kammhuber, S. & Schroll-Machl, S. (Ed.) (2005 and 2007). *Handbook Intercultural Communication and Cooperation* (Volume 1 and 2). Göttingen: Vandenhoeck & Ruprecht.

Conflict resolution and moderation

Main literature:

Fisher, R., Ury, W. & Patton, B. (2013). *The Harvard Concept. Negotiate properly - negotiate successfully* (24th ed.). Frankfurt: Campus.

Glasl F. (2011). *Conflict management. A handbook for managers and consultants* (10th edition). Bern: Free mental life.

Course offer:

Semester: 4th semester

Frequency: winter and summer semester

Type of event: Seminar

Access requirements: Admission to the priority phase

Language: German

Didactic aids: script and selected literature

Form of examination and weighting:

Type of examination: Student research project (ungraded)

Preliminary examination for: -

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

5072 Research projects

About Module: 9007 Cross-disciplinary competencies

Module manager: Prof. Dr. Uta Bronner

Qualification goals:

Knowledge:

Students gain a basic understanding of the structure and implementation of various economic psychological experiments and studies within various research projects.

Skills:

The students can assess the effect of different research designs on test persons and transfer this experience knowledge for the design of their own research projects.

Competences:

After a successful participation in this course, the students have gained methodological competence in questions of economic psychological research and different research methods.

Workload:

ECTS: 2

SWS: 0

Contact study: 0h

Self study: 60h

Total workload: 60h

Table of contents:**Learning content:**

The students take part 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 test person hours.

Lecturer:

Prof. Dr. Patrick Müller

Bibliography:Main literature:

Bortz, J.& Döring, N. (2016). *Research methods and evaluation* (5th edition). Berlin: Springer.

Bröder, A. (2011). *Experimental Design and Experimental Internship*. Göttingen: Hogrefe.

Further literature:

Bittrich, K. & Blankenberger, K. (2011). *Experimental Psychology: Planning, Realizing, Presenting Experiments*. Weinheim: Beltz.

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

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 hints on intervention* (3rd edition). Göttingen: Hogrefe.

Huber, O. (2013). *The psychological experiment: an introduction* (6th ed.). Bern: Huber.

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

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

Course offer:

Semester: 4th semester

Frequency: winter and summer semester

Type of event: Project work

Access requirements: Admission to the priority phase

Language: German

Didactic aids: experimental material

Form of examination and weighting:

Type of examination: Student research project (ungraded)

Preliminary examination for: -

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

Module: 9008 Focus HRM Part 1 - Personnel Selection

Module manager: Prof. Dr. Patrick Müller

Qualification goals:

Knowledge:

After the successful completion of the module, the students are familiar with the theoretical principles of personnel selection and personnel marketing and know the selection processes and general conditions of personnel selection in companies. In addition, they are familiar with the current selection instruments and can assess when their use makes sense.

Skills:

Students are able to develop tools for psychologically sound personnel selection for practical prevention.

Competences:

The students have an in-depth professional competence with regard to questions concerning psychological personnel diagnostics and personnel marketing. Their methodological competencies are further developed by dealing with the diagnostic basics of personnel selection and the relevant cost-benefit analyses. Their social and communicative skills are strengthened by the project work within the framework of the event.

Module contents:

3081 Personnel selection

Workload:

ECTS: 6

SWS: 4

Contact study: 60h

Self study: 120h

Total workload: 180h

Lecturer:

Prof. Dr. Patrick Müller

Form of examination and weighting:

Type of examination: Written examination 90 minutes / graded written student research project / presentation

Weighting: The grade flows with a weight of 5% into the final score.

3081 Personnel selection

Module: 9008 Focus HRM Part 1 - Personnel Selection

Module manager: Prof. Dr. Patrick Müller

Qualification goals:

Knowledge:

After a successful participation in this course, the students are familiar with the theoretical basics of personnel selection and personnel marketing and know the selection processes and general conditions of personnel selection in companies. You are familiar with the current selection instruments and can assess when their use makes sense.

Skills:

The students are able to develop instruments for psychologically sound personnel selection for practical application.

Competences:

The students have an in-depth professional competence with regard to questions concerning psychological personnel diagnostics and personnel marketing. Their methodological competencies are further developed by dealing with the diagnostic basics of personnel selection and the relevant cost-benefit analyses. Their social and communicative skills are strengthened by the project work within the framework of the event.

Workload:

ECTS: 6

SWS: 4

Contact study: 60h

Self study: 120h

Total workload: 180h

Table of contents:

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

Learning content:

- Goals of and general conditions for personnel selection
- Personnel selection process
- e-recruitment
- From staff requirements to job advertisements
- personnel marketing
- Typical instruments of personnel selection
 - Analysis of the application documents
 - Staff questionnaires and biographical questionnaires
 - Forms and contents of interviews
 - Performance and personality tests
 - work samples
 - Assessment Center and Individual Assessments
- Benefits of selection methods
- Trends in national and international personnel selection

Lecturer:

Prof. Dr. Patrick Müller

Bibliography:

Main literature:

Schuler, H. (2014). *Psychological personnel selection*. Göttingen: Hogrefe.

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

Further literature:

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

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

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

Krause, D. (2010). *Trends in international personnel selection*. Göttingen: Hogrefe.

As well as professional articles, see semester plan

Course offer:

Semester: 3rd semester

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Access requirements: Admission to the priority phase

Language: German

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

Form of examination and weighting:

Type of examination: Written examination 90 minutes / graded written student research project / presentation

Preliminary examination for: -

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

Module: 9009 Focus HRM Part 2 - Personnel Development

Module manager: Prof. Dr. Patrick Müller

Qualification goals:

Knowledge:

After the successful completion of the module, the students are familiar with the theoretical basics and goals of personnel development and know the systems and measures of personnel development customary in companies.

Skills:

Students can classify personnel development systems in the HR context and design them themselves on a small scale. You will be able to assess the useful use of personnel development measures and independently develop such measures and plan implementation steps.

Competences:

The students have professional competence in the application of personnel development tools. You have a holistic view on personnel development specific questions and assessment ability regarding strategic personnel development measures. Students have acquired analytical skills for the implementation of complex HR systems.

