

NB: Only the German version is legally binding.

HANDBOOK OF MODULES

MASTER'S PROGRAM

INTERCULTURAL BUSINESS PSYCHOLOGY

DEGREE: MASTER OF SCIENCE

Validity period: September 1, 2018 until August 31, 2019

Valid with the examination regulations of 08.10.2018

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Module description

GENERAL REMARKS

Module description

Objectives of the study program

- (1) The Master's program "Intercultural Business Psychology" is an internationally oriented, consecutive, English-language degree program.
- (2) The aim of the Master's program "Intercultural Business Psychology" is to deepen the competencies acquired in the previous degree courses by working scientifically with a high degree of practical relevance, to apply these skills to the intercultural context, and to acquire research- and application-oriented knowledge in one of the three main fields of study, i.e. Work and Organizational Psychology, Market and Consumer Psychology, respectively Economic Psychology.
- (3) Graduates are able to independently analyze and control human experience and behavior in economic contexts in different cultures. One focus of the Master's program is on teaching in-depth methods of business psychology, which enable students to apply relevant practical work skills with an evidence-based approach.
- (4) Graduates are able to assume social and economic responsibility in an intercultural context. They can reflect on their own cultural imprint and how they deal with other cultures and they are able to critically question the ethical foundations of economy and society.
- (5) After passing the Master's examination, Hamm-Lippstadt University of Applied Sciences awards the academic degree "Master of Science" (M. Sc.) in the "Intercultural Business Psychology" program.

Overview of modules and credit points in IBP

Term	Module name	ECTS
SS	Cross-Cultural Psychology: Research	5
SS	Multivariate methods	5
SS	Psychological Assessment – Decision Making	5
SS	Ethics Colloquium	5
SS/WS	Elective Modules (WOP, MCP, EP)	20
WS	Cross-Cultural Psychology: Application	5
WS	Evaluation	5
WS	Diagnostics: Test Theory + Test Construction	5
WS	Project Module	5
WS/SS	Master's Thesis	30

Module plans



Image 1: Full-time study plan. CC: Cross-Cultural, WOP: Work and Organizational Psychology, MCP: Market and Consumer Psychology, EP: Economic Psychology.

Module description

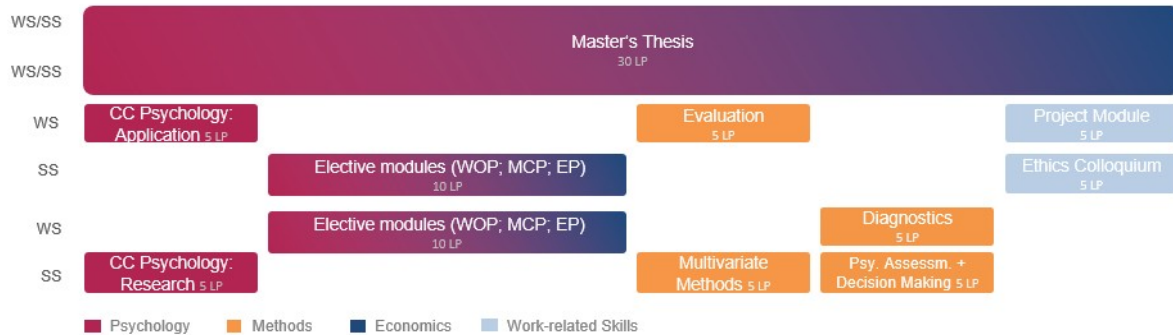


Image 2: Part-time study plan. CC: Cross-Cultural, WOP: Work and Organizational Psychology, MCP: Market and Consumer Psychology, EP: Economic Psychology.

Didactic Concepts

Seminar: Discourse-oriented instruction with whiteboard, metaplan wall, flipchart, presentations, experiments, video sequences, work in small groups, or moderation method.

Tutorial: Interactive practice lessons involving the students in the discussion of application examples as well as additional discussion of the business psychological applicability.

Small group: Study groups that are offered to accompany a lecture or seminar and provide the opportunity to apply and practice what has been taught in small groups.

Self-study: Guided self-study phase with preparation and follow-up, homework or eLearning.

Career options

Business psychologists are open to a wide range of professional activities. They can work wherever the analysis and investigation of human experience and behavior in economic contexts is concerned, or where measures and concepts are developed to optimize and change this experience and behavior. For example:

- HR department
- Management consulting
- Market research
- Marketing consulting
- Distribution and sales
- Advertising, brand communication and PR
- Banks and stock exchanges
- Development cooperation etc.

