

Module Descriptions: Content

1st Semester

General Psychology	14
Social Psychology	15
Methodology I	16
Statistics for Business Psychologists	17
Business Administration for Business Psychologists	18

2nd Semester

Industrial and Engineering Psychology	19
Personality Psychology	20
Methodology II	21
Accounting for Business Psychologists	22
English for Business Psychologists	23

3rd Semester

Communication and Management Skills	24
Psychology in HR and Organisations	25
Principles of Marketing and Advertising Psychology	26
Law for Business Psychologists	27
Economics for Business Psychologists	28

4th Semester

Diagnostics and Evaluation	29
Educational Psychology	30
Market Research	31
Psychology of Deviant Behaviour	32
Psychology in Economics	33

Compulsory elective subjects

Brand and Communication Management / Channel Management and Pricing	34
Digital Marketing / Strategic Marketing and Sustainability	36
Human Resources I	38
Human Resources II	39
Marketing Specialisation for Business Psychologists	40
Human Resources Specialisation for Business Psychologists	41
Free Elective Subject for Business Psychologists	42

International Module	43
Other modules	
Project in Business Psychology	44
Work-Related Project (Internship)	45
Bachelor Thesis	46

General Psychology								Module ID 5 WP 17
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	1st sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory	B.Sc.
1	Course type		Contact time	Self-study	Forms of teaching (learning methods)	Planned group size	Language	
	Sem. tuition		4 SCH/60 h	90 h	Lecture, group discussion, group work, exercises	35	German	
2	Learning outcomes/competences On successful completion of the module, students have the following knowledge and skills: <ul style="list-style-type: none"> • They are able to present general psychology as a fundamental psychological discipline and discuss it as an empirical science. • They are able to explain basic phenomena and theories of human perception, learning, information processing, emotion and motivation. • They are able to apply selected general psychological content to business psychological issues. 							
3	Contents In the "General Psychology" module, fundamental theories and models of perception, information processing and learning, as well as motivation and emotion, are discussed. Theoretical approaches, methodological approaches and results of current research are discussed critically. <ul style="list-style-type: none"> • General psychology as a fundamental psychological discipline • Perception: features of perception, e.g. selection, organisation and interpretation • Information processing: selective and divided attention, memory models, forms of thinking and problem-solving • Learning theories: conditioning, learning from a model, implicit learning, creation of categories and acquisition of knowledge • Theories of motivation and specific motivations, e.g. curiosity and performance • Theories of emotion and expression of emotions 							
4	Participation requirements None							
5	Form of assessment Written examination or oral examination							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): Business Psychology (B.Sc.)							
8	Module coordinator Prof. Dr. Sybille Reichart							
9	Other information							

Social Psychology								Module ID 5 WP 03
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	1st sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory	B.Sc.
1	Course type		Contact time	Self-study	Forms of teaching (learning methods)	Planned group size	Language	
	Sem. tuition		4 SCH/60 h	90 h	Lecture, group discussion, group work, case examples	35	German	
2	Learning outcomes/competences On successful completion of the module, students have the following knowledge and skills: <ul style="list-style-type: none"> • They are able to classify social psychology as a psychological sub-discipline and have a general overview of the field of social psychology. • They understand social psychology as an empirical science. • They are able to present basic social psychological theories and phenomena. • They are able to transfer selected social psychological content to everyday life and professional contexts. 							
3	Contents The "Social Psychology" module deals with classical and current theories, methods and subject areas of social psychology. Students are primarily given explanatory models for the psychology of group behaviour, social judgment and social influence. Fundamental socio-psychological studies and findings are thematised and discussed. <ul style="list-style-type: none"> • Principles and history of social psychology • The self and the construction of the self • Social cognition • Groups and group behaviour • Social influence • Attitudes • Aggression 							
4	Participation requirements None							
5	Form of assessment Written examination or oral examination							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): Business Psychology (B.Sc.)							
8	Module coordinator Prof. Dr. Alexander Haubrock							
9	Other information -							

Methodology I								Module ID 5 WP 04
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	75 h	3	1st sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory	B.Sc.
1	Course type		Contact time	Self-study	Forms of teaching (learning methods)	Planned group size	Language	
	Sem. tuition		2 SCH/30 h	45 h	Lecture Sample exercises	35	German	
2	Learning outcomes/competences On successful completion of the module, students have the following knowledge and skills: <ul style="list-style-type: none"> • Students know and understand the logic of research, from data acquisition to the assessment of scientific findings. • Students are able to differentiate between everyday thinking and scientific thinking. • Students are able to critically reflect on the survey methods of observation and questioning. • Students are able to apply and evaluate different survey methods. • Students are able to assess the results of empirical research. 							
3	Contents In the "Methodology I" module, fundamental aspects of the correct methodical approach to the collection and assessment of data are discussed and possible problems and sources of error in data collection and the presentation of empirically obtained results are illustrated. Examples, for example from the print media, are used for the critical discussion of statistical representations as underpinning specific hypotheses. Examples from business psychological practice are used to develop and assess the quality of the survey methods of observation and questioning. <ul style="list-style-type: none"> • Separation between everyday psychological and scientific thinking • Induction conclusion, induction problem, falsification principle • Hypothesis formation, causality • Presentation of descriptive data, falsifications in representation • Observation, questioning, types of tests • Quality assessment 							
4	Participation requirements None							
5	Form of assessment Written examination or oral examination or term paper							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): Business Psychology (B.Sc.)							
8	Module coordinator Prof. Dr. Sybille Reichart							
9	Other information -							

Statistics for Business Psychology								Module ID 5 M/S 05
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	225 h	9	1st sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory	B.Sc.
1	Course type		Contact time	Self-study	Forms of teaching (learning methods)	Planned group size	Language	
	Sem. tuition		4 SCH/60 h	135 h	Lecture, examples	35	German	
	Exercise		2 SCH/30 h		Tasks			
2	Learning outcomes/competences After successfully completing the module, students know the options for presenting empirically obtained data in summary and are able to interpret it. Students understand the statistical logic of inferences from a group being studied (sample) to the theoretically underlying population. Students are able to choose the correct basic statistical methods for a given question in business psychology. They are able to utilise this evaluation method with the aid of a calculator and the SPSS computer programme and interpret the results. Students are able to assess and criticise fundamental empirical evaluations with regard to their statistical quality.							
3	Contents <ul style="list-style-type: none"> • Principles • Frequency function • Mean value • Quantiles • Graphical representation of a distribution • Variance, standard deviation, coefficient of variation • Graphical representation of two features • Correlation • Fundamentals of probability theory • Probability distributions • Normal distribution • Further probability distributions • Estimates • Samples and their distributions • Confidence intervals • Parametric tests 							
4	Participation requirements None							
5	Form of assessment Written examination or oral examination							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): Business Psychology (B.Sc.)							
8	Module coordinator Dr. Dirk Martinke							
9	Other information Computerised statistics with SPSS							