Workload:

ECTS: 6

SWS: 4

Contact study: 60h

Self study: 120h

Total workload: 180h

Module contents:

4091 Personnel development

Lecturer:

Sylvia Hornung

Magnus Kyre

Module offer:

Obligatory/election obligation: Election obligation

Semester: 4th semester

Turn: winter and summer semester

Duration of the module: 1 semester

Access requirements. Admission to the priority phase

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

Form of examination and weighting:

Type of examination: Graded written student research project

Weighting: The grade flows with a weight of 5% into the final score.

4091 Personnel development

Module: 9009 Focus HRM Part 2 - Personnel Development

Module manager: Prof. Dr. Patrick Müller

Qualification goals:

Knowledge:

After a successful participation in this course, the students are familiar with the theoretical basics and goals of personnel development and know the systems and measures of personnel development common in companies.

Skills:

Students can classify personnel development systems in the HR context and design them themselves on a small scale. You will be able to assess the useful use of personnel development measures and independently develop such measures and plan implementation steps.

Competences:

The students have professional competence in the application of personnel development tools. You have a holistic view on personnel development specific questions and assessment ability regarding strategic personnel development measures. Students have acquired analytical skills for the implementation of complex HR systems.

Workload:

ECTS: 6

SWS: 4

Contact study: 60h

Self study: 120h

Total workload: 180h

Table of contents:

Students learn the basics and goals of personnel development. The knowledge gained is applied and deepened in practice using case studies and exercises as examples.

Learning content:

- Conceptual basics of strategic personnel 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
 - workout
 - junior development programmes
 - mentoring
- Evaluation and transfer assurance of personnel development procedures
- Recent trends in personnel development

Lecturer:

Sylvia Hornung

Magnus Kyre

Course offer:

Semester: 4th semester

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Access requirements: Admission to the priority phase

Language: German

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

Form of examination and weighting:

Type of examination: Graded written student research project

Preliminary examination for: -

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

Bibliography:

Main literature:

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

Meifert, M. (Ed.) (2013). *Strategic personnel development*. Heidelberg: Springer.

Further literature:

Becker, M. (2013). *Personnel development* (6th edition). Stuttgart: Schäffer-Poeschel.

Bröckermann, R. & Müller-Vorbrüggen, M. (Ed.) (2016) *Human Resources Development Manual* (4th ed.). Stuttgart: Schäffer-Poeschel.

Enaux, C. & Heinrich F. (2011). *Strategic Talent Management*. Freiburg: Haufe.

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

Ryschka, J., Solga, M.& Mattenklott, A. (2011). *Practical manual for personnel development. Instruments, concepts, examples* (3rd edition). Wiesbaden: Gabler.

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

Module: 9010 Focus HRM Part 3 - Performance Management

Module manager: Prof. Dr. Uta Bronner

Qualification goals:

Knowledge:

After the successful completion of the module, the students know the psychological models of professional performance and the performance assessment process as well as the framework conditions for performance management in companies. They are familiar with various methods of performance assessment and their areas of application and know how performance agreement and assessment interviews are conducted.

Skills:

Students can assess the benefits of performance assessment procedures and have developed a performance assessment tool themselves.

Competences:

The students have a deepened professional competence with regard to questions concerning performance diagnostics. Their methodological competences are further developed by dealing with the methods and quality criteria of performance assessment. Their social and communicative skills are strengthened by the case studies and exercises during the event.

Module contents:

6101 Performance management

Workload:

ECTS: 5

SWS: 3

Contact study: 45h

Self study: 105h

Total workload: 150h

Module offer:

Obligatory/election obligation: Election obligation

Semester: 6th semester

Turn: winter and summer semester

Duration of the module: 1 semester

Access requirements. Admission to the priority phase

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

Lecturer:

Prof. Dr. Uta Bronner

Form of examination and weighting:

Type of examination: Graded written seminar paper

Weighting: The grade flows with a weight of 5% into the final score.

6101 Performance management

Module: 9010 Focus HRM Part 3 - Performance Management

Module manager: Prof. Dr. Uta Bronner

Qualification goals:

Knowledge:

After a successful participation in this course, students will know the psychological models of professional performance and the performance assessment process as well as the framework conditions for performance management in companies. You know different methods of performance assessment with their areas of application and know how performance agreement and assessment interviews are conducted.

Skills:

Students can assess the usefulness of performance assessment procedures. In addition, the students have developed a performance assessment tool themselves.

Competences:

The students have a deepened professional competence with regard to questions concerning performance diagnostics. Their methodological competences are further developed by dealing with the methods and quality criteria of performance assessment. Their social and communicative skills are strengthened by the case studies and exercises during the event.

Workload:

ECTS: 5

SWS: 3

Contact study: 45h

Self study: 105h

Total workload: 150h

Table of contents:

Students learn about psychological models of professional performance and the performance assessment process. The knowledge gained is applied and deepened in practice using case studies and exercises as examples.

Learning content:

- Professional performance and performance assessment
- Criteria for assessing professional performance
- Objectives and functions of performance appraisal
- Forms of assessment procedures: criteria-oriented, norm-oriented and goal-oriented procedures
- Quality of performance appraisals (sources of error and countermeasures)
- Sources for performance assessments and 360-degree feedback
- performance agreement and assessment interviews
- Costs and benefits of performance appraisals
- Conception and introduction of performance appraisal procedures
- Legal aspects of performance management

Lecturer:

Prof. Dr. Uta Bronner

Course offer:

Semester: 6th semester

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Access requirements: Admission to the priority phase

Language: German

Didactic aids: lecture grades, current journal articles

Form of examination and weighting:

Type of examination: Graded written seminar paper

Preliminary examination for: -

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

Bibliography:

Main literature:

Weissenrieder, Jürgen (eds.). (2019). Sustainable performance and Compensation management. Second resolution... Göttingen: Springer Trade Media.

Franke, S., Hornung, S. & Nobile, N. (2019). New Pay. Alternative Work and Remuneration models. Freiburg: Haufe.

Meifert, M. (ed.) (2011). Strategic Talent Management. Freiburg: Haufe.

Further literature:

Lohaus, D. (2009). Performance assessment. Göttingen: Hogrefe.