With regard to the three main fields of study, these could be the following occupational fields:
Work and Organizational Psychology (WOP)

- Work and organizational psychologist
- HR development manager
- Personnel officer
- Recruiter
- Trainer, coach

Market and Consumer Psychology (MCP)

- Advertising psychologist
- Market researcher
- Pollster
- Communications manager

Module description

Economic Psychology (EP)

- Financial and stock market psychologist
- Business consultant
- Economic researcher
- Political advisor

Module description

MANDATORY MODULES

Module description

Module name	CROSS-CULTURAL PSYCHOLOGY: RESEARCH
Module code	IBP-M-1-1.01
Module coordinator	Claudia Ang-Stein

ECTS points	5	Total workload	150h
Contact hrs./week (CHW)	2	Required attendance	30h (2 CHW)
Language	English	Self-study time	120h

Semester / cycle / duration	1. or 2. semester / every semester / 1 semester
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Intended learning objectives	Students are able to identify and relate central topics of intercultural-psychological research in the basic subjects of psychology, critically compare central theoretical and methodological approaches by critically analyzing relevant theories, methods and findings of intercultural psychology, independently deriving research questions, elaborating and evaluating empirical studies, and presenting the results, as a basis for a deeper understanding of intercultural starting points of economic psychology in their respective main fields of study.
Content	<p>The subject of intercultural psychology is the analysis of psychological conditions, progression processes and effects of human experience and behavior in situations of cultural contact.</p> <p>After an introduction to the methodological and theoretical challenges of intercultural research, the seminar conveys theories and findings of intercultural-psychological research in the basic subjects of psychology, in particular general, differential and social psychology, which students apply in a reflected manner in a research project.</p>
Course(s)	Cross-cultural Psychology: Research
Forms of teaching/ teaching and learning methods	In the seminar, students systematically apply new expertise in combination with existing methodological knowledge in their own research project. In addition, they acquire interdisciplinary key competencies by presenting and discussing their study results in English.
Type(s) of examination	Research paper (length 5,000 words)
Workload / req. attendance / self-study time	150h / 30h (2 CHW) / 120h

Module description

Recommended participation	-
Prerequisite for obtaining ECTS points	Passed module exam
Importance of the grade for the overall grade	5/90 of the overall grade (single weighting)
Use of module (in other degree programs)	-
Bibliography/literature	<p>Berry, J. W., & Poortinga, Y. H. (2011). <i>Cross-cultural Psychology: Research and Applications</i> (2nd edition). Cambridge: University Press.</p> <p>Further literature will be announced at the beginning of the semester.</p>

Module description

Module name	MULTIVARIATE METHODS
Module code	IBP-M-1-1.02
Module coordinator	Anke Weber

ECTS points	5	Total workload	150h
Contact hrs./week (CHW)	2	Required attendance	30h (2 CHW)
Language	English	Self-study time	120h

Semester / cycle / duration	1. or 2. semester / every summer semester / 1 semester
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Intended learning objectives	Students can apply multivariate statistical evaluation methods by planning and conducting their own studies on a topic in their respective main field of study using statistical software, in order to be able to plan, conduct, evaluate, and represent multivariate studies independently in their future studies and careers and thus generate a basis for decision-making in their professional practice.
Content	<p>The subject of the module is the application of multivariate analysis methods on the basis of complex questions in the field of intercultural business psychology.</p> <p>In the seminar, students learn, among other things, methods for the visualization of multivariate data, analysis of variance, multiple linear regression analysis, logistic regression analysis, log linear models, and cluster analysis. The focus is on the examination of multivariate analytical methods, their theoretical foundation, as well as the application using the statistical software R in their own econometric project with an intercultural reference in the respective main field of study (Work and Organizational Psychology, Market and Consumer Psychology or Economic Psychology).</p>
Course(s)	Multivariate methods
Forms of teaching/ teaching and learning methods	The seminar imparts advanced quantitative-methodical knowledge to the students and practices these methods during the semester with the help of statistical software. Students apply the methods they have learned in a methodical project on a topic of their respective main field of study.
Type(s) of examination	Term paper
Workload / req. attendance / self-study time	150h / 30h (2 CHW) / 120h

Module description

Recommended participation	-
Prerequisite for obtaining ECTS points	Passed module exam
Importance of the grade for the overall grade	5/90 of the overall grade (single weighting)
Use of module (in other degree programs)	-
Bibliography / literature	Literature will be announced at the beginning of the semester.

