

# Hochschule für Technik Stuttgart

## Module manual

# Master Business Psychology

Status: summer semester 2023

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## Module: 1010 *Fundamentals of Business Psychology*

Module manager: Prof. Dr. Patrick Müller

### Qualification goals:

#### Knowledge:

After the successful completion of the module the students know the central psychological and business psychological concepts as well as methods, especially from the areas of organizational behavior and marketing / consumer psychology. They have a basic understanding of the social complexity of currently discussed employee, leadership and marketing issues and know the appropriate options for action.

#### Skills:

Students will be able to develop and critically assess business psychology concepts and methods from specialist literature. They can assess the relevance for different application contexts and have tested their own behaviour style in socially demanding situations.

#### Competences:

The students have specialist skills in relation to business psychology and its application. Students also have methodological skills in the analytical field. Within the framework of social skills, students have the ability to make contacts and discuss.

### Module contents:

1011 *Reading Course Business Psychology*

1012 *Psychological Key Qualification*

### Workload:

ECTS: 6

SWS: 2

Contact study: 30h

Self study: 150h

**Total workload: 180h**

### Module offer:

Mandatory/elective duty: Mandatory

Semester: 1st semester

Turnus: winter semester only

Duration of the module: 1 semester

Access requirements: none

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

**Lecturer:**

Prof. Dr. Stephanie Huber

Prof. Dr. Patrick Müller

Prof. Dr. Patrick Planing

Trainers at the HFT Didactics Centre

**Form of examination and weighting:**

Type of examination: Unit and participation  
(proof of achievement)

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

## **1011 Reading Course Business Psychology**

About Module: 1010 *Fundamentals of Business Psychology*

Module manager: Prof. Dr. Patrick Müller

### Qualification goals:

#### Knowledge:

After a successful participation in this course, students will be familiar with the central psychological and business psychological concepts and methods, especially in the areas of organizational behavior and marketing/consumer psychology. They are familiar with the structure of original economic-psychological works.

#### Skills:

Students will be able to develop and critically assess economic-psychological concepts and methods from the original literature. They can assess the relevance of these concepts for different application contexts.

#### Competences:

The students have specialist skills in relation to business psychology and its application. Students also have methodological skills in the analytical field. Within the framework of social skills, students have the ability to make contacts and discuss.

### Workload:

ECTS: 5

SWS: 1

Contact study: 15h

Self study: 135h

**Total workload: 150h**

### Table of contents:

- For students with a background in business psychology, the central concepts of business psychology in the areas of organisational behaviour and marketing/consumer psychology will be developed on the basis of original papers. Both - current and classical works - are included.
- For students with an economic background the central psychological and economic-psychological concepts will be developed and exemplary original works will be analysed.
- For students with a psychological background the central economic science concepts will be developed and exemplary original works will be analysed.

### Lecturer:

Prof. Dr. Stephanie Huber

Prof. Dr. Patrick Müller

Prof. Dr. Patrick Planing

### Course offer:

Semester: 1st semester

Turnus: winter semester only

Type of event: Lecture with integrated exercise

Access requirements: none

Language: German

Didactic aids: Script

### Form of examination and weighting:

Type of examination: Unit (ungraded)

Preliminary examination for: -

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

## Bibliography:

### Main literature:

#### For students with an economic background:

Gerrig, R.J. &Zimbardo, P.G. (2008). *Psychologie*. München: Pearson.

Moser, K. (2015). *Wirtschaftspsychologie*. Berlin: Springer.

Myers, D.G. (2008). *Psychologie*. Heidelberg: Springer.

#### For students with a background in business psychology:

Ott, J.S., Parks, S.J. & Simpson, R.B. (2008). *Classic Readings in Organizational Behavior*. Belmont, CA: Wadsworth.

Thompson, L. L. (2003). *The social psychology of organizational behavior: Key readings*. New York: Psychology Press.

#### For students with a psychological background:

Vahs, D. & Schäfer-Kunz, J. (2015). *Einführung in die Betriebswirtschaftslehre*. Stuttgart: Schäffer-Poeschel.

Wöhe, G., Döring, U. & Brösel, G. (2016). *Einführung in die Allgemeine Betriebswirtschaftslehre*. München: Vahlen.

### Further literature:

Frey, D. (2007). *Enzyklopädie der Psychologie: Wirtschafts- Organisations- und Arbeitspsychologie*. Göttingen: Hogrefe.

Rosenstiel, L. (2007). *Enzyklopädie der Psychologie: Marktpsychologie*. Göttingen: Hogrefe.

Schmidt-Atzert, L. &Amelang, M. (2012). *Psychologische Diagnostik*. Berlin: Springer.

### Current issues of the journals:

Academy of Management Journal

Academy of Management Review

Journal of Applied Psychology

Journal of Consumer Behavior

Journal of Marketing

Journal of Organizational Behavior

Journal of Personality and Social Psychology

Psychological Science

Wirtschaftspsychologie

## **1012 Psychological Key Qualification**

About Module: 1010 *Fundamentals of Business Psychology*

Module manager: Prof. Dr. Patrick Müller

### Qualification goals:

#### Knowledge:

After successful participation in this course, students will know appropriate approaches to support positive social dynamics in work contexts and to reduce negative ones. They have a basic understanding of the social complexity of currently much discussed employee and leadership issues and know the appropriate options for action.

#### Skills:

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

#### Competences:

The learning contents focus on a competence in the field of methodological, social and personal competences. Examples could be: communication competence, conflict management, intercultural competence, leadership competence.

### Workload:

ECTS: 1

SWS: 1

Contact study: 15h

Self study: 15h

**Total workload: 30h**



**Table of contents:**

The contents of the course vary depending on the needs of the students and current developments in the field of training:

Learning content (examples):

- conduct of a conversation
- Working in an intercultural context
- conflict management

**Lecturer:**

Trainers at the HFT Didactics Centre

**Bibliography:**

Depending on the topic (to be announced during the event)

**Course offer:**

Semester: 1st semester

Turnus: winter semester only

Type of event: Seminar

Access requirements: none

Language: German

Didactic aids: Depending on the topic

**Form of examination and weighting:**

Type of examination: Graded written student research project (proof of achievement)

Preliminary examination for: -

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

## Module: 1020 *Research Methods I*

Module manager: Prof. Dr. Patrick Planing

### Qualification goals:

#### Knowledge:

After successful completion of the module, the students will know the essential methods for the collection and analysis of quantitative data (incl. indication, prerequisites and application examples) and the program R for data analysis. They are also familiar with advanced procedures for the management of complex and international projects. The students are aware of the manifold professional and psychological challenges that result from intercultural cooperation in international projects. In addition, the students are familiar with approaches to solving these challenges with the help of which they can be overcome.

#### Skills:

Students can apply selected statistical methods with the help of a data analysis program (R) and interpret the output. They are also able to apply advanced procedures to manage projects and control project objectives. Students can select and apply appropriate measures to improve intercultural cooperation in intercultural projects.

#### Competences:

The students have methodological competence and are able to select the appropriate methods for data collection and data analysis for selected questions of business psychology, apply them in part and interpret the results. In addition, they expand their technical and methodological competence in the application of project management procedures.

### Module contents:

1021 *Quantitative Data Collection & Analysis Methods*

1022 *International Project Management*

### Workload:

ECTS: 6

SWS: 4

Contact study: 60h

Self study: 120h

**Total workload: 180h**

### Module offer:

Mandatory/elective duty: Mandatory

Semester: 1st semester

Turnus: winter semester only

Duration of the module: 1 semester

Access requirements: none

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

**Lecturer:**

Prof. Dr. Patrick Planing

Frank Hassas

**Form of examination and weighting:**

Type of examination: student research project

Weighting: The grade counts with a weight of 6% into the final score.

## **1021 Quantitative Data Collection & Analysis Methods**

About Module: 1020 *Research Methods I*

Module manager: Prof. Dr. Patrick Planing

### Qualification goals:

#### Knowledge:

After successful participation in this course, students will know the essential methods for collecting and analyzing quantitative data (including indications, prerequisites and application examples). They are also familiar with the R program for data analysis.

#### Skills:

Students can apply selected statistical methods with the help of the data analysis program R and interpret the output.

#### Competences:

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

### Workload:

ECTS: 4

SWS: 2

Contact study: 30h

Self study: 90h

**Total workload: 120h**

## Table of contents:

In this application-oriented event the focus is less on the formal derivation but rather on the application of the discussed methods. It is taught how to carry out selected analysis methods and how to interpret the results.

### Learning content:

- Advanced methods of quantitative methods, e.g:
  - t-Test vs. U-Test
  - Variance analytical data evaluation of ordinal data using the example of Kruskal Wallis / Friedman ANOVA
  - Variance-analytical data evaluation of interval data using mixed designs as an example
  - factor analysis
  - Cluster Analysis
  - MDS/Correspondence Analysis
- Practical training with the help of script-based software for data analysis (R)

### Lecturer:

Prof. Dr. Patrick Planing

## Course offer:

Semester: 1st semester

Turnus: winter semester only

Type of event: Lecture with integrated tutorial

Access requirements: none

Language: German

Didactic aids: Script

### Form of examination and weighting:

Type of examination: student research project

Preliminary examination for: -

Weighting: The grade counts with a weight of 6% into the final score.

## Bibliography:

### Main literature:

Lumann, M. (2015). *R für Einsteiger: Einführung in die Statistiksoftware für die Sozialwissenschaften*. Weinheim: Belz

Field, A. (2012). *Discovering Statistics using R*. London: Sage.

James, G., Witten, D., Hastie, T. & Tibshirani, R. (2015). *An Introduction to Statistical Learning: with Applications in R*. New York: Springer.

### Further literature:

Hatzinger, R., Hornik, K. & Nagel, H. (2011). *R – Einführung durch angewandte Statistik*. München: Pearson.

Kabacoff, R. I. (2011). *R in action: Data analysis and graphics with R*. Shelter Island: Manning.

Wollschläger, D. (2010). *R kompakt: der schnelle Einstieg in die Datenanalyse*. Berlin: Springer.

## **1022 International Project Management**

About Module: 1020 *Research Methods I*

Module manager: Prof. Dr. Patrick Planing

### Qualification goals:

#### Knowledge:

After successful participation in this course, students will know advanced procedures for managing complex and international projects. They are aware of the many professional and psychological challenges that result from intercultural cooperation in international projects. In addition, the students are familiar with approaches to solving these challenges with the help of which they can be overcome.

#### Skills:

Students will be able to use advanced procedures to manage projects and control project objectives. They are able to select and apply appropriate measures to improve intercultural cooperation in intercultural projects.

#### Competences:

Students expand their technical and methodological competence in the application of project management procedures.

### Workload:

ECTS: 2

SWS: 2

Contact study: 30h

Self study: 30h

**Total workload: 60h**

## Table of contents:

In this course, advanced approaches to planning, controlling and monitoring complex projects in an international environment are taught, building on the existing knowledge of the students with regard to the basic procedures of project management.

### Learning content:

- Basics of project management in an international context
- Overview of the different methods of agile project management
- What is a business case (content and treatment)?
- Stakeholders in the project and management methods
- Risks in projects and management methods
- Intercultural aspects of project management
  - Implications of cultural differences between project leader, project team and other project participants
  - Skills and qualifications of project managers/leaders
- Risk management in international projects
- Presentation of suitable IT solutions for collaboration and knowledge management in international projects (cultural, social aspects, how do I create cultural spaces)
- Collaboration/communication in an international context (dealing with spatially dispersed teams that operate across different time zones (e.g. virtual team rooms))
- Teambuilding Measures
- Dealing with resilience in projects

### Lecturer:

Frank Hassas

## Course offer:

Semester: 1st semester

Frequency: summer semester only

Type of event: Lecture with integrated exercise

Access requirements: none

Language: German

Didactic aids: script, case studies, group work

### Form of examination and weighting:

Type of examination: Student research project (ungraded)

Preliminary examination for: -

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

## Bibliography:

### Main literature:

Becker, L., Georg, W. & Wagner, R. (Hrsg.) (2015). *Erfolgreiches interkulturelles Projektmanagement*. Düsseldorf: Symposion Publishing.