Business Administration for Business Psychology								Module ID 5 MG 05
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	1st sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory	B.Sc.
1	Course type		Contact time	Self-study	Forms of teaching (learning methods)		Planned group size	Language
	Sem. tuition		4 SCH/60 h	90 h	Lecture, case examples, exercises		35	German
2	Learning outcomes/competences On successful completion of the module, students have the following competences: <ul style="list-style-type: none"> • They are able to explain the basic terms and objects of knowledge of General Business Administration. • They are able to define central business issues and approaches to finding solutions in performance management, finance and supporting management functions. • Students are able to use the initial comprehensive understanding of businesses and companies that they have acquired to solve problems. • What has been learned can be applied to concrete practical examples with the support of appropriate decision-making rules. 							
3	Contents <ul style="list-style-type: none"> • Introduction to the professional field • Introduction to economic thinking <ul style="list-style-type: none"> - The economic principle - Business administration as a science • Procurement, production and logistics <ul style="list-style-type: none"> - Principles of these business functions - Forms of production • Corporate taxation and corporate audit <ul style="list-style-type: none"> - Legal forms - Taxation and Audit • Human resources management and business organisation <ul style="list-style-type: none"> - Leadership styles and motivational tools - Structural organisation and workflow management • Finance, accounting and controlling <ul style="list-style-type: none"> - Investment calculation method - Forms of financing • Marketing <ul style="list-style-type: none"> - Principles of Marketing - Marketing tools <ul style="list-style-type: none"> • Decisions to be made at the constitution of a business and decision theory 							
4	Participation requirements None							
5	Form of assessment Written examination or oral examination							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): Business Psychology (B.Sc.)							
8	Module coordinator Prof. Dr. Natalie Bartholomäus							
9	Other information -							

Industrial and Engineering Psychology								Module ID 5 WP 06
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	2nd sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory	B.Sc.
1	Course type		Contact time	Self-study	Forms of teaching (learning methods)		Planned group size	Language
	Sem. tuition		4 SCH/60 h	90 h	Lecture, group discussion, group work, case examples		35	German
2	Learning outcomes/competences On successful completion of the module, students have the following knowledge and skills: <ul style="list-style-type: none"> • They are able to present industrial and engineering psychology as an applied sub-discipline of psychology and discuss it as an empirical science. • They understand the interaction between work and human experience and behaviour. • They are able to apply fundamental knowledge of industrial and engineering psychology to the design of work content, work equipment and work systems. • They are able to analyse and assess work processes and working conditions. 							
3	Contents The "Industrial and Engineering Psychology" module deals with fundamental aspects of workload, job satisfaction and motivation, the regulation of work and the design of work tasks, work equipment, the working environment and the time frame of work. Theoretical approaches, methodological approaches and results of current research are critically discussed. Individual approaches for the design of work processes and working conditions are developed in case studies. <ul style="list-style-type: none"> • Industrial and engineering psychology as an applied sub-discipline of psychology • Pressure, strain, stress, burnout • Theories of job satisfaction and motivation • Action theory approaches • Design of human-machine and human-computer systems • Lighting, sound and noise in the workplace • Working time models, shift and night work • Analysis and evaluation of work systems 							
4	Participation requirements None							
5	Form of assessment Term paper or combination of written examination and oral presentation or combination of written examination and written presentation							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): Business Psychology (B.Sc.)							
8	Module coordinator Prof. Dr. Sybille Reichart							
9	Other information Introduction to the business psychology laboratory for work and engineering psychology issues							

Personality Psychology								Module ID 5 WP 02
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	2nd sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory	B.Sc.
1	Course type		Contact time	Self-study	Forms of teaching (learning methods)	Planned group size		Language
	Sem. tuition		4 SCH/60 h	90 h	Lecture, case examples	35		German
2	Learning outcomes/competences After successfully completing the module, students know different theoretical approaches to explain a person's personality. Students are able to describe the theoretical approaches and understand their explanatory contribution and their limitations. In addition, students are able to trace concrete observable human behaviour (especially in a business psychological context) back to a theoretical approach. In doing so, they can choose the appropriate explanatory approach that delivers the best possible prediction and thus correctly interprets behaviour in psychological terms.							
3	Contents In the "Personality Psychology" module, fundamental aspects for explaining and describing personality are discussed. The different ideas of different theory groups are presented based on the current state of research and discussed critically with regard to their quality, possible overlaps and the aspects of personality explained by the theories. Using examples from students' personal experience and in an occupational psychological context, the plausibility of the theories is critically questioned, as well as their implications for business psychological application, e.g. in the selection of personnel. <ul style="list-style-type: none"> • Definition of personality, subject areas of • Personality Psychology • Dispositional theories: type vs. trait, factor analysis, trait theories, interactionism • Biological theories: genetics, twin and adoption studies, disposition-environment debate, biological processes, evolution • Psychoanalytic theories: topographical model of the psyche, structural personality model, instincts, psychosexual development, defence mechanisms • Neoanalytic theories: ego autonomy, effect and competence motivation, inferiority motivation, ego control and ego resilience, development of the ego, psychosocial theories • Learning theories: classical and instrumental conditioning, social-cognitive learning theories, observational learning • Phenomenological theories: humanistic theory, self-determination theory of motivation, theory of personal constructs • Overlapping and similarities of theories, eclectic approach to the description of personality 							
4	Participation requirements None							
5	Form of assessment Written examination or oral examination							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): Business Psychology (B.Sc.)							
8	Module coordinator Dr. Dirk Martinke							
9	Other information							