Rynes, S.A., Gehart, B. & Parks, L. (2005). Personnel Psychology: Performance Evaluation and Pay for Performance, 56, 571-600.

Module: 9011 Focus Market Research/Marketing Part 1 - Market Research Basics

Module manager: Prof. Dr. Thomas Bäumer

Qualification goals:

Knowledge:

After the successful completion of the module, the students have in-depth knowledge in their chosen field of market research, i.e. they have an overview of different providers and occupational fields of market research, different approaches to market research as well as survey and analysis methods.

Skills:

The students are thus able to select suitable providers and methods for given questions on information procurement.

Competences:

The students have the competence to work on a relevant business psychological project in the field of market research.

Module contents:

3111 Market research Basics

Workload:

ECTS: 6

SWS: 4

Contact study: 60h

Self study: 120h

Total workload: 180h

Module offer:

Obligatory/election obligation: Election obligation

Semester: 3rd semester

Turn: winter and summer semester

Duration of the module: 1 semester

Access requirements. Admission to the priority phase

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

Lecturer:

Linda Dinter

Form of examination and weighting:

Type of examination: written examination 90 minutes / graded student research project / presentation

Weighting: The grade flows with a weight of 5% into the final score.

3111 Market research Basics

Module: 9011 Focus Market Research/Marketing Part 1 - Market Research Fundamentals

Module manager: Prof. Dr. Thomas Bäumer

Qualification goals:

Knowledge:

After a successfully participating in this course, students will have an overview of various providers and professional fields in market research as well as the tasks involved in the market research process. In addition, they are familiar with various survey and analysis methods used in market research.

Skills:

Based on this knowledge, the students are able to select suitable providers and methods for given questions regarding the procurement of information.

Competences:

The students have the competence to work out solutions for given market research-related questions or problems and to prepare them in an action-oriented way.

Workload:

ECTS: 6

SWS: 4

Contact study: 60h

Self study: 120h

Total workload: 180h

Table of contents:

The students get to know different providers and professional fields of market research. The knowledge gained is applied and deepened in practice using case studies and exercises as examples.

Learning content:

- basics
 - Goals of market research
 - Self-conception of market research (providers/occupational fields, data protection and ethics)
 - Market research process
- data collection
 - Methods of information acquisition (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:

Linda Dinter

Course offer:

Semester: 3rd semester

Frequency: winter and summer semester

Type of event: lecture and integrated exercise

Access requirements: Admission to the priority phase

Language: German

Didactic aids: Selected literature, lecture slides, exercise materials

Form of examination and weighting:

Type of examination: written examination 90 minutes / graded student research project / presentation

Preliminary examination for: -

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

Bibliography:

Main literature:

Berekoven, L., Eckert, W. & Ellenrieder, P. (2009). *Market Research: Methodological Basics and Practical Application* (12th ed.). Wiesbaden: Gabler.

Herrmann, A., Homburg, C. & Klarmann, M. (2014). *Market Research Handbook: Methods - Applications - Practical Examples* (3rd ed.). Wiesbaden: Gabler.

Kuß, A. (2018). *Market research: Fundamentals of data collection and analysis* (6th edition). Wiesbaden: Gabler.

Further literature:

Buber, R. & Holzmüller, H. H. (2009). *Qualitative Market Research: Concepts - Methods Analyses* (2nd edition). Wiesbaden: Gabler.

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

Module: 9012 Focus Market Research/Marketing Part 2 - Market Research Application

Module manager: Prof. Dr. Thomas Bäumer

Qualification goals:

Knowledge:

After the successful completion of the module, the students have consolidated their knowledge and applicability with regard to their focus on market research, i.e. they are familiar with common fields of application and methods of market research.

Skills:

The students can give recommendations for carrying out market research and/or plan and carry out market research independently.

Competences:

The students have created the prerequisites for completing a demanding BPS in the company in their chosen field of market research/marketing.

Workload:

ECTS: 6

SWS: 4

Contact study: 60h

Self study: 120h

Total workload: 180h

Module contents:

4121 Market research Application

Module offer:

Obligatory/election obligation: Election obligation

Semester: 4th semester

Turn: winter and summer semester

Duration of the module: 1 semester

Access requirements. Admission to the priority phase

Usability of the module: complements the content of module 9011 Market Research Fundamentals.

Lecturer:

Prof. Dr. Thomas Bäumer

Annika Krämer

Form of examination and weighting:

Type of examination: Graded written seminar paper

Weighting: The grade flows with a weight of 5% into the final score.

4121 Market research Application

Module: 9012 Focus Market Research/Marketing Part 2 - Market Research Application

Module manager: Prof. Dr. Thomas Bäumer

Qualification goals:

Knowledge:

After a successful participation in this course, the students will have an overview of the various fields of application of market research and know the most common methods of market research. In addition, current trends from the field of market research are known.

Skills:

The students have practical experience in the conception, implementation and evaluation of individual procedures/methods. You are able to create an offer for a market research request and to present the advantages and disadvantages of different methods and to give a recommendation. In addition, they are able to design and conduct market research studies.

Competences:

The students expand their subject-specific methodological competence in the field of market research, both with regard to survey and evaluation methods. In addition, the competence for critical reflection is strengthened.

Workload:

ECTS: 6

SWS: 4

Contact study: 60h

Self study: 120h

Total workload: 180h

Table of contents:

The students get to know different fields of application and the most common methods of market research. The knowledge gained is applied and deepened in practice using case studies and exercises as examples.

Learning content:

- Qualitative market research
 - Theoretical principles and sampling concept
 - Survey methods (individual interviews, focus groups)
 - Software-supported data analysis
- fields of application
 - Usage & Attitude studies: measurement of settings, motifs, values & behaviour
 - Product development: Concept and product tests
 - price research
 - advertising effectiveness research
 - Target group understanding and market segmentation
 - Brand Research: Brand Image & Brand Value
 - Customer Management: Customer Satisfaction & Customer Retention
- Current trends in market research
 - Social Media Market Research
 - neuromarketing

Lecturer:

Prof. Dr. Thomas Bäumer

Annika Krämer

Course offer:

Semester: 4th semester

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Access requirements: Admission to the priority phase

Language: German

Didactic aids: Selected literature, lecture slides, practical exercises

Form of examination and weighting:

Type of examination: Graded written seminar paper

Preliminary examination for: -

Weighting: The grade flows into 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. (ed.) (2008). Handbuch Marktforschung: Methods - Applications - Practical Examples. Wiesbaden: Gabler.