Module description

Module name	PSYCHOLOGICAL ASSESSMENT + DECISION MAKING
Module code	IBP-M-1-1.03
Module coordinator	Constanze Beierlein

ECTS points	5	Total workload	150h
Contact hrs./week (CHW)	2	Required attendance	30h (2 CHW)
Language	English	Self-study time	120h

Semester / cycle / duration	1. or 2. semester / every summer semester / 1 semester
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Intended learning objectives	The students are able to plan and carry out a psychological assessment of an individual diagnostic case by applying the theoretical and practical knowledge for the preparation of an expert opinion that they have acquired during the course. Students thus acquire the capability to derive recommendations for action in their future professional practice on the basis of the diagnostic information collected in expert opinions.
Content	<p>The subject of the seminar is the practical application of psychological diagnostics in the areas of assessment and the preparation of expert opinions in selected application fields of psychology, with a focus on intercultural business psychology.</p> <p>The seminar initially imparts basic knowledge of the preparation of expert opinions and the intervention planning based on them. On the basis of (economic) psychological case studies, the students independently work on small diagnostic problems, prepare psychological reports on the basis of the findings, and derive possible interventions. In the case studies, intercultural aspects and challenges are also taken into account in the diagnostics.</p>
Course(s)	Psychological Assessment + Decision Making
Forms of teaching/ teaching and learning methods	The seminar imparts advanced methodical knowledge to the students, practices these methods during the semester and applies them as preparation for the professional practice in the course of an individual appraisal project.
Type(s) of examination	Expert report (length 5,000 words)
Workload / req. attendance / self-study time	150h / 30h (2 CHW) / 120h
Recommended participation	-

Module description

Prerequisite for obtaining ECTS points	Passed module exam
Importance of the grade for the overall grade	5/90 of the overall grade (single weighting)
Use of module (in other degree programs)	-
Bibliography / literature	Literature will be announced at the beginning of the semester.

Module description

Module name	ETHICS COLLOQUIUM
Module code	IBP-M-1-1.04
Module coordinator	Birgit Kleymann

ECTS points	5	Total workload	150h
Contact hrs./week (CHW)	2	Required attendance	30h (2 CHW)
Language	English	Self-study time	120h

Semester / cycle / duration	1. or 2. semester / every summer semester / 1 semester
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Intended learning objectives	Students can apply ethical theories and approaches from the "Process Thought" School by systematically and comparatively analyzing current problems in the world of work and the global economy through discussions and case studies, critically questioning and modifying possible approaches to solutions. Students thus acquire the capability to later on play an active and formative role in the creation of corporate governance policies and ethical guidelines for action in the company.
Content	The subject of this colloquium is present-day ethical dilemmas. The seminar covers topics at the macro level (environmental protection, sustainability) and at the individual level (meaning of work, wage justice, consumer society). Students learn the analytical approach of Process Thinking.
Course(s)	Ethics colloquium
Forms of teaching/ teaching and learning methods	Through discussions and case studies, students systematically and comparatively apply various ethical theories to current problems in the world of work and the economy in preparation for their professional practice.
Type(s) of examination	Lecture / presentation of a paper
Workload / req. attendance / self-study time	150h / 30h (2 CHW) / 120h
Recommended participation	-
Prerequisite for obtaining ECTS points	Passed module exam

Module description

Importance of the grade for the overall grade	5/90 of the overall grade (single weighting)
Use of module (in other degree programs)	-
Bibliography / literature	Literature will be announced at the beginning of the semester.

Module description

Module name	CROSS-CULTURAL PSYCHOLOGY: APPLICATION
Module code	IBP-M-1-2.01
Module coordinator	Claudia Ang-Stein

ECTS points	5	Total workload	150h
Contact hrs./week (CHW)	2	Required attendance	30h (2 CHW)
Language	English	Self-study time	120h

Semester / cycle / duration	1. or 2. semester / each winter semester / 1 semester
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Intended learning objectives	The students are able to relate central intercultural-psychological topics of their respective main field of study by critically analyzing relevant concepts and practical methods of applied intercultural psychology, deriving suggestions for improvement as well as independently conceiving and implementing application concepts for specific application contexts and presenting the results as a basis for a deeper understanding of intercultural starting points of business psychology in their respective professional field.
Content	The subject of applied intercultural psychology is the transfer of the findings of intercultural psychology to intercultural application contexts. The seminar deals with concepts of applied intercultural psychology such as intercultural management, intercultural training, intercultural personnel selection, or intercultural marketing. The students apply the findings to their main field of study when developing their own concept.
Course(s)	Cross-cultural Psychology: Application
Forms of teaching/ teaching and learning methods	In the seminar, students systematically apply new specialist knowledge in combination with existing methodological knowledge in their own research project as a preparation for their professional practice. In addition, they acquire interdisciplinary key competencies by presenting and discussing their study results in English.
Type(s) of examination	Concept draft (length 5,000 words)
Workload / req. attendance / self-study time	150h / 30h (2 CHW) / 120h