Methodology II								Module ID 5 WP 07
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	2nd sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory	B.Sc.
1	Course type		Contact time	Self-study	Forms of teaching (learning methods)	Planned group size		Language
	Sem. tuition		2 SCH/30 h	90 h	Lecture, class discussion	35		German
	Exercise		2 SCH/30 h			20		
2	Learning outcomes/competences After successfully completing the module, students are able to define basic terms in empirical social research. They are able to discuss quantitative and qualitative study designs and plan independent surveys. They are also able to assess empirical studies with regard to their quality and possible threats to validity and critically reflect on study outcomes. In addition, they know the formal guidelines for writing scientific papers, can carry out topic-related literature research using relevant search engines, and are able to assess the citation potential of different sources.							
3	Contents The "Methodology II" module is divided into three sub-areas. First of all, in the continuation of the "Methodology I" course, experiments are discussed as a data collection method and the criteria for assessing experimentally obtained results is elaborated. For this purpose, a critical discussion is held on the conclusion on causality, using examples from the work psychological context. In the second part of the course, the qualitative research process, including qualitative methods for data collection and evaluation, is discussed. This focuses on the implementation and evaluation of qualitative interviews. The third part of the course deals with the handling of scientific texts, from researching a specific question to writing one's own work. Oriented to specific questions, research paths are shown and the formal requirements for the writing of scientific papers are clarified. <ul style="list-style-type: none"> • Systematics of test plans, rigorous experiment, quasi-experiment, ex-post-facto design, correlative studies, pre-experimental studies • Forms of rigorous experimentation, randomisation, repeated measurements, block formation, mixed experiment plans • Quasi-experimental designs, design elements • Validity threats • Stages of the qualitative research process • Qualitative survey and observation methods • Qualitative evaluation methods • Qualitative content analysis • Structure and reading of scientific texts • Literature review • Writing of term papers, seminar papers or theses, citing and formal requirements according to APA (American Psychological Association) and DGP (Deutsche Gesellschaft für Psychologie – German Society for Psychology) 							
4	Participation requirements None							
5	Form of assessment Written examination or presentation or term paper							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): Business Psychology (B.Sc.)							
8	Module coordinator TBD							
9	Other information							

Accounting for Business Psychology								Module ID 5 CFR 07
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	2nd sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory	B.Sc.
1	Course type		Contact time	Self-study	Forms of teaching (learning methods)	Planned group size		Language
	Sem. tuition		4 SCH/60 h	90 h	Exercise, simulation game	35		German
2	Learning outcomes/competences On successful completion of the module, students have the following knowledge and skills: <ul style="list-style-type: none"> • Students understand the principles and interrelationships of business double-entry bookkeeping and cost and performance accounting. • They are able to apply accounting techniques, taking into account the applicable legal regulations and the principles of accounting and valuation. • They are also proficient in the principles of preparing annual financial statements corresponding to the legal form of the company in accordance with commercial law and international accounting standards. • Students are able to analyse, interpret and evaluate annual financial statements. • They are able to decide which individual methods and systems of cost allocation and calculation should be used for a specific company and problem, and are able to apply these methods. • Students are able to use cost and activity accounting to analyse cost-accounting issues, interpret the results, and prepare for decisions. 							
3	Contents External accounting: <ul style="list-style-type: none"> • Basic structure of corporate accounting • Basic terms (arithmetic elements) in accounting • Legal principles at a national level • Principles of accounting • Balance sheet contents • Balance sheet structure • Accounting for and valuation of selected assets • Accounting for and valuation of selected liabilities • Profit and Loss account • Principles of international accounting (IFRS) Internal accounting: <ul style="list-style-type: none"> • Cost categories and cost functions • Accrual accounting as a link between external and internal accounting • Principles of cost type, cost centre and cost unit accounting (in particular calculation methods) 							
4	Participation requirements None							
5	Form of assessment Written examination or oral examination							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): Business Psychology (B.Sc.)							
8	Module coordinator Prof. Dr. Jürgen Schneider							
9	Other information -							

English for Business Psychology								Module ID 5 SP 06
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	2nd sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory	B.Sc.
1	Course type		Contact time	Self-study	Forms of teaching (learning methods)		Planned group size	Language
	Sem. tuition		4 SCH/60 h	90 h	Lecture, team work, role plays		35	English
2	Learning outcomes/competences After completing the module, students are able to: <ul style="list-style-type: none"> • communicate in a business environment, • apply presentation skills, • apply negotiating skills in the fields of: <ul style="list-style-type: none"> • marketing, promotion, • Human Resources/organisation, • starting a business, • legal formats of companies. 							
3	Contents <ul style="list-style-type: none"> • Applying for a job, personal SWOT (strengths, weaknesses, opportunities, threats), CVs and resumés, HR • Marketing, marketing mix, launching a product • Presenting business ideas and business performance (graph description) • Starting a company, legal forms, financing a start-up • Corresponding with customers 							
4	Participation requirements B1 according to CEFR (Common European Framework of Reference for Languages) – required							
5	Form of assessment Written examination							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): Business Psychology (B.Sc.)							
8	Module coordinator Kerstin Sommer							
9	Other information -							

Communication and Management Skills								Module ID 5 MG 01
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	3rd sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory	B.Sc.
1	Course type		Contact time	Self-study	Forms of teaching (learning methods)	Planned group size		Language
	Sem. tuition		4 SCH/60 h	90 h	Lecture, group work, exercises	25		German
2	Learning outcomes/competences							
	<p>On successful completion of the module, students have the following knowledge and skills:</p> <ul style="list-style-type: none"> - They are proficient in presentation and moderation techniques, as well as goal and time management methods, and are able to implement them in a presentation. - They are able to research materials and information on an economically relevant topic, understand it, and create a content structure. - They are able to prepare a written exposition. - They are able to define creativity and moderation techniques and use them as part of the innovation management process. - They are able to discuss essential communication models and techniques, as well as forms of interviews, and apply these in the context of interviews. - They are able to describe conflict types and levels and hold discussions to resolve the conflict. 							
3	Contents							
	<p>Communication skills:</p> <ul style="list-style-type: none"> - Goal, time and self-management - Presentation and moderation techniques - Analysis and application of communication models and techniques <p>Management skills:</p> <ul style="list-style-type: none"> - Innovation management (especially in new product planning) - Requirements and forms of interviewing - Conflict types and levels, as well as techniques for conflict resolution <p>Principles of scientific work (research, structure, citing).</p>							
4	Participation requirements							
	None							
5	Form of assessment							
	Written examination; the prerequisite for participation in the written examination is a pass in an ungraded preliminary examination in the form of a presentation (written exposition and oral presentation)							
6	Condition for the award of credit points							
	Module examination pass							
7	Application of the module (in the following study programmes):							
	Business Administration (B.A.), Business Information Systems (B.Sc.), Business Psychology (B.Sc.)							
8	Module coordinator							
	Prof. Dr. Kerstin Stender-Monhemius							
9	Other information							
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Psychology in HR and Organisations								Module ID 5 WP 08
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	3rd sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory	B.Sc.
1	Course type		Contact time	Self-study	Forms of teaching (learning methods)	Planned group size		Language
	Sem. tuition		4 SCH/60 h	90 h	Lecture, group discussion, case examples	35		German
2	Learning outcomes/competences On successful completion of the module, students have the following knowledge and skills: <ul style="list-style-type: none"> • They are able to classify psychology in HR and organisations as a psychological sub-discipline. • They understand the interaction between a member of an organisation and the goods and services supplied by the organisation. • They are able to apply fundamental knowledge of psychology in HR and organisations to the topics of HR selection, HR development, leadership and teamwork. • They are able to map and design basic organisational development measures. 							
3	Contents In the "Psychology in HR and Organisations" module, fundamental theories and models of HR selection and development, HR management and cooperation in teams and groups, as well as organisational culture and development, are discussed. Theoretical approaches, methodological approaches and results of current research are discussed critically. Students gain personal experience of dealing with employees in operational change processes in the simulation game. <ul style="list-style-type: none"> • Psychology in HR and organisations as an applied sub-discipline of psychology • The individual: compatibility between the individual and the organisation, HR selection, HR appraisal, HR development • The group: leadership, leadership theories, groups and team work, conflicts in teams, bullying • The organisation: organisational climate and organisational culture, procedures and methods of organisational development, dealing with resistance in change processes 							
4	Participation requirements None							
5	Form of assessment Written examination or oral examination							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): Business Psychology (B.Sc.)							
8	Module coordinator Prof. Dr. Alexander Haubrock							
9	Other information Introduction to the business psychology laboratory on issues relating to Human Resources and Organisational Psychology							