Project Management Institute (Hrsg.) (2013). *A Guide to the Project Management Body of Knowledge (PMBOK Guide)* (5th Edition). Newton Square: Project Management Institute.

### Further literature:

Binder, J. (2016). *Global Project Management: Communication, Collaboration and Management Across Borders*. Farnham: Gower.

Bührmann, A. D. et al. (Hrsg.) (2013). *Management ohne Grenzen: Grenzüberschreitende Zusammenarbeit erfolgreich gestalten*. Heidelberg: Springer Gabler.

Dörrenberg, F. et al. (2014). *Internationales Projektmanagement in der Praxis: Berichte, Erfahrungen, Fallbeispiele*. Ettlingen: Symposion Publishing.

Grisham, T. (2009). *International Project Management: Leadership in Complex Environments*. Hoboken: John Wiley&Sons.

Meier, H. (2015). *Internationales Projektmanagement: Interkulturelles Management, Projektmanagement-Techniken, Interkulturelle Teamarbeit* (2. Aufl.). Herne: NWB.

Nachbagauer, A. (Hrsg.). (2015). *Globale Projekte managen: Neue Wege für die weltweite Projektarbeit*. Ettlingen: Symposion Publishing.

Wolf, H. (Hrsg.) (2015). *Agile Projekte mit Scrum, XP und Kanban: Erfahrungsberichte aus der Praxis*. Heidelberg: dpunkt.



## Modul: 1030 *Corporate Finance & Governance*

Module manager: Prof. Dr. Roland Franz Erben

### Qualification goals:

#### Knowledge:

After a successful completion of the module, the students know the causes and functions as well as the most important models of company valuation, their application prerequisites and limits. They are aware of the importance and influence of different model parameters and assumptions on the results. The students know the different theories and approaches from the fields of business ethics and business ethics, sustainability sciences as well as sustainable corporate management/ sustainable management and corporate social responsibility (CSR).

#### Skills:

The students can select and apply suitable assessment methods for given problems and assess their implications for the assessment situation. They are in a position to apply financial valuation models and to develop or adapt them themselves for given problems. Students are enabled to deduce the implications of social challenges for the company and their own field of activity. You will learn how to behave in complex decision-making situations in the area of tension between different stakeholder groups.

#### Competences:

Students expand their professional and methodological competence in the field of finance and business ethics as well as their ability to reflect and apply. Due to the case-study-oriented teaching approach and the use of an online simulation, IT competence is also strengthened.

### Module contents:

1031 Company Valuation & *Financial Modeling*

1032 Business Ethics - *Business Ethics*

### Workload:

ECTS: 5

SWS: 3

Contact study: 45h

Self study: 105h

**Total workload: 150h**

### Module offer:

Mandatory/elective duty: Mandatory

Semester: 1st semester

Turnus: winter semester only

Duration of the module: 1 semester

Access requirements: none

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

**Lecturer:**

Prof. Dr. Roland Franz Erben

Martin Priebe

**Form of examination and weighting:**

Type of examination: Ungraded written student research project and written examination 90 minutes

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

## **1031 Company Valuation & Financial Modeling**

Zu Modul: 1030 *Corporate Finance & Governance*

Module manager: Prof. Dr. Roland Franz Erben

### Qualification goals:

#### Knowledge:

After successfully completing this course, students will be familiar with the causes and functions of company valuation. They are also familiar with the most important models of company valuation as well as their application requirements and limits. The students are aware of the importance and influence of different model parameters and assumptions on the results.

#### Skills:

The students can select and apply suitable assessment methods for given problems and assess their implications for the assessment situation. They are in a position to apply financial valuation models and to develop or adapt them themselves for given problems.

#### Competences:

Students expand their professional and methodological competence in the field of finance. Due to the case-study-oriented teaching approach, IT competence is also strengthened.

### Workload:

ECTS: 4

SWS: 2

Contact study: 30h

Self study: 90h

**Total workload: 120h**

## Table of contents:

This course provides basic and in-depth knowledge of business management assessment and negotiations with regard to the conditions of the transfer of ownership of companies or company shares. As part of a case study accompanying the semester, a suitable spreadsheet program is used to illustrate and implement various methods for valuing companies.

## Learning content:

- Basics and deepening of approaches and models for the evaluation of enterprises (steep), e.g.
  - asset value method
  - liquidation value method
  - capitalized earnings value method
  - Discounted cash flow method
  - multiplier methods
  - real option method
- Assumptions, prerequisites for use, areas of application as well as limits and weaknesses of the respective approaches
- Influences of psychological factors on model selection, the model assumptions used and the valuation result.

## Lecturer:

Prof. Dr. Roland Franz Erben

## Course offer:

Semester: 1st semester

Turnus: winter semester only

Type of event: Lecture with integrated exercise

Access requirements: none

Language: English

Didactic aids: script, presentation, case studies, exercises, software (spreadsheet program)

## Form of examination and weighting:

Type of examination: Written examination 90 minutes

Preliminary examination for: -

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

## Bibliography:

### Main literature:

Drukarczyk, J. & Schüler, A. (2015). *Unternehmensbewertung* (7.Aufl.). München: Vahlen.

Koller, T., Goedhart, M. & Wessels D. (2015). *Valuation: Measuring and Managing the Value of Companies* (University ed., 6th ed.). Hoboken: John Wiley&Sons.

### Further literature:

Ballwieser, W. & Hachmeister, D. (2016). *Unternehmensbewertung: Prozess, Methoden und Probleme*. (5. Aufl.) Stuttgart: Schäffer-Poeschel.

Benninga, S. (2014). *Financial Modeling* (4th ed.). Boston: The MIT Press.

Damodaran, A. (2012). *Investment Valuation: Tools and Techniques for Determining the Value of any Asset* (University ed., 3rd ed.). Hoboken: John Wiley & Sons.

Institut der DeutschenWirtschaftsprüfer (Hrsg.). (2008). *Principles for the Performance of Business Valuations (IDW-Standard S1)*. Düsseldorf: IDW Verlag.

## **1032 Business Ethics**

Zu Modul: 1030 *Corporate Finance and Governance*

Module manager: Prof. Dr. Roland Franz Erben

### Qualification goals:

#### Knowledge:

After successful participation in this course, students will be familiar with the various theories and approaches in the fields of business ethics, corporate ethics, sustainability sciences, sustainable management and corporate social responsibility (CSR).

#### Skills:

Students are able to apply the different theories, methods and approaches adequately to conflict situations and dilemmas. They will be able to deduce the implications of social challenges for the company and their own field of activity. The students can make complex business decisions in the field of tension between different stakeholder groups.

#### Competences:

Students expand their professional and methodological competence as well as their ability to reflect and application competence.

### Workload:

ECTS: 1

SWS: 1

Contact study: 15h

Self study: 15h

**Total workload: 30h**

## Table of contents:

This event provides basic and in-depth knowledge on the topics of business ethics, corporate social responsibility, sustainable corporate management and sustainability management. As part of the topic of stakeholder management and corporate governance, a simulation game is held during the semester.

### Learning content:

- Dealing with ethical conflicts and dilemmas
- Philosophy and ethics as well as business and corporate ethics
- Corporate Social Responsibility (CSR), Sustainable Corporate Management, Sustainability Management
- Stakeholder Management und Corporate Governance
- Application of psychological concepts and theories to questions of business ethics

### Lecturer:

Martin Priebe

## Bibliography:

### Main literature:

Chandler, D. & William B. W. (2013). *Strategic Corporate Social Responsibility: Sustainable Value Creation*. Thousand Oaks: Sage.

Rogall, H. (2012). *Nachhaltige Ökonomie: Ökonomische Theorie und Praxis einer Nachhaltigen Entwicklung*. Marburg: Metropolis.

### Further literature:

Crane, A. & Matten, D. (2004). *Business Ethics*. New York: Oxford University Press.

Kreikebaum, H., Behnam, M. & Gilbert, D. (2001). *Management ethischer Konflikte in international tätigen Unternehmen*. Wiesbaden: Gabler.

Noll, B. (2002). *Wirtschafts- und Unternehmensethik in der Marktwirtschaft*. Stuttgart: Kohlhammer.

Wieland, J. (1999). *Die Ethik der Governance*. Marburg: Metropolis.

## Course offer:

Semester: 1st semester

Turnus: winter semester only

Type of event: Seminar

Access requirements: none

Language: German

Didactic aids: script, presentation, case studies, exercises, business game

## Form of examination and weighting:

Type of examination: Student research project (ungraded)

Preliminary examination for: -

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

## Module: 1040 *Marketing & Consumer Psychology I*

Module manager: Prof. Dr. Stephanie Huber

### Qualification goals:

#### Knowledge:

After the successful completion of the module, the students have the knowledge of the relevance of the continuous generation of market and customer information for the development and control of customer relationships. Students are also familiar with the central areas of product and pricing policy.

#### Skills:

The students are able to understand the complexity of marketing policy decisions, to analyse market and customer information and to critically evaluate the use of different marketing instruments with regard to their impact on consumers.

#### Competences:

Students have decision-making competence and can prepare and make marketing decisions in a complex and uncertain environment based on the acquired knowledge and skills. This enables you to lay the foundation for successful customer relationship management.

### Module contents:

1041 *Market Intelligence and Consumer Understanding*

### Workload:

ECTS: 5

SWS: 2

Contact study: 30h

Self study: 120h

**Total workload: 150h**

### Module offer:

Mandatory/elective duty: Mandatory

Semester: 1st semester

Turnus: winter semester only

Duration of the module: 1 semester

Access requirements: none

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



**Lecturer:**

Prof. Dr. Stephanie Huber

Viktor Andrin

**Form of examination and weighting:**

Type of examination: oral examination

Weighting: The grade flows with a weight of 7% in the final score.

## 1041 Market Intelligence and Consumer Understanding

Module: 1040 *Marketing & Consumer Psychology I*

Module manager: Prof. Dr. Stephanie Huber

### Qualification goals:

#### Knowledge:

After successful participation in this course, the students have the knowledge of the relevance of the continuous generation of market and customer information for the development and management of customer relationships. Students are also familiar with the central areas of product and pricing policy.

#### Skills:

The students are able to understand the complexity of marketing policy decisions, to analyse market and customer information and to critically evaluate the use of different marketing instruments with regard to their impact on consumers.

#### Competences:

Students are empowered to make decisions and to prepare and make marketing decisions in a complex and uncertain environment based on the knowledge and skills they have acquired. This enables you to lay the foundation for successful customer relationship management.

### Workload:

ECTS: 5

SWS: 2

Contact study: 30h

Self study: 120h

**Total workload: 150h**

## Table of contents:

In this course, students learn the concept and conceptual basics of marketing management and customer relationship management. The knowledge gained is applied and deepened in practice using case studies and exercises as examples.

## Learning content:

- Generation of marketing-relevant knowledge
- Strategic analysis of marketing information
- Development and maintenance of customer relationships
- Customer satisfaction and customer loyalty - concept and design approaches
- Areas of responsibility and instruments of marketing
- Design dimensions of customer-oriented product development
- Generation and evaluation of product ideas
- Customer-oriented new product design
- Introduction of products to the market
- Management of existing products
- Determination of the basic price policy position
- Psychological pricing and structuring
- Processing of price information by the customer

## Lecturer:

Prof. Dr. Stephanie Huber

Viktor Andrin

## Course offer:

Semester: 1st semester

Turnus: winter semester only

Type of event: Lecture with integrated exercise

Access requirements: none

Language: German

Didactic aids: script, case studies, exercises

## Form of examination and weighting:

Type of examination: oral examination

Preliminary examination for: -

Weighting: The grade flows with a weight of 7% in the final score.