Module description

Recommended participation	-
Prerequisite for obtaining ECTS points	Passed module exam
Importance of the grade for the overall grade	5/90 of the overall grade (single weighting)
Use of module (in other degree programs)	-
Bibliography / literature	<p>Berry, J. W., & Poortinga, Y. H. (2011). <i>Cross-cultural Psychology: Research and Applications</i> (2nd edition). Cambridge: University Press.</p> <p>Further literature will be announced at the beginning of the semester.</p>

Module description

Module name	EVALUATION
Module code	IBP-M-1-2.02
Module coordinator	Anke Weber

ECTS points	5	Total workload	150h
Contact hrs./week (CHW)	2	Required attendance	30h (2 CHW)
Language	English	Self-study time	120h

Semester / cycle / duration	1. or 2. semester / every winter semester / 1 semester
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Intended learning objectives	Students can apply both multivariate statistical evaluation procedures and evaluation procedures by planning their own multivariate analyses and evaluation studies on a topic in their respective main field of study and carrying them out with statistical software. Students thus acquire the capability to later on generate decision bases in their respective occupational field by means of applied quantitative methods.
Content	<p>The subject of the module is the application of evaluation methods as they are used, for example, in the allocation of financial resources by international organizations and the European Commission.</p> <p>The seminar focuses on the examination of evaluation methods, the structure and design of evaluation studies as well as the reflection of approaches and questions in the respective cultural context, in particular the introduction to evidence-based decision making, causality and counterfactuals, experimental and quasi-experimental designs in evaluation research, cost-benefit analysis, data generation and sampling, performance indicators and benchmarks, as well as ethical aspects of the evaluation process. The knowledge is applied in a special project in the respective main field of study (Work and Organizational Psychology, Market and Consumer Psychology or Economic Psychology).</p>
Course(s)	Evaluation
Forms of teaching/ teaching and learning methods	Together with the students, the seminar develops the basics and advanced methodological knowledge of evaluation, which are applied and discussed in a special evaluation project in preparation for professional practice.
Type(s) of examination	Term paper

Module description

Workload / req. attendance / self-study time	150h / 30h (2 CHW) / 120h
Recommended participation	-
Prerequisite for obtaining ECTS points	Passed module exam
Importance of the grade for the overall grade	5/90 of the overall grade (single weighting)
Use of module (in other degree programs)	-
Bibliography / literature	Gertler, P. J., Martinez, S., Premand, P., Rawlings, L. B., Vermeersch, C. M. J. (2016). <i>Impact Evaluation in Practice</i> (2nd edition). Washington, DC: Inter-American Development Bank and World Bank. Further literature will be announced at the beginning of the semester.

Module description

Module name	DIAGNOSTICS: TEST THEORY + TEST CONSTRUCTION
Module code	IBP-M-1-2.03
Module coordinator	Constanze Beierlein

ECTS points	5	Total workload	150h
Contact hrs./week (CHW)	2	Required attendance	30h (2 CHW)
Language	English	Self-study time	120h

Semester / cycle / duration	1. or 2. semester / every winter semester / 1 semester
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Intended learning objectives	Students are able to apply state-of-the-art research and analysis methods of psychological diagnostics to theoretical and empirical problems by using their acquired inventory of methods for the development and verification of intercultural test or behavioral observation procedures, for example, to ensure the use of suitable diagnostic measurement methods in their professional practice.
Content	<p>The subject of the seminar is the deepening of knowledge in classical and probabilistic test theory, new methods of test construction and related diagnostic decisions. One focus is on intercultural methods in the field of diagnostics.</p> <p>The seminar builds on the knowledge in test theory and test construction acquired in psychological bachelor programs. In this more theoretical and research-methodological seminar, new methodological developments in the field of test and questionnaire design and evaluation are discussed. On the basis of selected empirical studies and theoretical specialist contributions, state-of-the-art methods of measurement equivalence testing in an intercultural context as well as the control of measurement errors and response distortions are among those introduced. Examples and exercises are used to create a practical application relevance of intercultural business psychology and to jointly work on it in the seminar.</p>
Course(s)	Test Theory and Test Construction: Advanced Methods
Forms of teaching/ teaching and learning methods	The seminar imparts advanced methodical knowledge and works out the application of the methods during the semester in tutorials and as a preparation for professional practice in an own diagnostic project.
Type(s) of examination	Term paper (length 5,000 words)

Module description

Workload / req. attendance / self-study time	150h / 30h (2 CHW) / 120h
Recommended participation	-
Prerequisite for obtaining ECTS points	Passed module exam
Importance of the grade for the overall grade	5/90 of the overall grade (single weighting)
Use of module (in other degree programs)	-
Bibliography / literature	<p>Raykov, T., & Marcoulides, G. A. (2011). <i>Introduction to psychometric theory</i>. New York, NY: Taylor & Francis Group.</p> <p>Further literature will be announced at the beginning of the semester.</p>