Principles of Marketing and Advertising Psychology								Module ID 5 WP 18
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	3rd sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory	B.Sc.
1	Course type		Contact time	Self-study	Forms of teaching (learning methods)	Planned group size	Language	
	Sem. tuition		4 SCH/60 h	90 h	Lecture Case examples Group work	35	German	
2	Learning outcomes/competences After completing the module, students possess the following knowledge and skills: <ul style="list-style-type: none"> • Students are able to define the essential terms of marketing and advertising psychology. • Students are able to explain different processes of buying behaviour. • Students are able to analyse and critically reflect on current findings on the interaction between consumer behaviour and market design. • Students are able to evaluate and modify practical questions in advertising psychology. • Students are able to develop and present market-related solutions. 							
3	Contents In the "Principles of Marketing and Advertising Psychology" module, essential terms in marketing are defined and placed in an overall context. Students are able to outline the structure and components of a marketing concept. In addition, psychological explanations for consumer behaviour and models for the effect of design aspects on choice and purchasing behaviour are discussed. <ul style="list-style-type: none"> • Principles of buyer behaviour • Market segmentation, positioning and targeting • Situation analysis and marketing strategies • Types and mechanisms of purchasing decisions and their psychological explanations: perception, information processing, attitudes • Psychological aspects of advertising design • Market and advertising impact models • Psychology of attitudes relevant to consumption • Psychology of group influences relevant to consumption 							
4	Participation requirements None							
5	Form of assessment Term paper or written examination or written presentation or a combination of written examination and oral presentation or a combination of term paper (without expert presentation) and oral presentation							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): Business Psychology (B.Sc.)							
8	Module coordinator Prof. Dr. Tobias Schaefers							
9	Other information Introduction to the business psychology laboratory on issues related to marketing and advertising psychology							

Law for Business Psychology								Module ID 5 RE 21
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	3rd sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory	B.A.
1	Course type		Contact time	Self-study	Forms of teaching (learning methods)	Planned group size	Language	
	Sem. tuition		4 SCH/60 h	90 h	Lecture, case examples, exercises	35	German	
2	Learning outcomes/competences After completing the module, students are able to classify fundamental legal processes. They understand how the classification system of law works. They are able to explain the constitutional basis of the legal system. They know which issues are typical for private business law and can apply them to simple practical cases.							
3	Contents Overview of the legal system Fundamentals of public law: <ul style="list-style-type: none"> • Structural principles of the Basic Law • Fundamental rights • Forms of action for administration/legal protection, Private Business Law: <ul style="list-style-type: none"> • Conclusion of contracts • Termination of contracts • Statute of limitations • Proxy • Impairment of performance • Basic concepts of loan protection • Torts 							
4	Participation requirements None							
5	Form of assessment Written examination or oral examination							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): Business Psychology (B.Sc.)							
8	Module coordinator Prof. Dr. Carsten Doerfert							
9	Other information							

Economics for Business Psychology								Module ID 5 VWL 06
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	3rd sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory	B.Sc.
1	Course type		Contact time	Self-study	Forms of teaching (learning methods)	Planned group size	Language	
	Sem. tuition		4 SCH/60 h	90 h	Lecture, Case examples, exercises	35	German	
2	Learning outcomes/competences On successful completion of the module, students have the following knowledge and skills: <ul style="list-style-type: none"> • They are able to critically question the basic assumptions of human behaviour in economic models and compare alternative results from behavioural economics. • Course participants are able to derive and analyse demand functions from individual economic calculations. • Students are able to describe the behaviour of firms on markets. • They are able to study the effects of government intervention in markets. • They are able to classify current facts in international trade from a microeconomic point of view and review the welfare outcomes. 							
3	Contents <ul style="list-style-type: none"> • Economists' image of humanity in the critique of behavioural economics • Consumer behaviour on goods and factor markets • Behaviour of firms • Behaviour of organisations • Markets and market dynamics • Advantages and disadvantages of the international division of labour • Economy in experiments 							
4	Participation requirements None							
5	Form of assessment Written examination or presentation or a combination of the aforementioned forms of assessment							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): Business Psychology (B.Sc.)							
8	Module coordinator Prof. Dr. Markus Pannenberg							
9	Other information Active participation in experiments							

Diagnostics and Evaluation								Module ID 5 WP 12
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	4th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory	B.Sc.
1	Course type		Contact time	Self-study	Forms of teaching (learning methods)	Planned group size		Language
	Sem. tuition		2 SCH/30 h	90 h	Lecture	35		German
	Exercise		2 SCH/30 h		Group work Case examples	20		
2	Learning outcomes/competences On successful completion of the module, students have the following knowledge and skills: <ul style="list-style-type: none"> • Students are familiar with the essential personal diagnostic techniques. • Students are able to construct questionnaires. • Students are able to analyse and critically reflect on requirements for diagnostics in business contexts. • Students are able to apply and evaluate theoretical and empirical findings about diagnostic instruments and measures. • Students are able to develop, use and present their own diagnostic instruments. 							
3	Contents In the "Diagnostics" module, the most important principles and instruments for diagnostics and measure evaluation in business contexts are discussed. The diagnostic and evaluation instruments used are critically acclaimed using concrete examples from business. The construction of questionnaires to collect data on applications in business psychology is practised by working on a specific example. <ul style="list-style-type: none"> • Definition of aptitude diagnostics • Instruments according to the trait approach • Instruments according to the simulation approach • Instruments according to the biographical approach • Definition of evaluation, summative and formative evaluation, and framework conditions • Evaluation tools • Questionnaire construction • Conducting a requirements analysis 							
4	Participation requirements None							
5	Form of assessment Written examination or oral examination or oral presentation or written presentation or term paper							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): Business Psychology (B.Sc.)							
8	Module coordinator Prof. Dr. Gerrit Hirschfeld							
9	Other information -							