## Bibliography:

### Main literature:

Bruhn, M. (2016). *Relationship Marketing: Das Management von Kundenbeziehungen*. München: Vahlen.

Herrmann, A. & Huber, F. (2013). *Produktmanagement: Grundlagen – Methoden – Beispiele*. Wiesbaden: Gabler.

Pepels, W. (2007). *Market Intelligence: Moderne Marktforschung für Praktiker. Auswahlverfahren – Datenerhebung – Datenauswertung*. Erlangen: Publicis Publishing.

Simon, H. & Fassnacht, M. (2008). *Preismanagement: Strategie – Analyse – Entscheidung – Umsetzung*. Wiesbaden: Gabler.

### Further literature:

Diller, H. (2007). *Preispolitik*. Stuttgart: Kohlhammer.

Kopetzky, M. (2015). *Preispsychologie: In vier Schritten zur optimierten Preisgestaltung*. Wiesbaden: Springer Gabler.

Pechtl, H. (2014). *Preispolitik: Behavioral Pricing und Preissysteme*. Konstanz und München: UTB.

Pepels, W. (2016). *Produktmanagement*. Berlin: Duncker & Humblot.

## Module: 1050 *Psychological Aspects of Organizational Behavior I*

Module manager: Prof. Dr. Katrin Allmendinger

### Qualification goals:

#### Knowledge:

After successfully completing the module, students are familiar with the strategic HRM approach and leadership theories. You understand the complex interaction of central HR instruments and their impact in the corporate context. You are familiar with the application of psychological consulting approaches in business practice and know the use of different analysis methods and design options. The effects of interventions in the corporate context can be assessed.

#### Skills:

Students are able to analyse the overall dynamics of organisations. They can use psychological counselling tools and assess their effect. The students are able to create concepts for the design of an HR architecture and to evaluate them critically.

#### Competences:

The students have specialist skills in HRM architecture, talent management and change processes. You have a good ability to assess the constellation of a company and have a holistic view of human resources issues. Students also have methodological skills such as analytical skills, conceptual design skills and the ability to change perspectives. Within the framework of social skills, they have the ability to make contacts and to discuss.

### Module contents:

1051 *Psychological Consulting Concepts & Interventions*

1052 *Strategic HRM & Leadership*

### Workload:

ECTS: 8

SWS: 4

Contact study: 60h

Self study: 180h

**Total workload: 240h**

### Module offer:

Mandatory/elective duty: Mandatory

Semester: 1st semester

Turnus: winter semester only

Duration of the module: 1 semester

Access requirements: none

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

**Lecturer:**

Prof. Dr. Katrin Allmendinger

Prof. Dr. Patrick Müller

Prof. Dr. Uta Bronner

**Form of examination and weighting:**

Type of examination: Graded written student research project and written examination 60 minutes

Weighting: The grade flows with a weight of 12% in the final score.

## **1051 Psychological Consulting Concepts & Interventions**

About Module: 1050 *Psychological Aspects of Organizational Behavior I*

Module manager: Prof. Dr. Katrin Allmendinger

### Qualification goals:

#### Knowledge:

After successful participation in this course, students are familiar with the different psychological counselling approaches (e.g. transactional analysis, NLP, systemic counselling, Gestalt psychology, group dynamics) and their interventions and can place them in a scientific context. You are familiar with the application of consulting approaches in business practice and understand the complex interaction of interventions and their effects in the business context.

#### Skills:

The students are able to create and critically assess concepts for the design of change processes at the individual, team and organisational level. You can decide under which circumstances internal versus external consulting makes sense and evaluate future consulting trends.

#### Competences:

Students have expertise in psychological counselling and intervention methods. They acquire the ability to assess the advantages and disadvantages as well as the opportunities and risks of interventions. Students also have methodological skills such as analytical skills, conceptual design skills and the ability to change perspectives. Within the framework of social skills, students have the ability to make contacts and discuss.

### Workload:

ECTS: 4

SWS: 2

Contact study: 30h

Self study: 90h

**Total workload: 120h**

## Table of contents:

In this course, students learn the conceptual and conceptual basics of counselling approaches and interventions. The knowledge gained is applied and deepened in practice using case studies and exercises as examples.

### Learning content:

- Objectives, core elements and prototypical processes of psychological counselling at the individual, team and organisational levels
- Design of change processes
  - Diagnostic methods (e.g. context analysis, cultural analysis)
  - Intervention methods (e.g. changing transaction patterns)
  - Implementation, communication and evaluation
- Psychological contributions to strategy development, implementation and control
- Psychological contributions to process optimization and redesign
- consulting trends

### Lecturer:

Prof. Dr. Katrin Allmendinger

## Course offer:

Semester: 1st semester

Turnus: winter semester only

Type of event: Lecture with integrated exercise

Access requirements: none

Language: German

Didactic aids: script, case studies, exercises

### Form of examination and weighting:

Type of examination: Graded written student research project

Preliminary examination for: -

Weighting: The grade flows with a weight of 6% into the final score.

## Bibliography:

### Main literature:

Ellebracht, H., Lenz, G. & Osterhold, G. (2011). *Systemische Organisations- und Unternehmensberatung*. Wiesbaden: Gabler.

König, E. & Volmer, G. (2008). *Handbuch Systemische Organisationsberatung*. Weinheim: Beltz.

Werther, S. & Jacobs, C. (2014). *Organisationsentwicklung – Freude am Change*. Berlin: Springer.

### Further literature:

Holmes, T. (2013). *Reisen in die Innenwelt: Systemische Arbeit mit Persönlichkeitsanteilen*. München: Kösel.

Sader, M. (2008). *Psychologie der Gruppe*. München: Juventa.

Stewart, I. & Joines, V. (2000). *Die Transaktionsanalyse: Eine Einführung*. Freiburg: Herder.



## **1052 Strategic HRM & Leadership**

About Module: 1050 *Psychological Aspects of Organizational Behavior I*

Module manager: Prof. Dr. Katrin Allmendinger

### Qualification goals:

#### Knowledge:

After successful participation in this course, students are familiar with the strategic approach to HRM. They can scientifically classify leadership theories and understand their application in business practice. You understand the complex interaction of HR instruments and their impact in the corporate context.

#### Skills:

The students are able to create and critically evaluate concepts for the design of an HR architecture and global HR processes. You can implement leadership approaches in HR concepts and evaluate future HR developments.

#### Competences:

The students have professional competence in HRM architecture and talent management. You have the ability to assess complex corporate constellations and have a holistic view of human resources issues. Students also have methodological skills such as analytical skills, conceptual design skills and the ability to change perspectives.

### Workload:

ECTS: 4

SWS: 2

Contact study: 30h

Self study: 90h

**Total workload: 120h**

## Table of contents:

In this course, students acquire in-depth knowledge in the field of strategic HRM. You will get to know the design of a company-specific HRM architecture and get an overview of leadership theories and concepts. The knowledge gained will be practically applied and deepened using case studies and exercises as examples.

### Learning content:

- Goals and core elements of strategic HRM
- Design of a company-specific HRM architecture
  - Development of strategy-compliant HRM measures and processes
  - Design methods (e.g. personnel portfolio, personnel scenarios)
  - Implementation and realisation
  - Global Talent Management
  - Monitoring, HRM controlling and determination of the addedvalue
- Leadership theories and concepts
  - Classical leadership theories (e.g. situational leadership)
  - Current leadership theories (e.g. transformational leadership, authentic leadership)
  - New leadership requirements (e.g. virtual leadership, leadership of agile teams)
- Interaction of management and strategic HRM
- HR trends and the future of the world of work

### Lecturer:

Prof. Dr. Patrick Müller

Prof. Dr. Uta Bronner

## Course offer:

Semester: 1st semester

Turnus: winter semester only

Type of event: Lecture with integrated exercise

Access requirements: none

Language: German

Didactic aids: script, case studies, exercises

### Form of examination and weighting:

Type of examination: written examination 60 minutes

Preliminary examination for: -

Weighting: The grade flows with a weight of 6% into the final score.

## Bibliography:

### Main literature:

Au, v. C. (Hrsg.) (2016). *Wirksame und nachhaltige Führungsansätze*. Springer: Wiesbaden.

Meifert, T. (2007). *Strategische Personalentwicklung: Ein Programm in acht Etappen*. Heidelberg: Springer.

Stock-Homburg, R. (Hrsg.) (2013). *Handbuch Strategisches Personalmanagement* (2. Aufl.). Springer: Wiesbaden.

Yukl, G. (2010). *Leadership in Organizations* (7th ed.). Pearson: Boston.

### Further literature:

Andresen, M. & Nowak, C. (Hrsg.) (2014). *Human Resource Management Practices: Assessing Added Value*. Wiesbaden: Springer.

Birri, R. (2014). *Human Capital Management* (2. Aufl.). Heidelberg: Springer Gabler.

Crawshaw, J., Budhwar, P. & Davis, A. (2014). *Human Resource Management: Strategic and International Perspectives*. London: Sage

Hehn, S. (2009). *Systematisches Talent Management*. Stuttgart: Schäffer-Poeschl.

Lang, R. & Rybnikova, I. (2014). *Aktuelle Führungstheorien und –konzepte*. Springer: Wiesbaden.

Neuberger, O. (2002). *Führen und führen lassen: Ansätze, Ergebnisse und Kritik der Führungsforschung*. (6., bearb. erw. Aufl.). Stuttgart: UTB.

Steiger, T. (2008). *Das Rollenkonzept der Führung* (3. Aufl.). In: T. Steiger & E. Lippmann (Hrsg.), *Handbuch Angewandte Psychologie für Führungskräfte* (S. 35-61). Heidelberg: Springer.

Wehrlin, U. (2012). *Strategisches Personalmanagement: Personalressourcen und Wettbewerbsfähigkeit für die Zukunft sichern - Unternehmensstrategien erfolgreich umsetzen*. München: Akademische Verlagsgemeinschaft.

## Module: 2010 *Research Methods II*

Module manager: Prof. Dr. Patrick Müller

### Qualification goals:

#### Knowledge:

After successful completion of the module, students will be familiar with essential multivariate methods from the field of multiple regression for predicting and explaining variables. They are also familiar with different qualitative research methods for data collection and analysis.

#### Skills:

The students can apply selected multivariate methods with the help of a data analysis program and interpret the output. They are also able to apply basic qualitative data collection methods (individual interviews, group discussions) and evaluate qualitative data with the help of qualitative data processing programs.

#### Competences:

The students have quantitative and qualitative methodological competence and can select the appropriate multivariate methods for selected economic psychological questions, partially apply them and interpret the results. They also have the competence to select suitable qualitative methods for answering research questions and to apply selected qualitative methods.

### Module contents:

2011 *Multivariate Analysis Methods*

2012 *Qualitative Data Collection & Analysis Methods*

### Workload:

ECTS: 8

SWS: 4

Contact study: 60h

Self study: 180h

**Total workload: 240h**

### Module offer:

Mandatory/elective duty: Mandatory

Semester: 2nd semester

Frequency: summer semester only

Duration of the module: 1 semester

Access requirements: none

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

**Lecturer:**

Dr. Alexa Maria Kunz

Prof. Dr. Patrick Müller

**Form of examination and weighting:**

Type of examination: written examination 90 minutes

Weighting: The grade flows into the final grade with a weight of 8%.

## **2011 Multivariate Analysis Methods**

Module: 2010 *Research Methods II*

Module manager: Prof. Dr. Patrick Müller

### Qualification goals:

#### Knowledge:

After successful participation in this course, students will be familiar with essential multivariate methods from the field of multiple regression for predicting and explaining variables (including indications, prerequisites and application examples).