Naderer, G. & Balzer, E. (2011). Qualitative market research in theory and practice: Basics - Methods - Applications. Wiesbaden: Gabler.

Further literature:

Quantitative Research

ADM Working Group of German Market and Social Research Institutes (2014). Sampling procedures in survey research: A presentation for practical use (2nd edition). Wiesbaden: Springer.

Welker, M, Taddicken, M., Schmidt, J-H., & Jakob, N. (eds.) (2014). Handbook Online Research: Social Science Data Collection and Evaluation in Digital Networks. Cologne: Halem Verlag.
Data Analysis

Backhaus, K., Erichson, B., Plinke, W. & Weiber, R. (2016). Multivariate analysis methods. An application-oriented introduction. Berlin: Springer Gabler.

Kuss, A., Wildner, R. & Kreis, H. (2014). Market Research. Fundamentals of data collection and data analysis. Wiesbaden: Springer Gabler.

Qualitative Market Research

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.

Glasses, J. & Laudel, G. (2010). Expert interviews and qualitative content analysis. Wiesbaden: VS Verlag für Sozi- alwissenschaften.

Helfferich, C. (2011). The quality of qualitative data: Manual for conducting qualitative interviews (4th ed.). Wiesbaden: VS Verlag.

Kuckartz, U. (2010). Introduction to the computer-aided analysis of qualitative data. Wiesbaden: VS Publishing House.

Kuckartz, U. (2018). Qualitative content analysis. Methods, practice, computer support (basic texts on methods, 4th edition). Weinheim: Beltz Juventa.

Kühn, T. & Koschel, K.-V. (2011). Group discussions: A practical handbook. 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: Fundamentals and Techniques. Weinheim: Beltz...

Operational market research

Ottawa, M. & Rietz, C. (2015). Operational market research. Added value for marketing, management and strategy (2nd, updated and extended edition). Berlin: De Gruyter Oldenbourg.

Current trend

Bernecker, M. & Beilharz, F. (2012). Social Media Marketing: Strategies, tips and tricks for the practice. Cologne: Johanna-Verlag.

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

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

Hettler, U. (2010). Social media marketing. Marketing with blogs, social networks and other web 2.0 applications. Munich: Oldenbourg Wissenschaftsv.

Keller, B., Klein, H.-W., & Tuschl, S. (2015). Future of market research: Development opportunities in times of social media and Big Data. Wiesbaden: Springer.

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

Module: 9013 Focus Market Research/Marketing Part 3 - Market and Consumer Psychology

Module manager: Prof. Dr. Stephanie Huber

Qualification goals:

Knowledge:

After successfully completing the module, students will have an overview of the most important research and application fields in market, advertising and consumer psychology.

Skills:

The students are able to use their psychological background knowledge for the selection of market research methods and marketing measures and to explain phenomena of consumer behaviour.

Competences:

The students are familiar with various fields of application in market psychology, advertising psychology and consumer psychology and thus have the competence to translate what they have learned so far in the field of market research/marketing into a science-oriented and practice-relevant bachelor thesis. In addition, they have the ability to make informed decisions about market research methods and marketing strategies.

Module contents:

6131 Market and consumer psychology

Workload:

ECTS: 5

SWS: 3

Contact study: 45h

Self study: 105h

Total workload: 150h

Module offer:

Obligatory/election obligation: Election obligation

Semester: 6th semester

Turn: winter and summer semester

Duration of the module: 1 semester

Access requirements. Admission to the priority phase

Usability of the module: complements the modules 9011 Market Research Fundamentals and 9012 Market Research Application.

Lecturer:

Franziska Seidel

Stephan Kraus

Form of examination and weighting:

Type of examination: Graded written seminar paper

Weighting: The grade flows with a weight of 5% into the final score.

6131 Market and consumer psychology

Module: 9013 Focus Market Research/Marketing Part 3 - Market and Consumer Psychology

Module manager: Prof. Dr. Stephanie Huber

Qualification goals:

Knowledge:

After a successful participation in this course, students will have an overview of the most important research fields, findings and theoretical models of market, advertising and consumer psychology.

Skills:

Students are able to justify the choice of market research methods and marketing measures on the basis of their psychological background knowledge. In addition, they have the ability to explain phenomena of consumer behaviour.

Competences:

The students know various fields of application of market, advertising and consumer psychology and thus have the competence not only to plan and carry out market, advertising and consumer psychological studies, but also to evaluate the significance of the results with regard to their implementation in marketing.

Workload:

ECTS: 5

SWS: 3

Contact study: 45h

Self study: 105h

Total workload: 150h

Table of contents:

The students have an overview of the most important research fields, findings and theoretical models of market, advertising and consumer psychology. The knowledge gained is applied and deepened in practice using case studies and exercises as examples.

Learning content:

- General principles of market, advertising and consumer research
- Basic cognitive theory (perception/attention, learning, memory, information processing)
- Motivation and emotional psychological basics
- Social and personality psychological basics
- Setting up and changing the setting
- Processes and determinants of the purchase decision
- Environmental determinants of consumer behaviour (learning processes in experiential and media environments)
- Overview of classic and current application fields of market, advertising and consumer psychology (e.g. brand management, decision research, neuromarketing)

Lecturer:

Franziska Seidel

Stephan Kraus

Course offer:

Semester: 6th semester

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Access requirements: Admission to the priority phase

Language: German

Didactic aids: Selected literature, lecture slides, case studies

Form of examination and weighting:

Type of examination: Graded written seminar paper

Preliminary examination for: -

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

Bibliography:

Main literature:

Esch, F.-R. (2017). Strategy and technology of brand management (9th edition). Munich: Vahlen.

Felser, G. (2015). Advertising and consumer psychology (4th ed.). Berlin: Springer.

Kroeber-Riel, W. & Weinberg, P. & Gröppel-Klein, A. (2019). Consumer behavior (11th edition). Munich: Vahlen.

