

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, 2019 until August 31, 2020

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	1st or 2nd semester / every summer 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	1st or 2nd 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 business psychology topic 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, cluster analyses, multiple linear regression analysis and logistic regression 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.</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 business psychology topic.
Type(s) of examination	Project work
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	1st or 2nd 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 (e.g. the choice of suitable test procedures).</p>
Course(s)	Psychological Assessment + Decision Making
Forms of teaching/ teaching and learning methods	The seminar imparts advanced methodical knowledge to the students, the methods are practiced during the semester, and applied 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	<p>Groth-Marnat, G., & Davis, A. (2014). <i>Psychological Report Writing Assistant</i>. Hoboken, NJ: Wiley.</p> <p>Goldfinger, K., & Pomerantz, A. M. (2014). <i>Psychological Assessment and Report Writing</i>. Thousand Oaks, CA: Sage.</p>

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	1st or 2nd 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	Exam during the semester (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	1st or 2nd semester / every 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	1st or 2nd 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 and carrying out their own multivariate analysis and evaluation study on a business psychology topic. 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, e.g. 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 an individual project.</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	1st or 2nd 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, valid, and reliable 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>Davidov, E. Meuleman, B., Cieciuch, J., Schmidt, P.; & Billiet, J. (2014) <i>Measurement Equivalence in Cross-National Research. Annual Review of Sociology, 40, 55-75.</i></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	Christina Cramer

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	1st or 2nd 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	1st or 2nd 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	1st or 2nd 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 business psychologists in the field of organizational consulting and development are practically explored.</p>
Course(s)	<p>Organisations 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 by means of working with case studies.
Type(s) of examination	Exam during the semester (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	Christina Cramer

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	1st or 2nd semester / every summer semester / 1 semester
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Intended learning objectives	The students gain insights into the theoretical foundations and empirical findings of current research in the field of marketing management. Taking intercultural aspects into account, they familiarize themselves with various topics of applied market and consumer psychology. Students thus test specific areas of responsibility for intercultural business psychologists in the field of marketing and market research and reflect on their own career prospects.
Content	<p>In the research-oriented seminar, fundamental theories and models in the field of marketing management and market research are developed. The focus is on a comprehensive understanding of marketing in the sense of market- and customer-oriented management. In addition, the students gain an overview of the current state of empirical research in these subject areas. Against the background of international market developments, intercultural issues in particular are discussed.</p> <p>The practice-oriented seminar accompanies and deepens the main topics of the research-oriented seminar with research work, case studies, tutorials, presentations or small projects. In this way, the specific areas of responsibility for intercultural business psychologists in the field of marketing and market research are practically explored. Students are given the opportunity to test the contents for suitability with their own interests and skills.</p>
Course(s)	<p>Applied Market and Consumer Psychology I [Research-oriented seminar]</p> <p>Applied Market and Consumer Psychology I [Practice-oriented seminar]</p>

Module description

Forms of teaching/ teaching and learning methods	Various forms of teaching and learning, e.g. lecture, discussion, case study, tutorial, presentation or project work. Individual and group work.
Type(s) of examination	Exam during the semester
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	ECONOMIC PSYCHOLOGY 1
Module code	IBP-M-1-1.07
Module coordinator	Sebastian Fischer

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	1st or 2nd semester / every summer semester / 1 semester
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Intended learning objectives	In the field of development economics, students can analyze approaches to behavioral economics and psychology 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, growth of GDP, influence of institutional framework conditions, etc.). In this way, the students test specific areas of responsibility for intercultural business psychologists in the field of development cooperation and reflect on their own professional prospects.
Content	<p>The research-oriented seminar presents the fundamentals of development economics: after a discussion of fundamental growth theoretical models, the factors that determine the level of economic development of economies world-wide and how this level changes over time are analyzed. First changes in development economics will also be incorporated through the contributions of behavioral economics and psychological approaches – so that decisions of developing countries that initially appear "irrational" can be better explained. The seminar also takes a business management perspective on development cooperation and examines, among other things, the role of public-private partnerships (PPP) and of (globally operating) companies, as well as the role of educational offers.</p> <p>The practice-oriented seminar focuses on the possible applications of development economics and psychological research in the field of development cooperation. It is examined how development cooperation works in practice. Ethical problems are reflected upon. In the process, questions can be analyzed with the help of case studies, qualitative or quantitative methods. Areas of responsibility for intercultural business psychologists in the field of development cooperation are practically explored. Students are given the opportunity to check the contents for suitability with their personal interests and competencies.</p>