#### Skills:

Students can apply selected multivariate methods using a data analysis program (R) and interpret the output.

#### Competences:

Students acquire quantitative methodological competence and are able to select the appropriate multivariate methods for selected economic psychological questions, apply them in part and interpret the results.

### Workload:

ECTS: 4

SWS: 2

Contact study: 30h

Self study: 90h

**Total workload: 120h**

## Table of contents:

In this application-oriented event, the focus is less on the formal derivation, but rather on the application of the discussed methods. The contents of the course "Quantitative data collection and analysis methods" will be deepened with a focus on multivariate methods for prediction and explanation.

### Learning content:

- Breakdown of difficult statistical concepts into their essential components
- Implementation of specific analysis methods
- result interpretation
- Analysis methods from the field of multiple regression with a focus on special cases
  - Moderation/Mediation
  - Non-linear Models
  - Logistical/Ordinal Regression
- Multi-level models (nested designs)
  - time series analysis
  - Structural equation models or PLS

### Lecturer:

Prof. Dr. Patrick Müller

## Course offer:

Semester: 2nd semester

Frequency: summer semester only

Type of event: Lecture with integrated exercise

Access requirements: none

Language: German

Didactic aids: Script

### Form of examination and weighting:

Type of examination: written examination 90 minutes

Preliminary examination for: -

Weighting: The grade flows into the final grade with a weight of 4%.

## Bibliography:

### Main literature:

Field, A. (2012). *Discovering Statistics using R*. London: Sage.

James, G., Witten, D., Hastie, T. & Tibshirani, R. (2015). *An Introduction to Statistical Learning: with Applications in R*. New York: Springer.

Schlittgen, R. (2015). *Angewandte Zeitreihenanalyse mit R*. München: de GruyterOldenbourg.

Tabachnick, B. G. & Fidell, L. S. (2013). *Using multivariate Statistics*. Boston: Pearson.

### Further literature:

Backhaus, K., Erichson, B., Plinke, W. & Weiber, R. (2011). *Multivariate Analysemethoden*. Berlin: Springer.

Pedhazur, E. J. (1997). *Multiple regression in behavioral research: Explanation and prediction*. Fort Worth: Harcourt Brace.

Weiber, R. & Mülhau, D. (2010). *Strukturgleichungsmodellierung: Eine anwendungsorientierte Einführung in die Kausalanalyse mit Hilfe von AMOS, SmartPLS und SPSS*. Heidelberg: Springer.

## **2012 Qualitative Data Collection & Analysis Methods**

Module: 2010 *Research Methods II*

Module manager: Prof. Dr. Patrick Müller  
Qualification goals:

Knowledge:

After successful participation in this course, students will be familiar with the methodological foundations of qualitative research, i.e. they will have an overview of basic research programmes, methods & tools for data collection, processing and evaluation and will know the advantages and disadvantages of the qualitative research approach. In addition, students are familiar with typical communication and review formats from scientific and non-scientific professional practice.

Skills:

Students can assess which methods tend to be suitable for which questions and apply basic qualitative data collection methods (e.g. individual interviews, group discussions). They are able to evaluate qualitative data with the help of data processing programs and to communicate the results.

Competences:

Students acquire qualitative methodological competence and are able to select suitable qualitative methods for answering research questions in business psychology. They also have the competence to apply and communicate selected qualitative methods.

Workload:

ECTS:4

SWS:2

Contact study: 30h

Self study: 90h

**Total workload: 120h**



## Table of contents:

In this course, the students will first of all work out an overview of methodological foundations, research programmes, methods, tools and standards of qualitative research under guidance and on the basis of various impulses. With reference to a concrete research question, they then learn to structure a research project and to develop a comprehensible research design. In this way, students get to know both the qualitative research process and the diversity of qualitative methodological research approaches and acquire in-depth methodological knowledge for selected methods. Using common qualitative data processing programs, the practical application is practiced. Through the various working forms and media (PPT, poster presentation, peer review), students also practice typical communication and assessment formats from professional practice.

## Learning content:

- Research design and quality criteria of qualitative research
- Linear and circular research processes
- research ethics
- Grounded Theory
- Qualitative interview procedures
- Group-based survey procedures
- Qualitative online research
- Projective methods
- Use of diaries/diary procedures
- Technical aids (hardware and software)
- Ethnographic research
- Qualitative content analysis
- discourse analysis
- hermeneutics

## Lecturer:

Dr. Alexa Maria Kunz

## Course offer:

Semester: 2nd semester

Frequency: summer semester only

Type of event: Lecture with integrated exercise

Access requirements: none

Language: German

Didactic aids: Script

## Form of examination and weighting:

Type of examination: written examination 90 minutes

Preliminary examination for: -

Weighting: The grade flows into the final grade with a weight of 4%.

## Bibliography:

### Main literature:

Heiser, P. (2018). *Meilensteine der qualitativen Sozialforschung. Eine Einführung entlang klassischer Studien*. Wiesbaden: Springer Fachmedien Wiesbaden.

Kleemann, F., Krähnke, U. & Matuschek, I. (2013). *Interpretative Sozialforschung. Eine Einführung in die Praxis des Interpretierens* (2. Aufl.). Wiesbaden: Springer VS.

Rosenthal, G. (2015). *Interpretative Sozialforschung. Eine Einführung* (5. Auflage). Weinheim: Beltz Juventa

### Further literature:

Bohnsack, R., Marotzki, W. & Meuser, M. (Hrsg.) (2010). *Hauptbegriffe qualitativer Sozialforschung* (3. Aufl.). Opladen: Barbara Budrich.

Buber, R. & Holzmüller, H. H. (Hrsg.) (2009). *Qualitative Marktforschung: Konzepte – Methoden – Analysen* (2. Aufl.). Wiesbaden: Gabler.

Burzan, N. (2016). *Methodenplurale Forschung. Chancen und Probleme von Mixed Methods*. Weinheim: Beltz Juventa.

Flick, U. (2011): *Triangulation. Eine Einführung* (3. Aufl.). Wiesbaden: VS.

Flick, U., von Kardoff, E. & Steinke, I. (Hrsg.) (2015). *Qualitative Forschung. Ein Handbuch* (15. Aufl.). Reinbek bei Hamburg: Rowolth Verlag.

Kelle, U. & Kluge, S. (2010). *Vom Einzelfall zum Typus. Fallvergleich und Fallkontrastierung in der qualitativen Sozialforschung* (2. Aufl.). Wiesbaden: VS.

Kuckartz, U. (2014). *Mixed Methods. Methodologie, Forschungsdesigns und Analyseverfahren*. Wiesbaden: Springer VS.

Lueger, M. (2010): *Interpretative Sozialforschung: Die Methoden*. Wien: facultas.

Mey, K. & Mruck, G. (Hrsg.) (2010). *Handbuch Qualitative Forschung in der Psychologie*. Wiesbaden: VS Verlag.

Naderer, G. & Balzer, E. (2011). *Qualitative Marktforschung in Theorie und Praxis: Grundlagen– Methoden – Anwendungen* (2. Aufl.). Wiesbaden: Gabler.

von Unger, H., Narimani, P. & M' Bayo, R. (Hrsg.) (2014). *Forschungsethik in der qualitativen Forschung. Reflexivität, Perspektiven, Positionen*. Wiesbaden: Springer VS.

### Artifact analysis

Froschauer, U. (2009). Artefaktanalyse. In S. Kühn, P. Strodtholz & A. Taffertshofer (Hrsg.), *Handbuch Methoden der Organisationsforschung* (S. 326-347). Wiesbaden: VS Verlag für Sozialwissenschaften.

Gagliardi, P. (Hrsg.) (1990). *Symbols and Artefacts. Views of the Corporate Landscape*. Berlin: de Gruyter.

### Diary-process

Kunz, A. M. (2018). *Einführung in Diary-Verfahren. Theorie und Praxis in qualitativer Forschung*. Weinheim: Beltz Juventa.

Rodriguez, N. & Ryave, A. (2002). *Systematic Self-Observation*. London: Sage.

### Ethnography

Breidenstein, G., Hirschauer, S., Kalthoff, H. & Nieswand, B. (2013). *Ethnografie*. Konstanz und München: UVK/UTB.

Hitzler, R. (1999). Welten erkunden. Soziologie als (eine Art) Ethnologie der eigenen Gesellschaft. *Soziale Welt*, 50(4), 473-483.

Honer, A. (2007). Lebensweltanalyse in der Ethnografie. In U. Flick, E. von Kardorff & I. Steinke (Hrsg.), *Qualitative Forschung. Ein Handbuch* (S. 194-204). Reinbek bei Hamburg: Rowohlt.

Knoblauch, H. (2014). Ethnographie. In N. Baur & J. Blasius (Hrsg.), *Handbuch Methoden der empirischen Sozialforschung* (S. 521-528). Wiesbaden: Springer VS.

### Expert interview

Bogner, A., Littig, B. & Menz, W. (Hrsg.) (2009). *Experteninterviews – Theorien, Methoden, Anwendungsfelder*. Wiesbaden: Springer VS.

Bogner, A., Littig, B. & Menz, W. (2014): *Interviews mit Experten – Eine praxisorientierte Einführung*. Wiesbaden: Springer VS.

### Grounded Theory

Breuer, F. (2010). *Reflexive Grounded Theory. Eine Einführung für die Forschungspraxis* (2. Aufl.). Wiesbaden: VS Verlag für Sozialwissenschaften.

Strübing, J. (2014). Grounded Theory und Theoretical Sampling. In N. Baur & J. Blasius (Hrsg.), *Handbuch Methoden der empirischen Sozialforschung* (S. 457-472). Wiesbaden: Springer VS.

### Group-based survey procedures

Bohnsack, R. (2007): Gruppendiskussion; In U. Flick, Uwe, E. von Kardoff & I. Steinke (Hrsg.), *Qualitative Forschung. Ein Handbuch* (S. 369-384). Reinbek bei Hamburg: Rowohlt.

Kühn, T. & Koschel, K.-V. (2011). *Gruppendiskussionen: Ein Praxis-Handbuch*. Wiesbaden: VS-Verlag.

Lüthje, C. (2016). Die Gruppendiskussion in der Kommunikationswissenschaft. In S. Averbek-Lietz & M. Meyen (Hrsg.), *Handbuch nicht standardisierte Methoden in der Kommunikationswissenschaft* (S. 157-173). Wiesbaden: Springer.

### Hermeneutics

Breckner, R. & Raab, J. (Hrsg.) (2016). Materiale Visuelle Soziologie. Schwerpunktheft der *Zeitschrift für Qualitative Forschung* (ZQF), 17/1+2.

Kleemann, U., Krähnke, U. & Matuschek, I. (2013). *Interpretative Sozialforschung. Eine Einführung in die Praxis des Interpretierens*. Wiesbaden: Springer VS. [darin Kapitel 4.]

Kurt, R. & Herbrich, R. (2014): Sozialwissenschaftliche Hermeneutik und hermeneutische Wissenssoziologie. In N. Baur & J. Blasius (Hrsg.), *Handbuch Methoden der empirischen Sozialforschung* (S. 473-492). Wiesbaden: Springer VS.

Reichertz, J. (2006). Hermeneutische Wissenssoziologie. In R. Bohnsack, Ralf, W. Marotzki & M. Meuser (Hrsg.), *Hauptbegriffe qualitativer Sozialforschung* (S. 85-89). Opladen & Farmington Hills: Budrich.

Schröer, N. (1997). Wissenssoziologische Hermeneutik. In R. Hitzler & A. Honer (Hrsg.), *Sozialwissenschaftliche Hermeneutik* (S.109-129). Opladen: Leske + Budrich.