Further literature:

Esch, F.-R. (2013). Modern brand management: basics - innovative approaches - practical implementations (4th ed.). Wiesbaden: Gabler

Trommsdorff, V. & Teichert, T. (2019). Consumer behaviour (9th edition). Stuttgart: Kohlhammer.

Module: 9014 Focus Consulting Part 1 - Team and Organizational Development

Module manager: Prof. Dr. Katrin Allmendinger

Qualification goals:

Knowledge:

After the successful completion of the module, the students know the reasons and methods for team development. You have developed a holistic understanding of change management and know methods of planning, initiating and controlling change processes with application areas and potential consequences.

Skills:

The students used interventions for team and organisational development in a realistic way.

Competences:

In addition to specialist competences in the field of consulting, students acquire interdisciplinary competences, e.g. in decision-making and social behaviour in groups.

Module contents:

3141 Team and organizational development

Workload:

ECTS: 6

SWS: 4

Contact study: 60h

Self study: 120h

Total workload: 180h

Module offer:

Obligatory/election obligation: Election obligation

Semester: 3rd semester

Turn: winter and summer semester

Duration of the module: 1 semester

Access requirements. Admission to the priority phase

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

Lecturer:

Prof. Dr. Katrin Allmendinger

Form of examination and weighting:

Type of examination: Graded written seminar paper

Weighting: The grade flows with a weight of 5% into the final score.

3141 Team and organizational development

Module: 9014 Focus Consulting Part 1 - Team and Organizational Development

Module manager: Prof. Dr. Katrin Allmendinger

Qualification goals:

Knowledge:

After a successful participation in this course, students will know the reasons and methods for team development. You have developed a holistic understanding of change management and know methods of planning, initiating and controlling change processes with application areas and potential consequences.

Skills:

The students used interventions for team and organisational development in a realistic way.

Competences:

In addition to specialist competences in the field of consulting, students acquire interdisciplinary competences, e.g. in decision-making and social behaviour in groups.

Workload:

ECTS: 6

SWS: 4

Contact study: 60h

Self study: 120h

Total workload: 180h

Table of contents:

The students know the reasons and methods for team development and have a holistic understanding of change management. The knowledge gained is applied and deepened in practice using case studies and exercises as examples.

Learning content:

- Causes and goals of organizational change
- Principles of organizational change
- Development phases of the organization and phases of organizational development
- Need for change/willingness to change/ability to change
- promoter models
- Culture as context factor/design variable in change processes
- Team interventions
- Resistance/resistance reactions and intervention strategies
- Communication as a target-oriented instrument of change management
- Organizational learning/learning organization

Lecturer:

Prof. Dr. Katrin Allmendinger

Course offer:

Semester: 3rd semester

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Access requirements: Admission to the priority phase

Language: English

Didactic aids: lecture script, exercises

Form of examination and weighting:

Type of examination: Graded written seminar paper

Preliminary examination for: -

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

Bibliography:

Main literature:

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

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 literature:

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

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

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

Module: 9015 Focus Consulting Part 2 - Business oriented Consulting

Module manager: Prof. Dr. Roland Franz Erben

Qualification goals:

Knowledge:

After a successful completion of the module, students will know the characteristics of business-oriented process and specialist consulting and will be able to distinguish them from psychological consulting. You are familiar with relevant models of business-oriented consulting.

Skills:

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

Competences:

Students expand their business management and methodological skills.

Module contents:

4151 Business management consulting

Workload:

ECTS: 6

SWS: 4

Contact study: 60h

Self study: 120h

Total workload: 180h

Module offer:

Obligatory/election obligation: Election obligation

Semester: 4th semester

Turn: winter and summer semester

Duration of the module: 1 semester

Access requirements. Admission to the priority phase

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

Lecturer:

Eberhard Gaißert

Form of examination and weighting:

Type of examination: Graded written seminar paper

Weighting: The grade flows with a weight of 5% into the final score.

4151 Business management consulting

About Module: 9015 Focus Consulting Part 2 - Business oriented Consulting

Module manager: Prof. Dr. Roland Franz Erben

Qualification goals:

Knowledge:

After a successful completion of the module, students will know the characteristics of business-oriented process and specialist consulting and will be able to distinguish them from psychological consulting. You are familiar with relevant models of business-oriented consulting.

Skills:

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

Competences:

Students expand their business management and methodological skills.

Table of contents:

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

Learning content:

- Status Quo and Development of the Consulting Market
- consulting fields
- Job description, career entry and career paths
- Consulting process (acquisition, analysis, solution development, implementation)
- Contract drafting for consulting projects (service vs. work contract)

Workload:

ECTS: 6

SWS: 4

Contact study: 60h

Self study: 120h

Total workload: 180h

Course offer:

Semester: 4th semester

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Access requirements: Admission to the priority phase

Language: German

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

- Business management instruments in consulting (benchmarking, maturity models, portfolio models, competitive analyses)

Lecturer:

Eberhard Gaißert

Form of examination and weighting:

Type of examination: Graded written seminar paper

Preliminary examination for:

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

Bibliography:

Main literature:

Lippold, D. (2015). *The management consultancy* (2nd edition). Wiesbaden: Springer Gabler.

Low oak C. (2012). *Management Consulting - 2nd Order Execution and Quality Assurance*. Berlin: De Gruyter Oldenbourg.

Low oak C. (2010). *Management consulting - 1st consulting marketing and order acquisition*. Berlin: De Gruyter Oldenbourg.

Further literature:

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

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

Low oak, C. (2008). *Consulting knowledge*. Berlin: De Gruyter Oldenbourg.

Module: 9016 Focus Consulting Part 3 - Psychological Consulting

Module manager: Prof. Dr. Katrin Allmendinger

Qualification goals:

Knowledge:

After the successful completion of the module, students know the characteristics of psychological counselling and can differentiate it from business-oriented process and specialist counselling. You have become familiar with relevant theoretical models of psychological counselling.

Skills:

Students can apply methods of psychologically oriented organizational analysis and design and carry out interventions in companies. In addition, they can present their consulting approaches and methods convincingly to the target group.