Educational Psychology								Module ID 5 WP 16
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	4th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory	B.Sc.
1	Course type		Contact time	Self-study	Forms of teaching (learning methods)	Planned group size		Language
	Sem. tuition		4 SCH/60 h	90 h	Lecture, class discussion	35		German
2	Learning outcomes/competences After successfully completing the module, students can outline important concepts in developmental and educational psychology. They are able to map psychological models for coping with transitions and learning at different ages. Students are also able to apply basic knowledge of educational psychology to practical examples of educational and employment biographies. They are able to analyse different learning and teaching situations on the basis of theoretical knowledge and can assess the use of different learning media for each situation. Using case studies in class, students also test the development of their own teaching ideas, particularly in the area of vocational and work-related adult education.							
3	Contents The "Educational Psychology" module focuses on experience and behaviour in learning situations. Particular attention is given to adults in the field of employment history. The subject areas of the module are: <ul style="list-style-type: none"> • Principles of developmental psychology • Formal education, extracurricular and lifelong learning • Teaching, with a special focus on media/e-learning • Motivation, emotions and interaction in knowledge acquisition processes • Diagnostics, evaluation and intervention in educational psychology • Field of application: employment biography: psychological theories of the choice of occupation and subject, functions of work and occupation, normative and non-normative transitions in working life, psychological aspects of learning in old age 							
4	Participation requirements None							
5	Form of assessment Written examination or oral examination							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): Business Psychology (B.Sc.)							
8	Module coordinator Prof. Dr. Jan Schilling							
9	Other information -							

Market Research								Module ID 5 WP 13
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	4th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory	B.Sc.
1	Course type		Contact time	Self-study	Forms of teaching (learning methods)	Planned group size		Language
	Sem. tuition		2 SCH/30 h	90 h	Lecture,	35		German
	Exercise		2 SCH/30 h		exercises, Case examples	20		
2	Learning outcomes/competences With successful completion of the module, students know the basic theories and models for the collection of information through different sampling procedures. Students are able to correctly select complex, multivariate statistical methods for a given market research question. They are able to use this evaluation method with the aid of the SPSS computer programme and interpret the results. Students are able to assess and criticise surveys and empirical evaluations on questions of market research with regard to their statistical quality.							
3	Contents In the "Market Research" module, the most important principles for obtaining information on the basis of different sample studies are presented and discussed. It focuses on the prognosis of expected consumer behaviour. As a continuation of the "Statistics for Business Psychologists" module, the evaluation procedures are extended to the application of multivariate analysis methods and practised with the aid of computers. <ul style="list-style-type: none"> • Tasks of market research • Information gathering, evaluation of information, information gathering bodies • Sampling procedures, random errors, systematic errors, quality criteria • Cross-sectional investigation and longitudinal investigation • One-way analysis of variance, two-way analysis of variance, analysis of variance with repeated measurements • General linear model • Simple linear regression, multiple linear regression • Exploratory factor analysis 							
4	Participation requirements Completion of the "Statistics for Business Psychology" module (5 M/S 05)							
5	Form of assessment Written examination or oral examination or written presentation							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): Business Psychology (B.Sc.)							
8	Module coordinator Dr. Dirk Martinke							
9	Other information Computerised statistics with SPSS							

Psychology of Deviant Behaviour								Module ID 5 WP 19
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	75 h	3	4th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory	B.Sc.
1	Course type		Contact time	Self-study	Forms of teaching (learning methods)	Planned group size		Language
	Sem. tuition		2 SCH/30 h	45 h	Lecture, case examples	35		German
2	Learning outcomes/competences After successfully completing the module, students know the understanding of deviant behaviour in terms of a mental disorder. Students know one of the two prevailing classification systems and can understand its structure and apply its basic principles. Students are able to assess, selected, disorders that are relevant to business psychology and classify them on a fundamental level. They are able to give people with mental health problems specific advice on possible treatment methods and help and distinguish between serious and non-serious treatments.							
3	Contents In the "Psychology of Deviant Behaviour" module, in addition to the significant classification systems for mental disorders, selected disorders are discussed in terms of their symptoms, their causes and the therapeutic approaches used. It focuses on disorders, which are of particular importance in the context of business psychology. Using case studies from practice, the symptoms and classification of disorders are critically discussed and standard therapeutic measures are presented. <ul style="list-style-type: none"> • Definition and characteristics of deviant behaviour • DSM (Diagnostic and Statistical Manual of Mental Disorders) and ICD (International Statistical Classification of Diseases) classification systems, with a focus on ICD • Brief overview of clinical diagnostics, with a focus on psychosocial diagnostics • Stress and adjustment disorders • Unipolar affective disorder: depression • Psychotherapy procedures, guideline procedures 							
4	Participation requirements None							
5	Form of assessment Written examination or oral examination							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): Business Psychology (B.Sc.)							
8	Module coordinator Dr. Dirk Martinke							
9	Other information -							

Psychology in Economics								Module ID 5 WP 20
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	75 h	3	4th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory	B.Sc.
1	Course type		Contact time	Self-study	Forms of teaching (learning methods)	Planned group size	Language	
	Sem. tuition		2 SCH/30 h	45 h	Lecture, group discussion, case examples	35	German	
2	Learning outcomes/competences On successful completion of the module, students have the following knowledge and skills: <ul style="list-style-type: none"> • They are able to classify the psychology in economics as a psychological sub-discipline and have a basic overview of the field • They understand the connection between economic development and psychological explanatory models • They are able to explain and describe specific (macro-)economic phenomena and developments with the aid of psychological theories • They are able to apply their knowledge to specific (macro-)economic issues (e.g. price perception, investor behaviour, internationalisation) 							
3	Contents In the "Psychology in Economics" module, psychological explanations for the interaction between macroeconomic development and people's experience and behaviour are discussed. Students gain a deeper insight into the psychological background of the people's professional activity and handling of money, as well as aspects of internationalisation and globalisation. <ul style="list-style-type: none"> • Introduction and classification of the subject • Psychological factors of economic development • Financial psychology • Psychology and social values • Internationalisation and globalisation 							
4	Participation requirements None							
5	Form of assessment Written examination or term paper							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): Business Psychology (B.Sc.)							
8	Module coordinator Prof. Dr. Manuel Stegemann							
9	Other information							