Module description

Module name	PROJECT MODULE
Module code	IBP-M-1-2.04
Module coordinator	[Prof. Market and Consumption]

ECTS points	5	Total workload	150h
Contact hrs./week (CHW)	2	Required attendance	30h (2 CHW)
Language	English	Self-study time	120h

Semester / cycle / duration	1. or 2. semester / every winter semester / 1 semester
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Intended learning objectives	The students are able to systematically work out the current state of research on a defined practical topic from their respective main field of study, to critically evaluate it and to control a scientific problem-solving process on this basis by deriving their own clearly defined question, to work on it in a larger research context under the adequate application of specialist, methodological or statistical knowledge, to evaluate it and to present the results in writing in accordance with the specialist standards in order to prepare for later complex research work, such as the Master's thesis.
Content	<p>The subject of the project module is a structured discussion forum for current practical problems, which can be worked on in the context of one's own project work and deepened by the students in the Master's thesis.</p> <p>In the seminar, students carry out their own application-oriented research project on the basis of a practical problem, if possible, with the involvement of partners from the practical field. For this purpose, the specific question is determined, the current state of research is worked out, the investigation methods are determined, the study is carried out, and the results are presented. The entire process is supervised during the seminar and discussed with the seminar participants.</p>
Course(s)	Project module
Forms of teaching/ teaching and learning methods	The seminar enables the further development of methodological competencies by independently working on a practical problem in an application-oriented research project of one's own in the respective main field of study as preparation for professional practice and independent scientific work.
Type(s) of examination	Project processing (length 5,000 words)
Workload / req. attendance / self-study time	150h / 30h (2 CHW) / 120h

Module description

Recommended participation	-
Prerequisite for obtaining ECTS points	Passed module exam
Importance of the grade for the overall grade	5/90 of the overall grade (single weighting)
Use of module (in other degree programs)	-
Bibliography / literature	Literature will be announced at the beginning of the semester.

Module description

Module name	MASTER'S THESIS
Module code	IBP-M-1-3.01
Module coordinator	Anke Weber

ECTS points	30	Total workload	900h
Contact hrs./week (CHW)	2	Required attendance	30h (2 CHW)
Language	English	Self-study time	860h

Semester / cycle / duration	1. or 2. semester / every semester / 1 semester
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Intended learning objectives	Students are able to organize a scientific project linguistically and formally in accordance with scientific standards and to prepare it with limited time resources by planning, carrying out, evaluating, and critically questioning a psychological and methodologically founded study in order to be able later on to conduct their own advanced scientific research.
Content	Students are instructed to work on a problem in a special field of intercultural business psychology with a clear intercultural connection using the standard methods of the subject. In the associated colloquium, students are given the opportunity to present and reflect on their work and working methods.
Course(s)	Colloquium
Forms of teaching/ teaching and learning methods	Through independent psychological and methodologically founded research, students expand and deepen their professional and methodological skills in scientific work.
Type(s) of examination	Master's thesis (length 25,000 words)
Workload / req. attendance / self-study time	Master's thesis (840h / - / 840h) Colloquium (60h / 30h / 30h)
Recommended participation	-
Prerequisite for obtaining ECTS points	Passed module exam
Importance of the grade for the overall grade	30/90 of the overall grade (single weighting)
Use of module (in other degree programs)	-

Module description

Bibliography / literature	Literature will be announced at the beginning of the semester.
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COMPULSORY ELECTIVE MODULES

Module description

Module name	WORK AND ORGANIZATIONAL PSYCHOLOGY 1
Module code	IBP-M-1-1.05
Module coordinator	Birgit Kleymann

ECTS points	10	Total workload	300h
Contact hrs./week (CHW)	4	Required attendance	60h (4 CHW)
Language	English	Self-study time	240h