Competences:

The students deepen their professional competence related to their focus on consulting. In particular, they acquire methodological competences for the counselling process and acquire social competences in dealing with counselling contexts.

Module contents:

6161 Psychological Consulting

Workload:

ECTS: 5

SWS: 3

Contact study: 45h

Self study: 105h

Total workload: 150h

Module offer:

Obligatory/election obligation: Election obligation

Semester: 6th semester

Turn: winter and summer semester

Duration of the module: 1 semester

Access requirements. Admission to the priority phase

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

Lecturer:

Prof. Dr. Katrin Allmendinger

Form of examination and weighting:

Type of examination: Graded written seminar paper

Weighting: The grade flows with a weight of 5% into the final score.

6161 Psychological Consulting

Module: 9016 Focus Consulting Part 3 - Psychological Consulting

Module manager: Prof. Dr. Katrin Allmendinger

Qualification goals:

Knowledge:

After a successful participation in this course, students will know the characteristics of psychological counselling and will be able to differentiate it from business-oriented process and specialist counselling. You have become familiar with relevant theoretical models of psychological counselling.

Skills:

Students will be able to apply methods of psychologically oriented organisational analysis, design and carry out interventions in companies. In addition, their consulting approaches and methods can be convincingly presented to the target group.

Competences:

The students deepen their professional competence related to their focus on consulting. In particular, they acquire methodological competences for the counselling process and acquire social competences in dealing with counselling contexts.

Workload:

ECTS: 5

SWS: 3

Contact study: 45h

Self study: 105h

Total workload: 150h

Table of contents:

Students are familiar with the characteristics of psychological counselling and can differentiate it from business-oriented process and specialist counselling. The knowledge gained is applied and deepened in practice using case studies and exercises as examples.

Learning content:

- Fundamentals of different consulting theories as well as system theory and constructivism
- Psychological methods of organizational analysis
- Principles and basic attitudes of systemic counselling
- Architecture and methods of interventions (dyadic and group level)
- Introduction to coaching methods
- case studies

Lecturer:

Prof. Dr. Katrin Allmendinger

Bibliography:Main literature:

King, E. & Volmer G. (2019). Manual Systemic Coaching. Weinheim: Beltz

König, E. & Volmer, G. (2018). Handbook Systemic Organizational Consulting. Weinheim: Beltz.

Wissenmann, M. (2006). Effective Coaching: A Manual. Göttingen: Hogrefe.

Further literature:

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

Rauen, C. (2011). Coaching Tools. Bonn: manager Seminare Verlags GmbH, Edition Training aktuell.

Course offer:

Semester: 6th semester

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Access requirements: Admission to the priority phase

Language: German

Didactic aids: lecture script, case studies, role plays

Form of examination and weighting:

Type of examination: graded written paper

Preliminary examination for: -

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

Module: 9017 Business Psychology Project

Module manager: Prof. Dr. Patrick Müller

Qualification goals:

Knowledge:

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

Skills:

By working on a business psychological project, the students have gained experience in project management, including clarification of assignments and presentation of results, and have thus created a reference for the BPS and/or the bachelor thesis.

Competences:

The students deepen their business psychological professional competence related to a field of application. In addition, they acquire methodological skills for the counselling process and acquire social skills in dealing with counselling contexts.

Module contents:

4171 Economic psychology project

Workload:

ECTS: 7

SWS: 3

Contact study: 60h

Project work: 150h

Total workload: 210h

Module offer:

Mandatory/elective duty: Mandatory

Semester: 4th semester

Turn: winter and summer semester

Duration of the module: 1 semester

Access requirements. Admission to the priority phase

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

Lecturer:

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:

Type of examination: Project work

Weighting: The grade flows with a weight of 5% into the final score.

4171 Economic psychology project

About Module: 9017 Business Psychology Project

Module manager: Prof. Dr. Patrick Müller

Qualification goals:

Knowledge:

After the successful participation in this course, the students can deal in detail with a relevant topic of business psychology from a practical context within the framework of their project and received feedback on the developed solution.

Skills:

By working on a business psychological project, the students have gained experience in project management, including clarification of assignments and presentation of results, and have thus created a reference for the BPS and/or the bachelor thesis.

Competences:

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

Workload:

ECTS: 7

SWS: 4

Contact study: 60h

Project work: 150h

Total workload: 210h

Table of contents:

Learning content:

The students work on an economic-psychological project for a client in commercial enterprises, in research institutes or at the university. The processing usually takes place in groups of up to ten persons during the semester. The projects are acquired or provided by the teaching staff of the university. The task of the students is the independent organisation and processing of the project task under the guidance of the supervising lecturer. It includes the clarification of the order, the transmission of the interim status of the project, a project report and the presentation of the results (usually directly to the client). In addition, the results will be presented at the university.

Lecturer:

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 lecturer and independently researched by the students. It includes textbooks, reference books and current journal articles.

As overview literature for the introduction to the topic serve e.g. :

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

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

Schuler, H. & Moser, K. (2014). *Textbook Organizational Psychology*. Bern: Huber.

Course offer:

Semester: 4th semester

Frequency: winter and summer semester

Type of event: Project work

Access requirements: Admission to the priority phase

Language: German

Didactic aids: overview literature

Form of examination and weighting:

Type of examination: Project work

Preliminary examination for: -

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

Module: 9018 BPS

Module manager: Prof. Dr. Roland Erben

Qualification goals:

Knowledge:

Students have acquired a deeper understanding of how to deal with practical problems in their profession and can assess the added value of their learning experience.

Skills:

Students are able to independently identify economic and psychological problems in practice and have the appropriate skills to contribute to solving them. They can relate their experiences from the BPS to subject-specific and interdisciplinary topics of their studies and make a differentiated judgement on possible applications of the study contents.

Competences:

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

Module contents:

5181 BPS Module 1 (48 days)

5182 BPS Module 2 (48 days)

5183 Accompanying event

Workload:

ECTS: 26

SWS: 3

Contact study: 30h

Self study: 0h

Practical phase: 750h

Total workload: 780h

Module offer:

Mandatory/elective duty: Mandatory

Semester: 5th semester

Turn: winter and summer semester

Duration of the module: 1 semester

Access requirements. Admission to the priority phase

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

Lecturer:

Prof. Dr. Uta Bronner

Form of examination and weighting:

Type of examination: graded written paper

Weighting: The grade flows with a weight of 3% in the final score.