Brand and Communication Management / Channel Management and Pricing								Module ID 5 MKT 32
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q level
	150 h	6	4th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory elective	B.Sc.
1	Course type Tuition in seminars		Contact time 4 SCH/60 h	Self-study 90 h	Teaching forms (learning methods) Lecture, case studies, exercises, group work		Planned group size 35	Language German
2	<p>Learning outcomes/competences</p> <p>In terms of brand and communication management, students are able to</p> <ul style="list-style-type: none"> - classify the terms and concepts of brand policy within the product policy context - create brand and communication policy concepts with objectives, strategies and measures, analyse existing concepts and critically examine them - derive brand, product and communication policy objectives, classify them in the target system and operationalise them - present, analyse and evaluate strategic and operational programme planning options, brand strategies and methods for product variation, differentiation, elimination - present, analyse and evaluate the importance of innovation management for companies as well as the phase-specific content of the innovation management process - derive, analyse, evaluate positioning and communication strategies - explain, analyse and evaluate the concepts of communication policy instruments - present, analyse and evaluate the concepts and methods for determining, distributing the communication budget and designing communicative messages - derive and analyse key performance indicators for controlling brand, innovation and communication management. <p>Channel management, e-commerce and pricing:</p> <ul style="list-style-type: none"> • They know the basics of e-commerce and can present and analyse the essential business models. They are able to assess the importance of e-commerce, know the current framework conditions, developments and special features. They are able to explain relevant market forms and players. • They are able to explain key concepts of multi-channel sales, such as the systematisation of sales channel alternatives and cross- and omni-channel management. They are able to select problem- and case-based sales channels and assess the opportunities and risks of multi-channel sales. • They are able to present and analyse key aspects of customer experience management, such as transaction process design, usability or user experience. • They are able to explain and interpret key metrics for measuring success and optimising e-commerce. They are able to classify them into the corporate and marketing target system. 							

3	<p>Contents</p> <p>Brand and communication management</p> <ul style="list-style-type: none"> - Objectives, strategies and instruments of product and brand policy - Objectives, strategies and instruments of communication policy - Determination and distribution of the communication budget; design of the communication message - Key figures for controlling brand, innovation and communication management <p>Multi-channel management, e-commerce and pricing</p> <ul style="list-style-type: none"> • Basic e-commerce models • Omni-, cross- and multi-channel management • Customer experience management • Controlling and conversion measurement • Pricing strategies • Selected pricing approaches
4	<p>Participation requirements</p> <p>A basic knowledge of marketing is recommended.</p>
5	<p>Form of assessment</p> <p>Written examination or oral examination or a combination of written examination and oral presentation</p>
6	<p>Condition for the award of credit points</p> <p>Module examination pass</p>
7	<p>Application of the module (in the following study programmes): Business Administration (B.A.), Business Psychology (B.Sc.), Business Administration (work-integrated) (B.A.), Business Information Systems (B.Sc.)</p>
8	<p>Module coordinator</p> <p>Prof. Dr. Kerstin Stender-Monhemius</p>
9	<p>Other information</p>

Digital Marketing / Strategic Marketing and Sustainability								Module ID 5 MKT 33
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q level
	150 h	6	5th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory elective	B.Sc.
1	Course type Tuition in seminars		Contact time 4 SCH/60 h	Self-study 90 h	Teaching forms (learning methods) Lecture, exercises, case studies, group work		Planned group size 35	Language German
2	<p>Learning outcomes/competences</p> <p><u>Digital and social media marketing</u></p> <ul style="list-style-type: none"> • They are familiar with the essential framework conditions, developments and particularities of the digital marketing environment and their influence on buyer behaviour. They are able to explain and apply key concepts and tools for analysis, such as buyer personas and customer journeys. They are able to determine the role and importance of key players in the online market environment. • They are able to integrate digital marketing objectives into the business and marketing target system. They are able to analyse, evaluate and develop digital marketing strategies. • They are able to classify and explain key digital marketing tools in the marketing mix and make choices appropriate for the strategy. This includes, e.g., the digitalisation of products and services, search engine marketing, affiliate marketing or online advertising. • They are able to present and explain the basics of social media marketing. They are familiar with current developments and essential forms of social media. They are able to assess the current challenges and the advantages and disadvantages of social media marketing. They are able to explain key social media marketing tools and make case-based selections. • They are able to describe and analyse key concepts of customer retention through social media. They are also able to explain the key instruments and apply them to specific cases. <p><u>Strategic marketing and sustainability</u></p> <ul style="list-style-type: none"> • They know the basics of the concept of strategy and are able to classify it in the context of marketing and sustainability. • They know the tools and models of strategic analysis as well as sustainability and can transfer them to operational practice. • Based on the results of the analysis and forecasting phase, they can design strategic marketing objectives and classify them into the target system of the company. • They are able to develop and locate sustainability goals in the company's target system. • At company and business unit level, they know strategy concepts and can develop and evaluate them with regard to customers, competitors, stakeholders. 							

3	<p>Contents</p> <p>Digital and social media marketing</p> <ul style="list-style-type: none"> • Digital marketing environment and buyer behaviour • Conception of digital marketing • Digital marketing tools • Social media marketing • Social media customer relationship management <p>Strategic marketing and sustainability</p> <ul style="list-style-type: none"> - Basics and definitions of strategic marketing and sustainability marketing - Strategic situation analysis and forecasting - Corporate, marketing and sustainability goals - Formation of strategic business units (SBU) and market coverage strategies - Strategy development and sustainability management in marketing - Sustainable business model canvas
4	<p>Participation requirements</p> <p>A basic knowledge of marketing is recommended.</p>
5	<p>Form of assessment</p> <p>Written examination or oral examination or a combination of written examination and oral presentation</p>
6	<p>Condition for the award of credit points</p> <p>Module examination pass</p>
7	<p>Application of the module (in the following study programmes): Business Administration (B.A.), Business Psychology (B.Sc.), Business Administration (work-integrated) (B.A.), Business Information Systems (B.Sc.)</p>
8	<p>Module coordinator</p> <p>Prof. Dr. Denise Demisch</p>
9	<p>Other information</p>