Semester / cycle / duration	1. or 2. semester / every summer semester / 1 semester
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Intended learning objectives	Students are able to classify and critically compare dynamic, highly complex social systems and their development by using case studies from different cultural areas to discuss how organizations behave successfully – or unsuccessfully – in complex environments. Students thus acquire the capability to later apply these conceptual tools in the field of organizational consulting.
Content	<p>The research-oriented seminar deals with the analysis of dynamic social systems such as organizations, alliances, states, and communities of states. The approaches presented originate from the more recent organizational theory (Strategy-as-Practice) of sociology (e.g. Luhmann's autopoiesis approach), Process Thought (Whitehead) and Complex Systems Theory (Stacey et al.).</p> <p>In the practice-oriented seminar "Case Studies in Organizational Complexity", case studies from different cultural areas are used to explain how organizations behave successfully – or unsuccessfully – in complex environments and identify possible interventions. Here, the specific areas of responsibility for intercultural business psychologists in the field of organizational consulting and development are practically explored. Students are given the opportunity to test the contents for suitability with their own interests and skills.</p>
Course(s)	<p>Organizations in Hyperdynamic Environments [Research-oriented seminar]</p> <p>Case Studies in Organizational Complexity [Practice-oriented seminar]</p>
Forms of teaching/ teaching and learning methods	The seminars expand and deepen technical and methodical knowledge in the respective main field of study and prepare students for their professional practice with the help of independent project work in small student projects.
Type(s) of examination	Lecture / Presentation of a paper

Module description

Workload / req. attendance / self-study time	300h / 60h (4 CHW) / 240h
Recommended participation	-
Prerequisite for obtaining ECTS points	Passed module exam
Importance of the grade for the overall grade	10/90 of the overall grade (single weighting)
Use of module (in other degree programs)	-
Bibliography / literature	Literature will be announced at the beginning of the semester.

Module description

Module name	MARKET AND CONSUMER PSYCHOLOGY 1
Module code	IBP-M-1-1.06
Module coordinator	[Prof. Market and Consumption]

ECTS points	10	Total workload	300h
Contact hrs./week (CHW)	4	Required attendance	60h (4 CHW)
Language	English	Self-study time	240h

Semester / cycle / duration	1. or 2. semester / every summer semester / 1 semester
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Intended learning objectives	Students are able to critically evaluate and practically apply the theoretical foundations and empirical findings of current research in the field of consumer and advertising psychology by familiarizing themselves with various topics, presenting relevant papers, conceiving adequate advertising measures taking into account the cultural background of the consumer, and discussing the influence of social developments on the world of work (e.g. demographic change, globalization). Students thus test specific areas of responsibility for intercultural business psychologists in the field of consumption and advertising and reflect on their own career prospects.
Content	<p>In the research-oriented seminar, state-of-the-art theories and models are developed that explain consumer purchasing behavior and thus form the basis for tailored advertising strategies. The latest findings from sensory product research and sensory product management are discussed in order to incorporate the sensory impressions of potential customers into product development. In addition, aspects of product design, packaging and pricing, and product presentation are also dealt with, particularly against the background of international marketing and e-commerce. Ethical questions relating to influencing consumers are ventilated.</p> <p>The practice-oriented seminar focuses on the psychological design and evaluation of advertising measures also in an intercultural context on the basis of project work in selected fields of application, e.g. TV advertising, e-commerce, department stores, and supermarkets. In this way, the specific areas of responsibility for intercultural business psychologists in the field of consumption and advertising can be practically explored. Students are given the opportunity to test the contents for suitability with their own interests and skills.</p>
Course(s)	Advanced Consumer and Advertising Psychology [Research-oriented seminar]

Module description

	Advanced Consumer and Advertising Psychology [Practice-oriented seminar]
Forms of teaching/ teaching and learning methods	The seminars expand and deepen technical and methodical knowledge in the respective main field of study and prepare students for their professional practice with the help of independent project work in small student projects.
Type(s) of examination	Term paper (length 5,000 words)
Workload / req. attendance / self-study time	300h / 60h (4 CHW) / 240h
Recommended participation	-
Prerequisite for obtaining ECTS points	Passed module exam
Importance of the grade for the overall grade	10/90 of the overall grade (single weighting)
Use of module (in other degree programs)	-
Bibliography / literature	Literature will be announced at the beginning of the semester.

Module description

Module name	ECONOMIC PSYCHOLOGY 1
Module code	IBP-M-1-1.07
Module coordinator	Christoph Harff

ECTS points	10	Total workload	300h
Contact hrs./week (CHW)	4	Required attendance	60h (4 CHW)
Language	English	Self-study time	240h