5181 BPS (48 days internship)

For module: 9018 BPS

Module manager: Prof. Dr. Roland Erben

Qualification goals:

Knowledge:

In the BPS students can transfer their knowledge from their previous studies to the psychological, business management and organisational areas of responsibility of a suitable organisation (e.g. business enterprises including consulting companies, research institutions, public institutions) and, after graduation, have acquired a deeper understanding of how to deal with practical professional problems.

Skills:

Students are able to independently identify economic and psychological problems in practice and have the appropriate skills to contribute to solving them.

Competences:

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

Workload:

ECTS: 11

SWS: 4

Contact study: 0h

Self study: 0h

Practical phase: 330h

Total workload: 330h

Table of contents:

Learning content:

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

The internship consists of three phases:

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

Learning takes place through observation, active cooperation and literature studies.

Lecturer:

Prof. Dr. Uta Bronner

Bibliography:

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Course offer:

Semester: 5th semester

Frequency: winter and summer semester

Type of event: Internship

Access requirements: Admission to the priority phase

Language: German

Didactic aids: -

Form of examination and weighting:

Type of examination: Student research project (ungraded)

Preliminary examination for: 5183
Accompanying event

Weighting: The grade does not flow into the final grade.

5182 BPS (48 days internship)

For module: 9018 BPS

Module manager: Prof. Dr. Roland Erben

Qualification goals:

Knowledge:

In the BPS, students can transfer their knowledge from their previous studies to the psychological, business management and organisational areas of responsibility of a suitable organisation (e.g. business enterprises including consulting companies, research institutions, public institutions) and, after graduation, have acquired a deeper understanding of how to deal with practical professional problems.

Skills:

Students are able to independently identify economic and psychological problems in practice and have the appropriate skills to contribute to solving them.

Competences:

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

Workload:

ECTS: 11

SWS: 4

Contact study: 0h

Self study: 0h

Practical phase: 330h

Total workload: 330h

Table of contents:

Learning content:

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

The internship consists of three phases:

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

Learning takes place through observation, active cooperation and literature studies.

Lecturer:

Prof. Dr. Uta Bronner

Bibliography:

-

Course offer:

Semester: 5th semester

Frequency: winter and summer semester

Type of event: Internship

Access requirements: Admission to the priority phase

Language: German

Didactic aids: -

Form of examination and weighting:

Type of examination: Student research project (ungraded)

Preliminary examination for: 5183
Accompanying event

Weighting: The grade does not flow into the final grade.

5183 Accompanying event

For module: 9018 BPS

Module manager: Prof. Dr. Roland Erben

Qualification goals:

Knowledge:

The students can classify the added value of their learning experiences from the BPS and, through their own experiences and discussions with the experiences of other students, know possible fields of practice for later employment.

Skills:

The students can relate their experiences from the BPS to subject-specific and interdisciplinary topics of their studies and make a differentiated judgement on possible applications of the study contents.

Competences:

The accompanying event strengthens the self- and social competence of the students, especially their communication competence through extensive experience in presentations, reflection units and discussions.

Workload:

ECTS: 4

SWS: 2

Contact study: 30h

Self study: 90h

Total workload: 120h

Table of contents:

In this course, students reflect on their professional experience during the practical semester and relate it to their previous study content.

Learning content:

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

Lecturer:

Prof. Dr. Uta Bronner

Bibliography:

-

Course offer:

Semester: 5th semester

Frequency: winter and summer semester

Type of event: Seminar

Access requirements: Successful participation in 5181/5182 "BPS".

Language: German

Didactic aids: -

Form of examination and weighting:

Type of examination: graded written essay

Preliminary examination for: -

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

Module: 9019 Corporate Governance

Module manager: Prof. Dr. Roland Franz Erben/ Prof. Dr. Stephanie Huber

Qualification goals:

Knowledge:

After successfully completing the module students will have in-depth knowledge of the objectives and concepts of corporate management. You know selected instruments of corporate management on the basis of case studies or alternatively within the framework of a business simulation and are able to apply them independently in an entrepreneurial context.

Skills:

The students can evaluate operational decision problems (strategy decisions, planning and control problems, organizational alternatives, personnel and employee management problems) and point out solution approaches. They master strategic and operative management techniques. Students are able to participate in the discussion of new management and leadership styles and to develop these further.

Competences:

The students have an in-depth professional competence in relation to topics of corporate management. The students' analytical competence is enhanced by intensive exercises within the framework of business simulation. Their methodical competencies are strengthened by the use of different management techniques and strategic approaches. Their social and communicative skills have been further developed by working on the business simulation.

Module contents:

6191 Corporate governance

Workload:

ECTS: 5

SWS: 4

Contact study: 60h

Self study: 90h

Total workload: 150h

Module offer:

Mandatory/elective duty: Mandatory

Semester: 6th semester

Turn: winter and summer semester

Duration of the module: 1 semester

Access requirements. Admission to the priority phase

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

Lecturer:

Prof. Dr. Patrick Planing

Ingrid Fitterer

Form of examination and weighting:

Type of examination: graded written paper

Weighting: The grade flows with a weight of 3% in the final score.

6191 Corporate governance

To Module: 9019 Corporate Governance

Module manager: Prof. Dr. Roland Franz Erben/ Prof. Dr. Stephanie Huber

Qualification goals:

Knowledge:

After a successful participation in this course, students will have in-depth knowledge of the objectives and concepts of corporate management. You know selected instruments of corporate management on the basis of case studies or alternatively within the framework of a business simulation and are able to apply them independently in an entrepreneurial context.

Skills:

The students are able to assess operational decision-making problems (strategic decisions, planning and control problems, organisational alternatives, personnel and leadership problems), point out solutions and master strategic and operational management techniques. They are able to participate in the discussion of new management and leadership styles and to develop these further.

Competences:

The students have an in-depth professional competence in relation to topics of corporate management. The students' analytical competence is enhanced by intensive exercises within the framework of business simulation. Their methodical competencies are strengthened by the use of different management techniques and strategic approaches. Their social and communicative skills have been further developed by working on the business simulation.