Soeffner, H.-G. (2009). Sozialwissenschaftliche Hermeneutik. In U. Flick, E. von Kardorff & I. Steinke (Hrsg.), *Qualitative Forschung. Ein Handbuch* (S. 164-175). Reinbek bei Hamburg: Rowohlt.

### Narrative interview

Küsters, I. (2009): *Narrative Interviews – Grundlagen und Anwendungen*. Wiesbaden: VS Verlag für Sozialwissenschaften.

Rosenthal, G. (2014): *Interpretative Sozialforschung – Eine Einführung*. Weinheim: Beltz Juventa. [darin die Kapitel 5 und 6]

Schütze, F. (1983): Biographieforschung und narratives Interview. *Neue Praxis*, 13(3)3, 283-293. [Online verfügbar unter: <https://www.ssoar.info/ssoar/handle/document/5314>]

#### Qualitative content analysis

Kuckartz, U. (2016). *Qualitative Inhaltsanalyse. Methoden, Praxis, Computerunterstützung* (3. Aufl.). Weinheim: Beltz Juventa.

Mayring, P. (2015). *Qualitative Inhaltsanalyse. Grundlagen und Techniken* (12. Aufl.). Weinheim: Beltz-UTB.

Schreier, M. (2014). Varianten qualitativer Inhaltsanalyse: Ein Wegweiser im Dickicht der Begrifflichkeiten [59 Absätze]. *Forum Qualitative Sozialforschung*, 15(1), Art. 18, <http://nbn-resolving.de/urn:nbn:de:0114-fqs1401185>.

#### Online sources

[www.qualitative-research.net/](http://www.qualitative-research.net/)

<http://www.qualitative-forschung.de/methodentreffen/angebot/fw/2018/index.html#HW>

<https://www.sozilogie.de/de/sektionen/sektionen/methoden-der-qualitativen-sozialforschung/aktuelles/>

<https://groundedtheoryoldenburg.wordpress.com>

## Module: 2020 Decision Making, *Behavioral Finance & Risk Management*

Module manager: Prof. Dr. Roland Franz Erben

### Qualification goals:

#### Knowledge:

After successful participation in this course, the students will know the essential economic and psychological models for decision making as well as their application prerequisites, possibilities and limits. They are also familiar with the essential approaches of Behavioral Finance as well as their application prerequisites, possibilities and limits. The students are familiar with the significance of risk management, the phases of the risk management process and important instruments for managing risks.

#### Skills:

Students can select and apply appropriate decision models for given problems. They are able to assess the influence of psychological factors on economic and, in particular, financial decisions. Students will be able to apply the most important procedures for identifying, assessing, managing and controlling risks.

#### Competences:

The students expand their professional and methodological competence in central economic and psychological questions.

### Module contents:

2021 *Decision-Making, Behavioral Finance & Risk Management*

### Workload:

ECTS: 5

SWS: 2

Contact study: 30h

Self study: 120h

**Total workload: 150h**

### Module offer:

Mandatory/elective duty: Mandatory

Semester: 2nd semester

Turnus: winter semester only

Duration of the module: 1 semester

Access requirements: none

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

**Lecturer:**

Philip Reinold

**Form of examination and weighting:**

Type of examination: Graded written research project

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

## **2021 Decision-Making, Behavioral Finance & Risk Management**

To Module: 2020 Decision-Making, *Behavioral Finance & Risk Management*

Module manager: Prof. Dr. Roland Franz Erben

### Qualification goals:

#### Knowledge:

After a successful participation in this course, the students will know the essential economic and psychological models for decision making as well as their application prerequisites, possibilities and limits. They are also familiar with the essential approaches of Behavioral Finance as well as their application prerequisites, possibilities and limits. The students are familiar with the importance of risk management, the phases of the risk management process and important instruments for managing risks.

#### Skills:

Students can select and apply appropriate decision models for given problems. They are able to assess the influence of psychological factors on economic and, in particular, financial decisions. Students will be able to apply the most important procedures for identifying, assessing, managing and controlling risks.

#### Competences:

The students expand their professional and methodological competence in central economic and psychological questions.

### Table of contents:

The course provides basic and in-depth knowledge of how decisions are made, which factors influence decisions and how the impact of these decisions is controlled.

#### Learning content:

- decision theory
  - classical models ("Homo oeconomicus")
  - behavioural models
  - economic models
  - Application requirements, possibilities and limits of the individual models
- Behavioral Finance
  - Basic concepts and models of Behavioral Finance as extensions of classic financial and economic models

### Workload:

ECTS: 5

SWS: 2

Contact study: 30h

Self study: 120h

**Total workload: 150h**

### Course offer:

Semester: 2nd semester

Turnus: winter semester only

Type of event: Lecture with integrated exercise

Access requirements: none

Language: English

Didactic aids: script, case studies, software (spreadsheet program)

- Application prerequisites, possibilities and limits of individual approaches of Behavioral Finance
- risk management
  - Classification of risk management in the context of decision theory
  - Basic concepts and significance of risk management in an entrepreneurial context
  - Phases of the risk management process: risk identification, assessment, management and monitoring

**Lecturer:**

Philip Reinold

**Form of examination and weighting:**

Type of examination: Graded written research project

Preliminary examination for: -

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



## Bibliography:

### Main literature:

Hastle, R. & Dawes, R. M. (2009). *Rational Choice in an Uncertain World: The Psychology of Judgment and Decision Making*. London: SAGE Publications

Just, D. (2015). *Introduction to Behavioral Economics*. Hoboken: John Wiley & Sons.

Laux, H., Gillenkirch, R. M. & Schenk-Mathes, H. (2014). *Entscheidungstheorie* (9. Aufl.). Heidelberg: Springer Gabler.

Vanini, U. (2012). *Risikomanagement: Grundlagen - Instrumente – Unternehmenspraxis*. Stuttgart: Schaeffer-Poeschel.

### Further literature:

Dhami, S. (2016). *The Foundations of Behavioral Economic Analysis*. Oxford: Oxford University Press.

Hardman, D. (2009). *Judgment and Decision Making: Psychological Perspectives*. Leicester: The British Psychological Society.

Kochenderfer, M. J. et al. (2015). *Decision Making Under Uncertainty: Theory and Application*. Boston: The MIT Press.

Lam, J. (2014). *Enterprise Risk Management: From Incentives to Controls* (2nd ed.). Hoboken: John Wiley & Sons.

Pritchard, C. (2014). *Risk Management: Concepts and Guidance* (5th ed.). Boca Raton: CRC Press/Auerbach Publications.

Shefrin, H. (2005). *Behavioral Corporate Finance*. New York City: McGraw-Hill Education.

Thaler, R. H. (2016). *Misbehaving: The Making of Behavioral Economics*. New York City: W. W. Norton Company.

## Modul: 2030 *Strategy, Organization & Innovation*

Module manager: Prof. Dr. Patrick Planing

### Qualification goals:

#### Knowledge:

After a successful participation in this module, students are familiar with current trends in the world of work and can support companies and organisations in their strategy development with suitable methods and instruments. They are also familiar with the application of innovation-promoting approaches in business practice.

#### Skills:

The students are able to implement and critically assess concepts for the design of an innovation-promoting working method. They can support strategy development as a continuous management activity (e.g. by designing and implementing strategy development workshops) and evaluate future trends in the world of work.

#### Competences:

The students have specialist skills in relation to organisational models, strategy development and innovation management. You have a good ability to assess strategic processes. Students also have methodological skills such as analytical skills, conceptual design skills and the ability to assess future trends.

### Module contents:

2031 *Strategy, Organization & Innovation*

### Workload:

ECTS: 4

SWS: 2

Contact study: 30h

Self study: 90h

**Total workload: 120h**

### Module offer:

Mandatory/elective duty: Mandatory

Semester: 2nd semester

Frequency: summer semester only

Duration of the module: 1 semester

Access requirements: none

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

**Lecturer:**

Daniel Deparis

Prof. Dr. Patrick Planing

**Form of examination and weighting:**

Type of examination: Graded written student research project

Weighting: The grade flows with a weight of 4% in the final score.

## **2031 Strategy, Organization & Innovation**

Zu Modul: 2030 *Strategy, Organization & Innovation*

Module manager: Prof. Dr. Patrick Planing

### Qualification goals:

#### Knowledge:

After successful participation in this course, students are familiar with the current trends in the world of work and can support companies and organizations in their strategy development with appropriate methods and instruments. They are also familiar with the application of innovation-promoting approaches in business practice.

#### Skills:

The students are able to implement and critically assess concepts for the design of an innovation-promoting working method. They can support strategy development as a continuous management activity (e.g. by designing and implementing strategy development workshops) and evaluate future trends in the world of work.

#### Competences:

The students have specialist skills in organisational models, strategy development and innovation management. You have a good ability to assess strategic processes. Students also have methodological skills such as analytical skills, conceptual design skills and the ability to assess future trends.

### Workload:

ECTS: 4

SWS: 2

Contact study: 30h

Self study: 90h

**Total workload: 120h**

## Table of contents:

In this course students learn about future trends in work as well as methods and instruments for strategy development and innovation management. With the help of case studies and exercises the learned knowledge is deepened practically.

### Learning content:

- Organizational structures and models (e.g. regarding centralization versus decentralization, insourcing versus outsourcing)
- Goals of strategy development and innovation management in organizations and conception of corresponding processes
- Strategically relevant future trends
  - Participation, Democracy, Transparency and Agility in Modern Enterprises
  - Agile software development as an example for a new organization of technical knowledge work
  - Methods of creating an innovation culture
  - Empowerment, strengthening of self-organisation and personal responsibility in teams
- Interaction of leadership, strategy and innovation

### Lecturer:

Daniel Deparis

Prof. Dr. Patrick Planing

## Course offer:

Semester: 2nd semester

Frequency: summer semester only

Type of event: Seminar

Access requirements: none

Language: German

Didactic aids: script, case studies, exercises

### Form of examination and weighting:

Type of examination: Graded written student research project

Preliminary examination for: -

Weighting: The grade flows with a weight of 4% in the final score.

## Bibliography:

Main literature:

Malik, F. (2014). *Führen, leisten, leben: Wirksames Management für eine neue Welt*. Frankfurt: Campus.

Scholl, W., Schmelzer, F., Kunert, S., Bedenk, S., Hüttner, J., Pullen, S. & Tirre, S. (2013). *Mut zu Innovationen*. Heidelberg: Springer Gabler.

Schreyögg, G. & Koch, J. (2014). *Grundlagen des Managements: Basiswissen für Studium und Praxis*. Heidelberg: Springer Gabler.

Further literature:

Brandes, U., Gemmer, P., Koschek, H. & Schültken, L. (2014). *Management Y: Agile, Scrum, Design Thinking & Co.: So gelingt der Wandel zur attraktiven und zukunftsfähigen Organisation*. Frankfurt: Campus.

Dueck, G. (2013). *Das Neue und seine Feinde. Wie Ideen verhindert werden und wie sie sich trotzdem durchsetzen*. Frankfurt: Campus.

Kim, W. C. & Mauborgne, R. (2016). *Der Blaue Ozean als Strategie: Wie man neue Märkte schafft, wo es keine Konkurrenz gibt*. München: Hanser.

Osterwalder, A. & Pigneur, Y. (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. New Jersey: John Wiley.

Sattelberger, T., Welp, I. & Boes, A. (Hrsg.) (2015). *Das demokratische Unternehmen*. Freiburg: Haufe.

Module manager: Prof. Dr. Thomas Bäumer

**Qualification goals:**

Knowledge:

After the successful completion of the module, the students know what relevance market research has for corporate success. They also have an understanding of the significance of the psychological effects of brands and communication. Students know the most common methodological approaches from market research and know which new methodological approaches are currently gaining in importance. Students know the relevant psychological and marketing basics and approaches of brand management and marketing communication.