Semester / cycle / duration	1. or 2. semester / every summer semester / 1 semester
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Intended learning objectives	Using empirical and experimental methods, students are able to evaluate human behavior in economic contexts by independently applying and critically reflecting the formal techniques of behavioral economics to various subject areas in order to be able to later on decide in their respective occupational environment which methods of intercultural business psychology are to be used to accompany or implement economic measures or decisions.
Content	<p>The research-oriented seminar focuses on the formal modeling of preferences and benefits in order to be able to capture certain psychological behavioral motives that are missing in the standard economic model.</p> <p>In the practice-oriented seminar, application-oriented work on the subarea of Behavioral Economics, namely Behavioral Finance, takes place. Here, the specific tasks for intercultural business psychologists in the economic sector are practically explored. Students are given the opportunity to test the contents for suitability with their own interests and skills.</p>
Course(s)	<p>Advanced Behavioral Economics [Research-oriented seminar]</p> <p>Advanced Behavioral Finance [Practice-oriented seminar]</p>
Forms of teaching/ teaching and learning methods	The seminars expand and deepen technical and methodological knowledge in the respective main field of study and prepare students for their professional practice with the help of a term paper.
Type(s) of examination	Term paper (length 5,000 words)
Workload / req. attendance / self-study time	300h / 60h (4 CHW) / 240h
Recommended participation	Economic Psychology, Market and Consumption Psychology, Financing

Module description

Prerequisite for obtaining ECTS points	Passed module exam
Importance of the grade for the overall grade	10/90 of the overall grade (single weighting)
Use of module (in other degree programs)	-
Bibliography / literature	<p>Barberis, N., & Thaler, R. (2003). A survey of behavioral finance. In G. M. Constantinides, M. Harris, & R. M. Stulz (ed.), <i>Handbook of the Economics of Finance</i> (1st edition), (Vol. 1, chapter 18, p. 1053-1128). Elsevier.</p> <p>Bloomfield, Robert J., 2008, Behavioral Finance, in S.N. Durlauf and L.E. Blume (ed.), <i>The New Palgrave Dictionary of Economics</i>, Palgrave MacMillan</p> <p>Wilkinson, N., & Klaes, M. (2012). <i>An Introduction to Behavioral Economics</i> (2nd edition). New York: Palgrave Macmillan.</p> <p>Further literature will be announced at the beginning of the semester.</p>

Module description

Module name	WORK AND ORGANIZATIONAL PSYCHOLOGY 2
Module code	IBP-M-1-2.05
Module coordinator	Youlia Spivak

ECTS points	10	Total workload	300h
Contact hrs./week (CHW)	4	Required attendance	60h (4 CHW)
Language	English	Self-study time	240h

Semester / cycle / duration	1. or 2. semester / every winter semester / 1 semester
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Intended learning objectives	Students are able to critically evaluate and practically apply the theoretical foundations and empirical findings of current research in the field of work and personnel psychology by familiarizing themselves with various topics, presenting relevant papers, and developing training and selection concepts for personnel selection and development as well as workplace health management, in order to reflect on their own career prospects in human resource management and later to be able to conceive and apply appropriate instruments of personnel selection and development in their occupational field.
Content	<p>The research-oriented seminar deals with in-depth topics of work and personnel psychology, in particular with health and well-being of individuals in organizations, i.e. stress and strain, workplace health promotion, coaching, work-life balance. In addition, central topics of human resource management are dealt with, e.g. personnel selection, appraisal interviews and objectives agreements, development and evaluation of trainings, lifelong learning, further training in enterprises, as well as leadership, evaluation and conflict management.</p> <p>In the practice-oriented seminar, these topics are dealt with in teaching research projects or in the form of practical projects (e.g. the development and implementation of training courses in companies). Furthermore, the influence of social developments on the world of work are addressed and the special features of human resource management in an international context and with intercultural teams are discussed. Thus, the specific areas of responsibility for intercultural business psychologists in human resource management are practically explored. Students are given the opportunity to test the contents for suitability with their own interests and skills.</p>
Course(s)	<p>Advanced Work and Personnel Psychology [Research-oriented seminar]</p> <p>Advanced Work and Personnel Psychology [Practice-oriented seminar]</p>

Module description

Forms of teaching/ teaching and learning methods	The seminars expand and deepen technical and methodical knowledge in the respective main field of study and prepare students for their professional practice in small student projects.
Type(s) of examination	Term paper (length 5,000 words)
Workload / req. atten- dance / self-study time	300h / 60h (4 CHW) / 240h
Recommended participation	-
Prerequisite for obtaining ECTS points	Passed module exam
Importance of the grade for the overall grade	10/90 of the overall grade (single weighting)
Use of module (in other degree programs)	-
Bibliography / literature	Literature will be announced at the beginning of the semester.