Human Resources I								Module ID 5 P/O 32
No.	Workload	Credits	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	4th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory elective	B.A.
1	Course type		Contact time	Self-study	Forms of teaching (learning methods)	Planned group size	Language	
	Sem. tuition		4 SCH/60 h	90 h	Lecture, case studies, exercises, group work,	35	German	
2	Learning outcomes/competences On successful completion of the module, students have the following knowledge and skills: <ul style="list-style-type: none"> • They understand and are able to present the various fields of action in human resource management in the context of current developments and in their interactions with one another and with other business functions. • They are able to analyse HR management tasks and select problem-oriented solutions and tools. • They are able to evaluate suitable measures from a strategic and operational point of view and partially develop them further. • They are able to apply what they have learned to specific case studies from operational practice and reflect on them critically. 							
3	Contents <ul style="list-style-type: none"> • Introduction to human resource management and clarification of basic terms • Current developments and challenges in the world of work • Significance and functional areas of human resource management • Human resource goals and decisions • Corporate and human resource policy • Organisational design and integration of the HR function into the organisational structure • Individual and collective human resource planning from an operational and strategic perspective • Human resources marketing, employer branding • Recruitment 							
4	Participation requirements None							
5	Form of assessment Written examination or oral examination or term paper or a combination of written examination and oral presentation or a combination of written examination and term paper (without expert presentation)							
6	Condition for the award of credits Module examination pass							
7	Application of the module (in the following study programmes): Business Administration (B.A.), Business Informatics (B.A.), Business Psychology (B.Sc.), Business Law (B.A.)							
8	Module coordinator Prof. Dr. Sascha Armutat							
9	Other information -							

Human Resources II								Module ID 5 P/O 35
No.	Workload	Credits	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	5th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory elective	B.A.
1	Course type		Contact time	Self-study	Forms of teaching (learning methods)	Planned group size		Language
	Sem. tuition		4 SCH/60 h	90 h	Lecture, case studies, exercises, group work,	35		German
2	Learning outcomes/competences On successful completion of the module, students have the following knowledge and skills: <ul style="list-style-type: none"> • They understand and are able to present the various fields of action in human resource management in the context of current developments and in their interactions with one another and with other business functions. • They are able to analyse HR management tasks and select problem-oriented solutions and tools. • They are able to evaluate suitable measures from a strategic and operational point of view and partially develop them further. • They are able to apply what they have learned to specific case studies from operational practice and reflect on them critically. 							
3	Contents <ul style="list-style-type: none"> • HR selection process (analysis of applications, interviews, test procedures, ACs (assessment centres), contractual obligations), taking into account the participation rights of employee representatives and the use of IT-supported application management systems • Induction and training of new employees and reintegration of previous employees • Human resources deployment (assignment and adaptation of positions, time management, fees) • Human resources controlling (KPIs (Key Performance Indicators), statistics, deviation analyses, measures, HCM (SAP Human Capital Management)) • Performance appraisal (benefits, types, phases, appraisal system, appraisal interview, appraisal errors) • Human resources development (goals, participants, types, phases, organisational learning, e-learning, knowledge management, organisational development and change processes) <ul style="list-style-type: none"> • Staff retention • Redundancy (causes, forms, implementation) 							
4	Participation requirements Knowledge of Module 5/PO 32 "Human Resources I" is recommended.							
5	Form of assessment Written examination or oral examination or term paper or a combination of written examination and oral presentation or a combination of written examination and term paper (without expert presentation)							
6	Condition for the award of credits Module examination pass							
7	Application of the module (in the following study programmes): Business Administration (B.A.), Business Informatics (B.A.), Business Psychology (B.Sc.), Business Law (B.A.)							
8	Module coordinator Prof. Dr. Sascha Armutat							
9	Other information -							

Marketing Specialisation for Business Psychology								Module ID 5 WP 21
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	5th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory elective	B.Sc.
1	Course type		Contact time	Self-study	Forms of teaching (learning methods)	Planned group size	Language	
	Sem. tuition		4 SCH/60 h	90 h	Lecture Case examples Group work	35	German and/or English	
2	Learning outcomes/competences After completing the module, students possess the following knowledge and skills: <ul style="list-style-type: none"> • Students are able to understand complex interrelationships of consumer behaviour. • Students are able to explain the influence of various intra- and inter-psychological processes on purchasing behaviour. • Students are able to analyse and critically reflect on current topics and trends in the advertising and consumer industry. • Students are able to evaluate and qualify cultural influences on consumer behaviour. • Students are able to develop and present solutions relevant to purchasing behaviour. 							
3	Contents In the "Marketing Specialisation for Business Psychologists" module, the contents of the "Principles of Marketing and Advertising Psychology" module are consolidated and applied in specific marketing situations. Students are able to analyse advertising measures and plan and create them independently. In addition, current topics in research and practice are introduced and discussed. This may include the following aspects, amongst others: <ul style="list-style-type: none"> • The self, personality, lifestyle and consumption • Groups and their impact on purchasing processes • Social media and word-of-mouth • Design of advertising and communication • Global consumer culture • Sustainable and responsible consumption • International practical examples and case studies on purchasing behaviour 							
4	Participation requirements None							
5	Form of assessment Term paper or written examination or written presentation or a combination of written examination and oral presentation or a combination of term paper (without expert presentation) and oral presentation							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): Business Psychology (B.Sc.)							
8	Module coordinator Prof. Dr. Manuel Stegemann							
9	Other information -							

Human Resources Specialisation for Business Psychology								Module ID 5 WP 22
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	5th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory elective	B.Sc.
1	Course type		Contact time	Self-study	Forms of teaching (learning methods)	Planned group size	Language	
	Sem. tuition		4 SCH/60 h	90 h	Lecture Case examples Group work	35	German and/or English	
2	Learning outcomes/competences On successful completion of the module, students have the following knowledge and skills: <ul style="list-style-type: none"> • Students understand more complex, selected issues of human resource management. • They acquire a deeper understanding of current problems in human resource management. • They are able to develop and present solutions for selected current problems in human resource management. 							
3	Contents In the "Human Resources Consolidation for Business Psychologists" module, the contents of the "Human Resources and Organisational Psychology" and "Human Resource Management 1 and 2" modules are consolidated and placed in a current context. The specific thematic focus is selected from the problems of human resource management depending on the current situation. This can include the following aspects, amongst others: <ul style="list-style-type: none"> • Methods of HR selection • Design and evaluation of HR development measures • Design and evaluation of organisational development measures • Addressing of special target groups in the company (e.g. older employees, high potentials, etc.) 							
4	Participation requirements None							
5	Form of assessment Term paper or a combination of written examination and oral presentation or a combination of written examination and written presentation							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): Business Psychology (B.Sc.)							
8	Module coordinator Prof. Dr. Jan Schilling							
9	Other information							