Skills:

The students are able to critically discuss the advantages and disadvantages of different methodological procedures from market research and apply them within the framework of a market research study. You can critically analyze the learned approaches of brand management and marketing communication and transfer them to concrete entrepreneurial questions.

Competences:

The students have acquired theoretical and practical methodological competence. In other words, they are able to assess the significance and the appropriate field of application of the market research methods presented and master the approach of selected methods. The students have the ability to evaluate the use of brand management and marketing communication approaches with regard to psychological effects on consumers and to assess their consequences.

**Workload:**

ECTS: 8

SWS: 4

Contact study: 60h

Self study: 180h

**Total workload: 240h**

**Module contents:**

2041 *Psychological Brand Management & Communication*

2042 *Methods of Consumer Research*

**Lecturer:**

Lena Lein

Victoria Kaiser

Prof. Dr. Thomas Bäumer

Oliver Böpple

**Module offer:**

Mandatory/elective duty: Mandatory

Semester: 2nd semester

Frequency: summer semester only

Duration of the module: 1 semester

Access requirements: none

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

**Form of examination and weighting:**

Type of examination: Graded written student research project

Weighting: The grade flows with a weight of 12% in the final score.



## **2041 Psychological Brand Management & Communication**

About Module: 2040 *Marketing & Consumer Psychology II*

Module manager: Prof. Dr. Thomas Bäumer

### Qualification goals:

#### Knowledge:

After successfully participating in this course, students will understand the importance of the psychological impact of brands and communication. You know the relevant psychological and marketing fundamentals and approaches of brand management and communication policy.

#### Skills:

Students are able to critically analyse the approaches they have learned and apply them to given entrepreneurial questions from the context of brand management and marketing communication.

#### Competences:

The students have the ability to evaluate the use of brand management and marketing communication approaches with regard to psychological effects on consumers and to assess their consequences.

### Workload:

ECTS: 4

SWS: 2

Contact study: 30h

Self study: 90h

**Total workload: 120h**

## Table of contents:

In this course, students learn the basics and approaches of psychological brand management and marketing communication. The knowledge gained is applied and deepened in practice using case studies and exercises as examples.

## Learning content:

- Identity-oriented brand management
- Strategic brand management decisions (e.g. positioning, brand extensions, brand architecture design)
- Digital brand strategies
- Brand strength and brand value
- Behavioral Branding
- employer branding
- Development of effective communication strategies
- Integrated communication
- communication tools
- Social Media Communication

## Lecturer:

Lena Lein

Victoria Kaiser

## Bibliography:

### Main literature:

Fill, C. & Turnbull, S. (2016): *Marketing communications. Discovery creation and conversations*. Harlow, England: Pearson.

Florack, A., Scarabis, M. & Primosch, E. (2007). *Psychologie der Markenführung*. München: Vahlen.

Kapferer, J. N. (2012). *The new strategic brand management. Advanced insights & strategic thinking*. London: Kogan Page.

Kotler, P., Kartajaya, H. & Setiawan, I. (2017): *Marketing 4.0. Moving from traditional to digital*. Hoboken, New Jersey: Wiley.

Kotler, P., Keller, K. L., Brady, M., Goodman, M. & Hansen, T. (2016): *Marketing management*. Harlow, Munich: Pearson.

### Further literature:

## Course offer:

Semester: 2nd semester

Frequency: summer semester only

Type of event: Lecture with integrated exercise

Access requirements: none

Language: English

Didactic aids: script, case studies and/or exercises

## Form of examination and weighting:

Type of examination: Graded written student research project

Preliminary examination for: -

Weighting: The grade flows with a weight of 6% into the final score.

Burmann, C. & Riley, N.-M. (2016): *Identity-Based Brand Management: Fundamentals - Strategy - Implementation – Controlling*. Wiesbaden: Springer Gabler.

Chaffey, D. & Ellis-Chadwick, F. (2016): *Digital marketing. Strategy implementation and practice*. Harlow, England: Pearson.

Gabay, J. (2015). *Brand Psychology: Consumer Perceptions, Corporate Reputations*. London: Kogan Page.

Gutjahr, G. (2015). *Markenpsychologie. Wie Marken wirken – Was Marken stark macht*. Wiesbaden: Springer Gabler.

## **2042 Methods of Consumer Research**

About Module: 2040 *Marketing & Consumer Psychology II*

Module manager: Prof. Dr. Thomas Bäumer

### Qualification goals:

#### Knowledge:

After a successful participation in this course, the students know how relevant market research for corporate success is. They are also familiar with the most common methodological approaches from market research and know which new methodological approaches are currently gaining in importance.

#### Skills:

The students are able to critically discuss the advantages and disadvantages of different methodological procedures from market research. You can use selected methods within the framework of a market research study.

#### Competences:

The students have acquired theoretical and practical methodological competence. In other words, they are able to assess the significance and the appropriate field of application of the market research methods presented and are able to master the approach of selected methods.

### Workload:

ECTS: 4

SWS: 2

Contact study: 30h

Self study: 90h

**Total workload: 120h**

### Table of contents:

This event focuses on the presentation and exemplary application of selected methods from market research, which are currently the focus of discussion among users. The practical application of these methods should encourage critical reflection and evaluation of the methods.

### Learning content:

- Importance of market research in an entrepreneurial context
- Overview of different methodical approaches and their fields of application
- Current methods of market research and their application, e.g.
  - Usability / User Experience Approach
  - Eye tracking in market research
  - Methods of neuromarketing
  - Online/ Social Media Market Research
  - Mobile Research
  - Dealing with Big Data
  - Virtual Reality in Market Research

### Lecturer:

Prof. Dr. Thomas Bäumer

Oliver Böpple

### Course offer:

Semester: 2nd semester

Frequency: summer semester only

Type of event: Lecture with integrated exercise

Access requirements: none

Language: German

Didactic aids: script, laboratory exercises

### Form of examination and weighting:

Type of examination: Graded written student research project

Preliminary examination for: -

Weighting: The grade flows with a weight of 6% into the final score.

## Bibliography:

### Main literature:

Berekoven, L., Eckert, W. & Ellenrieder, P. (2009). *Marktforschung: Methodische Grundlagen und praktische Anwendung*. Wiesbaden: Gabler.

Herrmann, A., Homburg, C. & Klarmann, M. (Hrsg.) (2008). *Handbuch Marktforschung: Methoden – Anwendungen – Praxisbeispiele*. Wiesbaden: Gabler.

Gansser, O. & Krol, B. (2017). *Moderne Methoden der Marktforschung. Kunden besser verstehen* (FOM-Edition). Wiesbaden: Springer Fachmedien.

Keller, B., Klein, H.-W., & Tuschl, S. (2015). *Zukunft der Marktforschung: Entwicklungschancen in Zeiten von Social Media und Big Data*. Wiesbaden: Springer.

### Further literature:

#### Big data

Cleve, J. & Lämmel, U. (2014). *Data Mining*. München: Oldenbourg.

Schwarz, T. (2015). *Big Data im Marketing: Chancen und Möglichkeiten für eine effektive Kundenansprache*. Freiburg: Haufe.

#### neuromarketing

Hasler, F. (2015). *Neuromythologie. Eine Streitschrift gegen die Deutungsmacht der Hirnforschung* (5. Aufl.). Bielefeld: transcript.

Häusel, H.-G. (2012). *Neuromarketing: Erkenntnisse der Hirnforschung für Markenführung, Werbung und Verkauf*. Freiburg: Haufe.

Kenning, P. (2014). *Consumer Neuroscience: Ein transdisziplinäres Lehrbuch*. Stuttgart: Kohlhammer.

Müller, K.-M. (2012). *NeuroPricing: Wie Kunden über Preise denken*. Freiburg: Haufe.

Raab, G., Gernsheimer, O. & Schindler, M. (2013). *Neuromarketing: Grundlage – Erkenntnisse – Anwendungen* (3. Aufl.). Wiesbaden: Gabler.

#### Online/ Social Media Market Research

Bernecker, M. & Beilharz, F. (2012). *Social Media Marketing: Strategien, Tipps und Tricks für die Praxis*. Köln: Johanna Verlag.

Hettler, U. (2010). *Social Media Marketing: Marketing mit Blogs, Sozialen Netzwerken und weiteren Anwendungen des Web 2.0*. München: Oldenbourg.

Welker, M., Taddicken, M., Schmidt, J.-H. & Jakob, N. (2014). *Handbuch Online-Forschung: Sozialwissenschaftliche Datengewinnung und -auswertung in digitalen Netzen*. Köln: Herbert von Halem.

#### Design Thinking

Bartl, D. (2019). *Digital innovation playbook. Das unverzichtbare Arbeitsbuch für Gründer, Macher und Manager : Taktiken, Strategien, Spielzüge* (6. Auflage). Hamburg: Murmann Publishers.

Lewrick, M., Link, P. & Leifer, L. (2017). *Das Design thinking Playbook. Mit traditionellen, aktuellen und zukünftigen Erfolgsfaktoren*. München: Verlag Franz Vahlen.

Osterwalder, A., Pigneur, Y., Bernarda, G. & Smith, A. (2015). *Value proposition design*. Frankfurt: Campus Verlag.

#### Usability/User Experience

- Diefenbach, S. & Hassenzahl, M. (2017). *Psychologie in der nutzerzentrierten Produktgestaltung. Mensch-Technik-Interaktion-Erlebnis*. Heidelberg: Springer.
- Hartson, R. & Pyla, P. S. (2012). *The UX book: Process and guidelines for ensuring a quality user experience*. Waltham: Elsevier.
- Jacobsen, J. & Meyer, L. (2019). *Praxisbuch Usability et UX. Was jeder wissen sollte, der Websites und Apps entwickelt*. Bonn: Rheinwerk Computing.
- Krug, S. (2014). *Don't make me think, revisited: A common sense approach to web usability*. San Francisco: New Riders.
- Richter, M. & Flückiger, M. D. (2009). *Usability Engineering kompakt: Benutzbare Produkte gezielt entwickeln*. Heidelberg: Spektrum.
- Sarodnick, F. & Brau, H. (2015). *Methoden der Usability Evaluation: Wissenschaftliche Grundlagen und praktische Anwendungen*. Bern: Hans Huber.
- Tullis, T. & Albert, B. (2013). *Measuring the User Experience*. Waltham, MA: Morgan Kaufmann.

### Eye tracking

- Bojko, A. (2013). *Eye tracking the user experience: A practical guide to research*. New York: Rosenfeld.
- Duchowski, A. (2007). *Eye tracking methodology: theory and practice*. London: Springer.
- Holmquist, K. & Nyström, M. (2011). *Eye tracking: a comprehensive guide to methods and measures*. Oxford: Oxford University Press.

## Module: 2050 *Psychological Aspects of Organizational Behavior II*

Module manager: Prof. Dr. Uta Bronner

### Qualification goals:

#### Knowledge:

After the successful completion of the module, the students have a profound understanding of the design of complex change projects in the corporate context. You are familiar with basic control options for various reasons for change and know what effective levers there are for changing entire organizational units or companies.

#### Skills:

The students are able to independently create overall designs for large change projects on an organizational level and to plan the essential steps for implementation. They have hand tools for implementing and stabilizing change and can intervene appropriately.

#### Competences:

Students have specialist skills in the design of large-scale change projects and the critical examination of organisational dynamics. You have methodological skills such as conceptual design skills, analytical skills and the ability to critically reflect and change perspectives. With regard to social skills, the students have empathy and communication skills.