Course(s)	Behavioral Development Economics [Research-oriented seminar]
Module description	Behavioral Development Economics [Practice-oriented seminar]
Forms of teaching/ teaching and learning methods	The seminars expand and deepen professional and methodical knowledge in the respective main field of study and prepare students for their professional practice with the help of an independently prepared 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

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>Ray, D. (1998). <i>Development Economics</i>. Princeton: University Press.</p> <p>Todaro, M. P., & Smith, S.C. (2009). <i>Economic Development</i> (10th ed.). Pearson</p> <p>Schaffner, J. (2014). <i>Development Economics: Theory, Empirical Research, and Policy Analysis</i>. USA: Wiley.</p> <p>Banerjee, A. V., Banerjee, A., & Duflo, E. (2011). <i>Poor economics: A radical rethinking of the way to fight global poverty</i>. Public Affairs.</p> <p>Campos, F., Frese, M., Goldstein, M., Iacovone, L., Johnson, H. C., McKenzie, D., & Mensmann, M. (2017). Teaching personal initiative beats traditional training in boosting small business in West Africa. <i>Science</i>, 357(6357), 1287-1290.</p> <p>Glaub, M., & Frese, M. (2011). A critical review of the effects of entrepreneurship training in developing countries. <i>Enterprise Development and Microfinance</i>, 22(4), 335-353.</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	1st or 2nd 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	Christina Cramer

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	1st or 2nd semester / every winter semester / 1 semester
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Intended learning objectives	Students gain insights into the theoretical foundations and empirical findings of current research in the fields of service marketing and relationship marketing. Taking intercultural aspects into account, they familiarize themselves with various topics of applied market and consumer psychology. In this way, students test specific areas of responsibility for intercultural business psychologists in the marketing and market research field and thereby reflect on their own career prospects.
Content	<p>In the research-oriented seminar, fundamental theories and models in the field of service marketing and relationship marketing are worked out. In addition, the students gain an overview of the current state of empirical research in these subject areas. Against the background of international market developments, intercultural issues in particular are discussed.</p> <p>The practice-oriented seminar accompanies and deepens the main topics of the research-oriented seminar with research work, case studies, tutorials, presentations or small projects. In this way, the specific areas of responsibility of intercultural business psychologists in the fields of marketing and market research are explored. The students are given the opportunity to test the contents for their suitability with their personal interests and competences.</p>
Course(s)	<p>Applied Market and Consumer Psychology II [Research-oriented seminar]</p> <p>Applied Market and Consumer Psychology II [Practice-oriented seminar]</p>
Forms of teaching/ teaching and learning methods	<p>Various forms of teaching and learning, e.g. lecture, discussion, case study, tutorial, presentation or project work.</p> <p>Individual and group work.</p>

Module description

Type(s) of examination	Exam during the semester
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	1st or 2nd semester / every winter semester / 1 semester
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Intended learning objectives	With the help of empirical and experimental methods, students can evaluate human behavior in an economic context by applying the formal techniques of behavioral economics independently to various subject areas and critically reflecting them in order to later, in the respective professional environment, be able to decide which methods of intercultural economic psychology are to be used to complement or implement economic measures or decisions.
Content	<p>The research-oriented seminar focuses on the formal modelling of preferences and benefits, for strategic interactions while taking into account certain psychological behavioral motives that are missing in the standard economic model.</p> <p>In the practice-oriented seminar, an application-oriented approach takes place. Here, the specific areas of responsibility for intercultural business psychologists in the field of economics are practically explored. Students are given the opportunity to check the contents for suitability with their personal interests and competencies on the basis of the development of business ideas and business plans.</p>
Course(s)	<p>Advanced Behavioral Economics [Research-oriented seminar]</p> <p>Advanced Behavioral Economics [Practice-oriented seminar]</p>
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 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

Module description

Recommended participation	Economic Psychology, Market and Consumer Psychology, Financing
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>Angner, Erik (2016) A Course in Behavioral Economics, 2nd Ed.</p> <p>Camerer, Colin (2003), Behavioral Game Theory: Experiments in Strategic Interaction, New York, NY: Russell Sage Foundation.</p> <p>Cartwright, E. (2011). Behavioral Economics. Routledge</p> <p>Wilkinson, Nick und Matthias Klaes (2017): "An Introduction to Behavioral Economics", 3rd edition, Palgrave Macmillan, New York.</p> <p>Further literature will be announced at the beginning of the semester.</p>