Free Elective Subject for Business Psychologists								Module ID 5 WP 23
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	5th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory elective	B.Sc.
1	Course type Sem. tuition		Contact time 4 SCH/60 h	Self-study 90 h	Forms of teaching (learning methods) Lecture Case examples Group work		Planned group size 35	Language German and/or English
2	Learning outcomes/competences On successful completion of the module, students have the following knowledge and skills: <ul style="list-style-type: none"> • Students understand more complex, self-selected issues in economics. • They acquire a deeper understanding of current problems in economics. 							
3	Contents In the "Free Elective" module, Business Psychology students independently choose a subject from those offered by the Faculty of Business. The relevant participation requirements must be complied with. The free elective complements the compulsory subjects, i.e. no other modules in the course may be repeated. It is also possible to take several free electives if these individually offer less than 6 CP. The module grade for the free elective is then the average grade of the individual electives, weighted with their respective CP.							
4	Participation requirements Dependant on the specific elective subject							
5	Form of assessment Dependant on the specific elective subject							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): Business Psychology (B.Sc.)							
8	Module coordinator Prof. Dr. Alexander Haubrock							
9	Other information -							

International Module								Module ID 5 WP 24
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q level
	150 h	6	5.	Bi-annual	Winter/ Summer	1 sem.	Compulsory elective	B.Sc.
1	Course type depending on the offer		Contact time 4 SCH/60 h	Self-study 90 h	Forms of teaching (learning methods) depending on the offer	Planned group size depending on the offer	Language any language except German	
2	Learning outcomes/competences On successful completion of the module, students have the following knowledge and skills: <ul style="list-style-type: none"> • Students understand more complex, self-selected issues in economics or psychology. • They acquire a deeper understanding of current problems in economics or psychology. • Students enhance their intercultural competence and language skills. 							
3	Contents In the "International Module," Business Psychology students independently choose an elective subject from economics or psychology as part of a stay abroad, the microcredentials programme, guest lectures of an international visiting scholar at the faculty or the like. It is crucial that the offer is a module taught in a foreign language and that it is not a language course. Recognition of the module must be determined in a Learning Agreement in advance. The "International Module" complements the compulsory subjects, i.e. no other modules in the course may be repeated. It is also possible to take several "International Modules" if these individually offer less than 6 CP. The module grade for the free elective is then the average grade of the individual electives, weighted with their respective CP.							
4	Participation requirements Dependant on the specific elective subject							
5	Form of assessment Dependant on the specific elective subject							
6	Condition for the award of credit points Dependant on the offer and the regulations of the university performing the assessment. The allocation of credit points must be agreed upon in advance in a Learning Agreement.							
7	Application of the module (in the following study programmes): Business Psychology (B.Sc.)							
8	Module coordinator Prof. Dr. Alexander Haubrock							
9	Other information The module title shown in the certificate will only be "International Module." Specific module titles can be proven through certificates/transcripts of the host universities.							

Project in Business Psychology								Module ID 5 WP 14
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	300 h	12	5th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory	B.Sc.
1	Course type		Contact time	Self-study	Forms of teaching (learning methods)	Planned group size		Language
	Project		4 SCH/60 h	240 h	Group work, empirical research	15		German
2	Learning outcomes/competences On successful completion of the module, students have the following knowledge and skills: <ul style="list-style-type: none"> • They are able to independently develop the objective of a project, monitor its implementation and communicate its results in a way that is appropriate to the target group. • They are able to independently perform a problem-based literature search and select, analyse and interpret scientific papers. • They are able to independently plan, conduct and interpret an empirical study and critically reflect on their own approach. • Based on the results they have achieved, they can develop suggestions for improving empirical practice and communicate them appropriately to the target group. 							
3	Contents In the "Business Psychology Project" module, students work on a problem independently in small groups by means of an empirical study set by one of the university's cooperation partners, or that has a link to the current interests of the university's regional economic environment. In the project, they will process a variety of issues from personnel and organisational psychology, market and advertising psychology as well as issues relevant to society, such as sustainability/sustainable action. While the empirical study is being carried out, students are supervised by the teachers as coaches and consultants during weekly project meetings. Supervision covers aspects such as: <ul style="list-style-type: none"> • Project management • Team work and conflict management • Self-management • Literature research and reading and analysis of scientific papers • Planning, implementation and evaluation of empirical studies • Writing of scientific papers, citing and formal requirements according to APA and DGPs • Presentation of scientific results in operational practice and at specialist scientific congresses 							
4	Participation requirements The module examinations for "Methodology I," "Methodology II" and "Statistics for Business Psychology" must be passed.							
5	Form of assessment Project work							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): Business Psychology (B.Sc.)							
8	Module coordinator Prof. Dr. Sybille Reichart							
9	Other information -							

Work-Related Project (Internship)								Module ID 5 WP 48
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	450 h	18	6th sem.	Year-round	Winter/ Summer	12 weeks	Compulsory	B.Sc.
1	Course type		Contact time	Self-study	Forms of teaching (learning methods)	Planned group size	Language	
	Internship		-	450 h				
2	Learning outcomes/competences After successfully completing the internship, students are able to reflect on the relationships between scientific findings, complex situations and themselves. In particular, students who complete an internship abroad have additional intercultural experience of a foreign working environment with informal and formal hierarchical levels and language environments. In terms of civil society engagement, these students have an understanding of intercultural communication, negotiation and conflict resolution.							
3	Contents The term internship should be understood to mean a methodologically sound and guided activity in the performance of a specific profession, not including teaching and research. Students are confronted with the requirements of practice, which enable them to make instructive observations and gain experience in action. The internship includes the following central elements: a) Preparatory talk with the supervising lecturer for choosing and agreeing the terms and conditions of an internship b) Accompaniment of the internship by the faculty tutor c) Creation of final report of a max. length of five pages Final discussion with the faculty tutor							
4	Participation requirements Module examination passes in the first three semesters							
5	Form of assessment Ungraded practical report							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): Business Psychology (B.Sc.)							
8	Module coordinator TBD (all teaching staff in the faculty)							
9	Other information -							

Bachelor Thesis								Module ID 5 WP 49
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	300 h	12	6th sem.	Year-round	Winter/ Summer	10 weeks	Compulsory	B.Sc.
1	Course type		Contact time	Self-study	Forms of teaching (learning methods)	Planned group size		Language
				300 h				German
2	Learning outcomes/competences After completing the bachelor thesis, students are able to independently work on problems of business psychology practice in connection with the work term, both in its technical details and in its interdisciplinary contexts, using scientific methods within a specified period.							
3	Contents The bachelor thesis consists of the conception, implementation and evaluation of a project in institutions that are related to the objectives and content of the study programme. Due to the empirical/methodological orientation of the study programme, the bachelor thesis must contain its own empirical section. Both quantitative and qualitative methodology can be used, depending on the specific question. The bachelor thesis should not exceed 40 pages of text in length.							
4	Participation requirements Pass in all module examinations and successful completion of the work term/practical semester.							
5	Form of assessment Written term paper							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): Business Psychology (B.Sc.)							
8	Module coordinator TBD (all teaching staff in the faculty)							
9	Other information -							