### Module contents:

2051 *Managing Complex Change Processes*

### Workload:

ECTS: 5

SWS: 2

Contact study: 30h

Self study: 120h

**Total workload: 150h**

### Module offer:

Mandatory/elective duty: Mandatory

Semester: 2nd semester

Frequency: summer semester only

Duration of the module: 1 semester

Access requirements: none

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



**Lecturer:**

Prof. Dr. Katrin Allmendinger

**Form of examination and weighting:**

Type of examination: Graded written student research project

Weighting: The grade flows into the final grade with a weight of 7%.

## **2051 Managing Complex Change Processes**

About Module: 2050 *Psychological Aspects of Organizational Behavior II*

Module manager: Prof. Dr. Uta Bronner

### Qualification goals:

#### Knowledge:

After a successful participation in this course, students will have a deep understanding of the design of complex change projects in the corporate context. You are familiar with basic control options for various reasons for change and know what effective levers there are for changing entire organizational units or companies.

#### Skills:

The students are able to independently create overall designs for large change projects on an organizational level and to plan the essential steps for implementation. They have hand tools for implementing and stabilizing change and can intervene appropriately.

#### Competences:

Students have specialist skills in the design of large-scale change projects and the critical examination of organisational dynamics. You have methodological skills such as conceptual design competence, analytical skills and the ability to reflect critically and to change perspectives. With regard to social skills, the students have empathy and communication skills.

### Workload:

ECTS: 5

SWS: 2

Contact study: 30h

Self study: 120h

**Total workload: 150h**

## Table of contents:

In this course, students gain a deeper understanding of complex change processes at the organizational level and learn about levers and instruments for their effective design. The knowledge gained will be applied in practice and deepened on the basis of two to three case studies, e.g. from the areas of mergers and acquisitions, relocation, reorganization and personnel reduction.

## Learning content:

- Complex reasons for change and their backgrounds
- Status quo analysis - knowledge and understanding of the organizational system (history, stakeholder groups, interests, habits and organizational culture, etc.)
- Life cycles of change initiatives
- Overall designs for different occasions
- Dynamic implementation process (structural and organizational interventions, setting impulses, dealing with the unexpected and backswings, continuous process adaptation, emotion management)
- Tighter framework conditions (e.g. pressure, time or financial constraints)  
Consultant role and attitude in complex change processes

## Lecturer:

Prof. Dr. Katrin Allmendinger

## Course offer:

Semester: 2nd semester

Frequency: summer semester only

Type of event: Lecture with integrated exercise

Access requirements: none

Language: German

Didactic aids: script, case studies, exercises

## Form of examination and weighting:

Type of examination: Graded written student research project

Preliminary examination for: -

Weighting: The grade flows into the final grade with a weight of 7%.

## Bibliography:

### Main literature:

Berner, W. (2015). *Change!: 20 Fallstudien zu Sanierung, Turnaround, Prozessoptimierung, Reorganisation und Kulturveränderung*. Stuttgart: Schäffer-Poeschel.

Grenny, J., Patterson, K., Maxfield, D., McMillan, R. & Switzler, A. (2013). *Influencer*. New York: McGraw-Hill Education.

Kotter, J.P. (2014). *Accelerate*. Boston: Harvard Business Review Press.

Senge, P.M. et al. (1999). *Dance of Change: The Challenges of Sustaining Momentum in Learning Organizations*. London: Nicholas Brealey Publishing.

### Further literature:

Berner, W. (2012). *Culture Change. Unternehmenskultur als Wettbewerbsvorteil*. Stuttgart: Schäffer-Poeschel.

## Module: 3010 *Practice-/Research-oriented Study Project*

Module manager: Prof. Dr. Uta Bronner

### Qualification goals:

#### Knowledge and skills:

In the practical phase, the students are introduced to the professional activities of a business psychologist and can apply the knowledge and skills they have already acquired during their studies. This requires the students to participate as continuously as possible in one or a few projects in a research or practice position. The activity is determined by independence and co-responsibility and comes close to the activities of an already trained business psychologist in terms of quality.

Alternatively, students can expand and deepen their knowledge during a semester abroad.

#### Competences:

The students acquire professional competence such as professional depth, professional breadth and can apply already acquired knowledge purposefully. Within the framework of project work, you will practice entrepreneurial thinking. They strengthen methodological skills such as analytical thinking, planned procedures and systematic work organisation. Social competence is strengthened in all variants of the application/research-oriented PPSP. Students acquire independence, initiative and determination. They strengthen their self-confidence, their stress tolerance and their sense of responsibility and duty. They expand their intercultural competence during a semester abroad or in international projects.

### Module contents:

3111 Practice-/ Research-oriented Study Project

3112 Practice-/ Research-oriented Study Project

3113 Accompanying Seminar for Study Project

### Workload:

ECTS: 22

SWS: 2

Contact study: 30h

Self study: 30h

Practical phase: 600h

**Total workload: 660h**

### Module offer:

Mandatory/elective duty: Mandatory

Semester: 3rd semester

Turnus: summer and winter semester possible

Duration of the module: 1 semester

Access requirements: none

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

**Lecturer:**

Prof. Dr. Uta Bronner

**Form of examination and weighting:**

Type of examination: Unit (proof of achievement)

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

## **3011 Practice-/ Research-oriented Study Project**

About Module: 3010 *Practice-/ Research-oriented Study Project*

Module manager: Prof. Dr. Uta Bronner

### Qualification goals:

#### Knowledge:

The students are familiar with typical occupational fields of business psychologists and know about career opportunities as business psychologists.

#### Skills:

They can recognise economic and psychological problems, develop solution strategies and contribute to problem solving with appropriate methods. Students can apply the knowledge and skills already acquired during their studies in practice (e.g. business enterprises, consulting firms, research institutions, public administration). During a semester abroad, which can be chosen alternatively, the students can combine their already acquired skills with the new business psychologically relevant study contents.

#### Competences:

The students acquire professional competence such as professional depth, professional breadth and can apply already acquired knowledge purposefully. Within the framework of project work, you will practice entrepreneurial thinking. They strengthen methodological skills such as analytical thinking, planned procedures and systematic work organisation. Social competence is strengthened in all variants of the application/research-oriented PPSP. Students acquire independence, initiative and determination. They strengthen their self-confidence, their stress tolerance and their sense of responsibility and duty. They expand their intercultural competence during a semester abroad or in international projects.

### Workload:

ECTS: 10

SWS: 0

Contact study: 0h

Self study: 0h

Practical phase: 300h

**Total workload: 300h**

## Table of contents:

The application-/research-oriented PSP can be completed in a practice position, a research position or within the framework of a study semester abroad. The guideline for the application/research-oriented practical study project (PSP) applies. In the application/research-oriented practical study project, students acquire practical and methodological knowledge in various psychological, business management and organisational fields of a suitable organisation. Learning takes place through observation, active cooperation and literature studies. During a semester abroad, students acquire extended knowledge in application-related psychological or business management topics.

## Lecturer:

Prof. Dr. Uta Bronner

## Bibliography:

-

## Course offer:

Semester: 3rd semester

Turnus: summer and winter semester possible

Type of event: Internship

Access requirements: none

Language: German or English

Didactic aids: none

## Form of examination and weighting:

Type of examination: Student research project (ungraded)

Preliminary examination for: 3010 Application-/ Research-Oriented-PSP - Practice-/ Research-oriented Study Project

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



## **3012 Practice-/ Research-oriented Study Project**

About Module: 3010 *Practice-/ Research-oriented Study Project*

Module manager: Prof. Dr. Uta Bronner

### Qualification goals:

#### Knowledge:

The students are familiar with typical occupational fields of business psychologists and know about career opportunities as business psychologists.

#### Skills:

They can recognise economic and psychological problems, develop solution strategies and contribute to problem solving with appropriate methods. Students can apply the knowledge and skills already acquired during their studies in practice (e.g. business enterprises, consulting firms, research institutions, public administration). During a semester abroad, which can be chosen alternatively, the students can combine their already acquired skills with the new business psychologically relevant study contents.

#### Competences:

The students acquire professional competence such as professional depth, professional breadth and can apply already acquired knowledge purposefully. Within the framework of project work, you will practice entrepreneurial thinking. They strengthen methodological skills such as analytical thinking, planned procedures and systematic work organisation. Social competence is strengthened in all variants of the application/research-oriented PPSP. Students acquire independence, initiative and determination. They strengthen their self-confidence, their stress tolerance and their sense of responsibility and duty. They expand their intercultural competence during a semester abroad or in international projects.

### Workload:

ECTS: 10

SWS: 0

Contact study: 0h

Self study: 0h

Practical phase: 300h

**Total workload: 300h**

### Table of contents:

The application-/research-oriented PSP can be completed in a practice position, a research position or as part of a study semester abroad. The guideline for the application/research-oriented practical study project (PSP) applies. In the application/research-oriented practical study project, students acquire practical and methodological knowledge in various psychological, business management and organisational fields of a suitable organisation. Learning takes place through observation, active cooperation and literature studies. During a semester abroad, students acquire extended knowledge in application-related psychological or business management topics.

### Lecturer:

Prof. Dr. Uta Bronner

### Bibliography:

-

### Course offer:

Semester: 3rd semester

Turnus: summer and winter semester possible

Type of event: Internship

Access requirements: none

Language: German or English

Didactic aids: none

### Form of examination and weighting:

Type of examination: Student research project (ungraded)

Preliminary examination for: 3010 Application-/Research-Oriented-PSP - Practice-/ Research-oriented Study Project

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

### **3013 Accompanying Seminar for Study Project**

About Module: 3010 *Practice-/ Research-oriented Study Project*

Module manager: Prof. Dr. Uta Bronner

#### Qualification goals:

##### Knowledge:

The students are familiar with typical occupational fields of business psychologists and know about career opportunities as business psychologists.

##### Skills:

The students can critically reflect on and question the experiences gained in practice (e.g. business enterprises, consulting firms, research institutions, public administration) and can classify their findings gained during the BPS into business psychology practice.

##### Competences:

The students acquire professional competence such as professional depth, professional breadth and can apply already acquired knowledge purposefully. Within the framework of project work, you will practice entrepreneurial thinking. They strengthen methodological skills such as analytical thinking, planned procedures and systematic work organisation. Within the framework of social competence, students also acquire the ability to communicate, to communicate, to criticise and to think in a networked way.

#### Workload:

ECTS: 2

SWS: 2

Contact study: 30h

Self study: 30h

**Total workload: 60h**

**Table of contents:**

In the accompanying event to the PSP, the presentation and discussion of subject-specific or interdisciplinary problems of professional practice and the reflection of practical impressions will take place. Knowledge and skills acquired during the previous studies are reflected and discussed with regard to their transferability into professional practice.

**Lecturer:**

Prof. Dr. Uta Bronner

**Bibliography:**

-

**Course offer:**

Semester: 3rd semester

Turnus: summer and winter semester possible

Type of event: Seminar

Access requirements: Course 3111 and Course 3112 (Application- / Research-oriented PSP I+II)

Language: German

Didactic aids: none

**Form of examination and weighting:**

Type of examination: Unit (ungraded)

Preliminary examination for: -

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

## Module: 3020 *Business Psychological Research Project*

Module manager: Prof. Dr. Katrin Allmendinger

### Qualification goals:

#### Knowledge:

After successfully completing the module, students know how to develop business psychological studies. The students get to know different types of studies (e.g. experiments, surveys) on different topics of business psychology. They know how study participants feel and which cognitions they develop. They know the adequate evaluation methods for their studies. Students know how to build scientific presentations and documents. Students are familiar with the APA publication standards.

#### Skills:

Students can plan, evaluate and document business psychological experiments and field studies. Students are able to take into account their knowledge of the behaviour and experience of study participants in the design of their studies. They can develop and critically evaluate research ideas on the basis of current literature. They can present their own research ideas and discuss them in plenary sessions. You can produce APA-compliant scientific documentation.

#### Competences:

The students have specialist skills in relation to business psychology and its application. Students also have methodological skills in the analytical field. Within the framework of the social competences, the students have the ability to discuss and communicate. The students have personal competences in the field of self-reflection.