Workload:

ECTS: 5

SWS: 4

Contact study: 60h

Self study: 90h

Total workload: 150h

Table of contents:

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

Learning content:

- Main objectives and tasks of corporate management
- Corporate Governance and Management
- Company goals at a glance
- Strategic corporate management
- Operational planning and control
- Alternatives of the operational organization design
- Personnel deployment and leadership
- Practical application to case studies/business simulation

Lecturer:

Prof. Dr. Patrick Planing

Ingrid Fitterer

Bibliography:Main literature:

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

Further literature:

Hauer, G. & Ultsch, M. (2010). Compact corporate management. 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: 6th semester

Frequency: winter and summer semester

Type of event: Seminar

Access requirements: Admission to the priority phase

Language: German

Didactic aids: script, journal articles

Form of examination and weighting:

Type of examination: graded written essay

Preliminary examination for: -

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

Module: 9020 Thesis

Module manager: Prof. Dr. Thomas Bäumer

Qualification goals:

Knowledge:

After the successful completion of the module, the students know the technical literature on the topic of their choice. You know the scientific standards and guidelines for the preparation and presentation of a thesis.

Skills:

In a limited time and with the usual methods of business psychology, students are able to independently process and document facts according to scientific standards. They can present and discuss the main content of their thesis in an oral presentation of approx. 30 minutes duration.

Competences:

The students have a deepened professional competence with regard to questions concerning their specific topic. The analytical competence of the students is enhanced by intensive work with empirical evaluation methods. Their methodological competences have been further developed by dealing with the methods of generation and evaluation chosen by them. Their social and communicative skills are strengthened by the presentation and discussion during the colloquium.

Module contents:

6201 Bachelor thesis

6202 Colloquium

Workload:

ECTS: 15

SWS: 2

Contact study: 30h

Project work: 420h

Total workload: 450h

Module offer:

Mandatory/elective duty: Mandatory

Semester: 6th semester

Turn: winter and summer semester

Duration of the module: 1 semester

Access requirements. Admission to the thesis

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

Lecturer:

The Bachelor's thesis is reviewed by two supervisors. A supervisor must be a full-time professor at the Hochschule für Technik or a lecturer appointed by a professor in the field of economics.

A second supervisor may be a professor or lecturer in the field of study or a company representative.

Form of examination and weighting:

Type of examination: Project work

Weighting: The grade flows with a weight of 16% in the final score.

6201 Bachelor Thesis

About Module: 9020 Final Thesis

Module manager: Prof. Dr. Thomas Bäumer

Qualification goals:

Knowledge:

After a successful completion of this course, students will be familiar with the specialist literature on their chosen topic. They know the scientific standards and guidelines for the preparation of a thesis.

Skills:

In a limited time and with the usual methods of business psychology, students are able to independently process and document facts according to scientific standards.

Competences:

The students have a deepened professional competence with regard to questions concerning their specific topic. The analytical competence of the students is enhanced by intensive work with empirical evaluation methods. Their methodological competences have been further developed by dealing with the methods of generation and evaluation chosen by them.

Workload:

ECTS: 12

SWS: 3

Contact study: 0h

Project work: 360h

Total workload: 360h

Table of contents:

Within the framework of this course, the students independently develop a scientific question, carry out a study, evaluate it and document the results.

Learning content:

- Topics and tasks from the field of business psychology are independently prepared in the style of a scientific empirical treatise.
- The Bachelor's thesis can also be done in the form of a group thesis if the contribution of the individual student to be assessed as an examination achievement is clearly distinguishable and assessable on the basis of objective criteria that enable a clear distinction to be made.
- The students can express their wishes regarding topics. There is no claim to consideration of the topic wishes.

Lecturer:

Professors at the HFT Stuttgart as first supervisors

Bibliography:Main literature:

Ascheron. (2019). Scientific publishing and presentation: Springer Berlin Heidelberg.

Rossig, W. E. (2011). Scientific papers. Guidelines for term papers, seminar papers, bachelor and master theses, diploma and master theses, dissertations (9th ed.). Achim: BerlinDruck.

Stickel-Wolf, C. (2019). Scientific work and learning techniques. Studying successfully - knowing how! (9th ed.) Wiesbaden: Gabler.

Samac, K., Prenner, M. & Schwetz, H. (2014). The bachelor thesis at university and university of applied sciences. A teaching and learning book for 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: 6th semester

Frequency: winter and summer semester

Type of event: Project work

Access requirements: Admission to the thesis

Language: German or English

Didactic aids: -

Form of examination and weighting:

Type of examination: Project work

Preliminary examination for: -

Weighting: The grade flows into the final grade with a weight of 13%.

6202 Colloquium

About Module: 9020 Final Thesis

Module manager: Prof. Dr. Thomas Bäumer

Qualification goals:

Knowledge:

After the successful completion of this course, students will be familiar with the specialist literature on their chosen topic. They know the scientific standards and guidelines for the presentation of a thesis.

Skills:

The students can present the main content of their scientific thesis in an oral presentation of approx. 30 minutes duration. They have the ability to discuss a scientific paper in a discussion, both technically and methodologically.

Competences:

The students have a deepened professional competence with regard to questions concerning their specific topic. The analytical competence of the students is enhanced by intensive work with empirical evaluation methods. Their methodological competences have been further developed by dealing with the methods of generation and evaluation chosen by them. Their social and communicative skills are strengthened by the presentation and discussion during the event.

Workload:

ECTS: 3

SWS: 2

Contact study: 30h

Project work: 60h

Total workload: 90h

Table of contents:

During this event, the students present and discuss their thesis in front of their supervisors and, if necessary, their fellow students.

Learning content:

Preparation and presentation of the procedure and the results of the final thesis

Lecturer:

Professors at the 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:

Type of examination: Project work

Preliminary examination for: -

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

Bibliography:Main literature:

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

Breger, W.& Grob, H. (2003). Presenting and visualizing. Munich: dtv.

Negrino, T. (2005). Presentation with PowerPoint. Munich: Market+Technology.

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

Seifert, J. W. (2018). Visualize, present, moderate (40th edition). Offenbach: GABAL.