Module description

Module name	MARKET AND CONSUMER PSYCHOLOGY 2
Module code	IBP-M-1-2.06
Module coordinator	[Prof. Market and Consumption]

ECTS points	10	Total workload	300h
Contact hrs./week (CHW)	4	Required attendance	60h (4 CHW)
Language	English	Self-study time	240h

Semester / cycle / duration	1. or 2. semester / every winter semester / 1 semester
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Intended learning objectives	Students are able to critically discuss the theoretical foundations and empirical findings of current research in the field of market psychology by familiarizing themselves with various topics, presenting papers, conceiving forecasting methods that take intercultural aspects into account, and discussing the influence of social developments on the world of work (e.g. demographic change, globalization). In this way, students test specific areas of responsibility for intercultural business psychologists in the market research field and thereby reflect on their own career prospects.
Content	<p>In the research-oriented seminar, state-of-the-art theories and models are worked out that describe market-psychological phenomena. In the process, both the latest findings from market research, i.e. general market characteristics and developments, customer segments, observations of competitors, and competitive analyses, as well as market position, in particular against the background of global markets and e-commerce, are dealt with. Ethical issues in the field of market psychology are discussed.</p> <p>The practice-oriented seminar focuses on the implementation of qualitative and quantitative market research in an intercultural context using project work, e.g. to identify trends, opportunities and risks in the markets relevant to the company, as well as analyses of the competitive situation in specific economic areas. Here, the specific tasks of intercultural business psychologists in the market research field are practically explored. The students are given the opportunity to test the contents for their suitability with their own interests and competences.</p>
Course(s)	<p>Advanced Market Psychology [Research-oriented seminar]</p> <p>Advanced Market Psychology [Practice-oriented seminar]</p>

Module description

Forms of teaching/ teaching and learning methods	The seminars expand and deepen technical and methodical knowledge in the respective main field of study and prepare students for their professional practice with the help of independently conducted project work in small student projects.
Type(s) of examination	Term paper (length 5,000 words)
Workload / req. attendance / self-study time	300h / 60h (4 CHW) / 240h
Recommended participation	-
Prerequisite for obtaining ECTS points	Passed module exam
Importance of the grade for the overall grade	10/90 of the overall grade (single weighting)
Use of module (in other degree programs)	-
Bibliography / literature	Literature will be announced at the beginning of the semester.

Module description

Module name	ECONOMIC PSYCHOLOGY 2
Module code	IBP-M-1-2.07
Module coordinator	Christoph Harff

ECTS points	10	Total workload	300h
Contact hrs./week (CHW)	4	Required attendance	60h (4 CHW)
Language	English	Self-study time	240h

Semester / cycle / duration	1. or 2. semester / every winter semester / 1 semester
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Intended learning objectives	In the field of development economy, students are able to analyze approaches to Behavioral Economics and develop their potential by assessing and comparing the practice of development cooperation (DC) and evaluating and analyzing data sets on development aid and development outcomes (e.g. education, GDP growth, influence of institutional framework conditions, etc.). In this way, students test specific areas of responsibility for intercultural business psychologists in the economic field and reflect on their own career prospects.
Content	<p>The research-oriented seminar presents the fundamentals in development economics field: after a discussion of fundamental growth theoretical models, it is analyzed what determines the level of economic development of national economies around the world and how it changes over time. The first innovations in development economics through the contributions of Behavioral Economics are also incorporated here – so that initially "irrational" seeming decisions of developing countries can be better explained. The seminar also takes a business management perspective of development cooperation and considers, among other things, the role of public-private partnerships (PPP) and direct investments by (globally operating) companies.</p> <p>The practice-oriented seminar focuses on the possible applications of Behavioral Economics in the field of development economics, how development cooperation (DC) works in practice, and a reflection of the ethical problems of DC. Here, for example, questions can be analyzed using quantitative methods, e.g. what (empirical) influence DC actually has on the growth or welfare of a country. Here, further specific areas of responsibility for intercultural business psychologists in the economic field are practically explored. The students are given the opportunity to test the contents for their suitability with their own interests and competences.</p>

Module description

Course(s)	Behavioral Development Economics [Research-oriented seminar] Behavioral Development Economics [Practice-oriented seminar]
Forms of teaching/ teaching and learning methods	The seminars expand and deepen specialist and methodological knowledge in the respective main field of study and prepare students for professional practice with the help of an independently carried out term paper.
Type(s) of examination	Term paper (length 5,000 words)
Workload / req. atten- dance / self-study time	300h / 60h (4 CHW) / 240h
Recommended participation	Economic Psychology, Quantitative Methods, Globalization
Prerequisite for obtaining ECTS points	Passed module exam
Importance of the grade for the overall grade	10/90 of the overall grade (single weighting)
Use of module (in other degree programs)	-
Bibliography / literature	Ray, D. (1998). <i>Development Economics</i> . Princeton: University Press. Todaro, M. P., & Smith, S.C. (2009). <i>Economic Development</i> (10th ed.). Pearson Schaffner, J. (2014). <i>Development Economics: Theory, Empirical Research, and Policy Analysis</i> . USA: Wiley. Further literature will be announced at the beginning of the semester.