### Workload:

ECTS: 8

SWS: 2

Contact study: 30h

Self study: 210h

**Total workload: 240h**

**Module contents:**

3021 Business Psychological Research Project -  
*Business Psychological Research Project*

3022 Insights into research practice - *Research Practice*

**Lecturer:**

Prof. Dr. Katrin Allmendinger

Prof. Dr. Thomas Bäumer

**Module offer:**

Mandatory/elective duty: Mandatory

Semester: 3rd semester

Turnus: winter semester only

Duration of the module: 1 semester

Access requirements: none

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

**Form of examination and weighting:**

Type of examination: Graded written student research project

Weighting: The grade flows with a weight of 4% in the final score.

## **3021 Business Psychological Research Project**

About Module: 3020 *Business Psychological Research Project*

Module manager: Prof. Dr. Katrin Allmendinger

### Qualification goals:

#### Knowledge:

After successful participation in this course, students will know how to develop business psychological studies. They know the adequate evaluation methods for their studies. Students know how to build scientific presentations and documents. Students are familiar with the APA publication standards.

#### Skills:

Students can plan, evaluate and document business psychological experiments and field studies. They can develop and critically evaluate research ideas on the basis of current literature. They can present their own research ideas and discuss them in plenary sessions. You can produce APA-compliant scientific documentation.

#### Competences:

The students have specialist skills in relation to business psychology and its application. Students also have methodological skills in the analytical field. Within the framework of social competences, the students have the ability to discuss.

### Workload:

ECTS: 7

SWS: 2

Contact study: 30h

Self study: 180h

**Total workload: 210h**

### Table of contents:

In this course students learn how to develop and implement research ideas. They also learn how to present their ideas and designs and discuss them with others. At the same time, they should also evaluate and discuss the research ideas of others. During the course, students regularly present their own research ideas and discuss them with their fellow students. They also prepare a short scientific review several times a semester for the research ideas of fellow students.

### Learning content:

- Development of research ideas
- Design and implementation of studies and experiments in a business psychological context
- Selection of adequate statistical evaluation methods
- Presentation of research ideas and results
- Documentation of research results  
Ethical and legal framework conditions of economic psychology research

### Lecturer:

Prof. Dr. Katrin Allmendinger

### Course offer:

Semester: 3rd semester

Turnus: winter semester only

Type of event: Seminar

Access requirements: none

Language: German

Didactic aids: script, psychological tests

### Form of examination and weighting:

Type of examination: Graded written student research project

Preliminary examination for: -

Weighting: The grade flows with a weight of 4% in the final score.



## Bibliography:

### Main literature:

American Psychological Association (APA) (2009). *Publication Manual of the American Psychological Association* (6th ed.). Washington, DC: American Psychological Association.

Bortz, J. & Doering, N. (2006). *Forschungsmethoden und Evaluation*. Berlin: Springer.

Field, A. (2012). *Discovering Statistics using R*. London: Sage.

Hussy, W., Schreier, M. & Echterhoff, G. (2010). *Forschungsmethoden in Psychologie und Sozialwissenschaften*. Heidelberg: Springer.

Rossi, P. H., Lipsey, M. W., & Freeman, H. E. (2003). *Evaluation: A systematic approach*. Thousand Oaks, CA: Sage.

### Current issues of the journals:

Academy of Management Journal

Journal of Applied Psychology

Journal of Consumer Behavior

Journal of Personality and Social Psychology

## **3022 Research Practice**

About Module: 3020 *Business Psychological Research Project*

Module manager: Prof. Dr. Katrin Allmendinger

### Qualification goals:

#### Knowledge:

The students get to know different types of studies (e.g. experiments, surveys) on different topics of business psychology. After successfully participating in this course, they will know how students feel and what cognitions they develop.

#### Skills:

The students can draw conclusions from their own experiences during the experiments and studies on the experiences of study participants in general and take these findings into account in the design of their own studies.

#### Competences:

The students have specialist skills in relation to business psychology and its application. Within the framework of the social competences, the students have the ability to discuss and communicate. The students have personal competences in the field of self-reflection.

### Workload:

ECTS: 1

SWS: 0

Contact study: 20h (studies and experiments)

Self study: 10h

**Total workload: 30h**

### Table of contents:

Students take part in studies and experiments offered in the business psychology courses at the HFT. The contents of the studies and experiments vary, depending on the selection of students. In the follow-up to the studies and experiments, the students should actively deal with the topic of the study and their own reactions.

### Lecturer:

Prof. Dr. Thomas Bäumer

### Bibliography:

#### Main literature:

Bortz, J. & Doering, N. (2006). *Forschungsmethoden und Evaluation*. Berlin: Springer.

Hussy, W., Schreier, M. & Echterhoff, G. (2010). *Forschungsmethoden in Psychologie und Sozialwissenschaften*. Heidelberg: Springer.

### Course offer:

Semester: accompanying studies

Turnus: Accompanying studies

Type of event: Project work

Access requirements: none

Language: German

Didactic aids: none

### Form of examination and weighting:

Type of examination: Student research project (ungraded)

Preliminary examination for: -

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

Module: 8999 *Master-Thesis*

Module manager: Prof. Dr. Patrick Müller

**Qualification goals:**

Knowledge:

After the successful completion of the module, the graduates will know how to work independently with scientific methods in a limited time and with the usual systems of business psychology.

Skills:

Students can develop a question, research and evaluate literature. They are also able to establish and implement a suitable research method and to prepare, evaluate and present data in written and oral form.

Competences:

Through the Master's thesis, students acquire technical and methodological competence. They shall demonstrate that they can produce a scientific paper in the field of business psychology and that they have competences in time management, self-management and analytical skills. In addition, they demonstrate communication competence and the ability to discuss by presenting and defending the contents to a selected audience at the Master's Colloquium.

**Workload:**

ECTS: 30

SWS: 2

Contact study: 30h

Project work: 870h

**Total workload: 900h**

### Module contents:

8100 *Master Colloquium*

8200 *Master Project*

### Lecturer:

The Master thesis is reviewed by two supervisors. A supervisor must be a full-time professor at the Hochschule für Technik.

Alternatively, lecturers or people experienced in professional practice and training can be employed as second supervisors.

### Module offer:

Mandatory/elective duty: Mandatory

Semester: 4th semester

Turnus: summer semester only.  
Registration by 1 March. The processing time for the master thesis is 4 months.

Duration of the module: 1 semester

Access requirements: The Master thesis can only be started if at least 80 Credit Points (CP) from semesters 1, 2 and 3 have been acquired. An application for approval must be submitted and approved in advance.

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

### Form of examination and weighting:

Type of examination: Project work (final thesis)

Weighting: The grade flows with a weight of 30% in the final score.

## **8100 Master Colloquium**

About Module: 8999 *Master-Thesis*

Module manager: Prof. Dr. Patrick Müller

### Qualification goals:

#### Knowledge:

After the successful participation in the Master Colloquium, the students will know how to prepare and hold a lecture with the help of presentation techniques.

#### Skills:

The students can prepare a target group-specific presentation and present it to an expert audience in an understandable form.

#### Competences:

The students have communication skills and can present the essential content of their scientific work (Master's thesis) in an oral presentation of approx. 30 minutes duration. They have the competence to defend a scientific work in a discussion in a professional and methodical way.

### Workload:

ECTS: 4

SWS: 2

Contact study: 30h

Project work: 90h

**Total workload: 120h**

### Table of contents:

The Master's thesis is to be presented in a 30-minute lecture and defended afterwards. The students are also actively involved in the discussion of the other lectures.

### Course offer:

Semester: 4th semester

Frequency: summer semester only

Type of event: Seminar

Admission requirements: see module description

Language: either German or English

Didactic aids: none

## Lecturer:

Professors of the HFT Stuttgart as first supervisors

## Form of examination and weighting:

Type of examination: Unit

Preliminary examination for: -

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

## Bibliography:

### Main literature:

Ascheron, K. (2007). *Die Kunst wissenschaftlichen Präsentierens und Publizierens: Ein Leitfaden für junge Wissenschaftler*. München: Spektrum.

Breger, W.& Grob, H. (2003). *Präsentieren und Visualisieren*. München: dtv.

Negrino, T. (2005). *Präsentieren mit PowerPoint*. München: Markt+Technik.

Schiecke, D. (2009). *Microsoft Office PowerPoint. Das Ideenbuch für kreative Präsentationen* (2. Aufl.). Unterschleissheim: Microsoft Press.

Seifert, J. W. (2018). *Visualisieren, Präsentieren, Moderieren* (40. Auflage). Offenbach: GABAL.

## **8200 Master Project**

About Module: 8999 *Master-Thesis*

Module manager: Prof. Dr. Patrick Müller

### Qualification goals:

#### Knowledge:

After successfully completing their Master's thesis, students will know how to plan and carry out a scientific thesis in the field of business psychology. They are also familiar with the necessary scientific methods.

#### Skills:

Students can develop a question, research and evaluate literature and select and implement a suitable research method. They are able to prepare, evaluate and document data in written form.

#### Competences:

Students have specialist and methodological skills as well as time and self-management skills and analytical skills. In a limited period of time you will be able to work on economic-psychological questions and tasks using scientific methods.

### Workload:

ECTS: 26

SWS: 0

Contact study: 0h

Project work: 780h

**Total workload: 780h**



## Table of contents:

Topics and tasks from the field of business psychology are dealt with independently and documented in the style of a scientific treatise.

The processing time for the master thesis is four months. The topic is agreed in advance with the supervisors and, if necessary, described in the form of an exposé. The students can express their wishes regarding topics. There is no claim to consideration of the topic wishes. The work can be written in a company, an authority or a research institution.

While working on their Master's thesis, students usually solve problem-oriented problems by compiling and evaluating the current state of scientific discussion and available information, combining it with empirically gained knowledge and thus answering the question. The work will be documented in writing and should not exceed 80 pages.

## Lecturer:

Professors of the HFT Stuttgart as first supervisors

## Bibliography:

### Main literature:

Balzert, H., Schröder, M. & Schaefer, C. (2011). *Wissenschaftliches Arbeiten: Ethik, Inhalt & Form wiss. Arbeiten, Handwerkszeug, Quellen, Projektmanagement, Präsentation*. Herdecke: W3L.

Hunziker, A.W. (2008). *Spaß am wissenschaftlichen Arbeiten: so schreiben Sie eine gute Semester-, Bachelor- oder Masterarbeit*. Zürich: SKG.

Rossig, W.E. & Prättsch, J. (2010). *Wissenschaftliche Arbeiten: Leitfaden für Haus-, Seminararbeiten, Bachelor- und Masterthesis, Diplom- und Magisterarbeiten, Dissertationen*. Weyhe: Print-TEC Druck.

### Further literature:

Stickel-Wolf, C. & Wolf, J. (2009). *Wissenschaftliches Arbeiten und Lerntechniken: Erfolgreich studieren - gewusst wie!* Wiesbaden: Gabler.

Samac, K., Prenner, M., Schwetz, H. (2011). *Die Bachelorarbeit an Universität und Fachhochschule*. Wien: Facultas UTB.

Spezifische Fachliteratur wird je nach Thema durch den betreuenden Dozenten empfohlen und von den Studierenden eigenständig recherchiert. Sie umfasst Lehrbücher, Fachbücher und aktuelle Zeitschriftenartikel.

## Course offer:

Semester: 4th semester

Frequency: summer semester only

Type of event: Project work

Admission requirements: see module description

Language: German or English

Didactic aids: Guideline for the preparation of the Master's thesis

## Form of examination and weighting:

Type of examination: Project work (final thesis)

Preliminary examination for: -

Weighting: The note flows with a weight of 25% in the final score.