

**NB: Only the German version is legally binding.**

# **HANDBOOK OF MODULES**

**MASTER'S PROGRAM**

## **INTERCULTURAL BUSINESS PSYCHOLOGY**

**DEGREE: MASTER OF SCIENCE**

**Validity period: September 1, 2021 until August 31, 2022**

**Valid with the examination regulations of 08.10.2018**

## Contents

GENERAL REMARKS.....	1
Objectives of the study program.....	2
Overview of modules and credit points in IBP .....	2
Module plans .....	2
Didactic concepts .....	3
Career options.....	3
MANDATORY MODULES .....	5
CROSS-CULTURAL PSYCHOLOGY: RESEARCH.....	6
MULTIVARIATE METHODS.....	8
PSYCHOLOGICAL ASSESSMENT + DECISION MAKING .....	10
ETHICS COLLOQUIUM .....	12
CROSS-CULTURAL PSYCHOLOGY: APPLICATION .....	14
EVALUATION.....	16
DIAGNOSTICS: TEST THEORY + TEST CONSTRUCTION .....	18
PROJECT MODULE .....	20
MASTER'S THESIS.....	22
COMPULSORY ELECTIVE MODULES.....	24
WORK AND ORGANIZATIONAL PSYCHOLOGY 1 .....	25
MARKET AND CONSUMER PSYCHOLOGY 1 .....	27
ECONOMIC PSYCHOLOGY 1 .....	29
WORK AND ORGANIZATIONAL PSYCHOLOGY 2 .....	31
MARKET AND CONSUMER PSYCHOLOGY 2.....	33
ECONOMIC PSYCHOLOGY 2 .....	35

## Module description

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## GENERAL REMARKS

## Module description

### Objectives of the study program

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

### Overview of modules and credit points in IBP

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

### Module plans



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

## Module description



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

## Didactic Concepts

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

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

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

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

## Career options

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

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

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

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

Market and Consumer Psychology (MCP)

- Advertising psychologist
- Market researcher
- Pollster
- Communications manager

## Module description

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### Economic Psychology (EP)

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

## Module description

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## MANDATORY MODULES

## Module description

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

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

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



## Module description

<b>Recommended participation</b>	-
<b>Prerequisite for obtaining ECTS points</b>	Passed module exam
<b>Importance of the grade for the overall grade</b>	5/90 of the overall grade (single weighting)
<b>Use of module (in other degree programs)</b>	-
<b>Bibliography/literature</b>	<p>Matsumoto, D., &amp; Juang, L. (2017). <i>Culture and Psychology</i> (6<sup>th</sup> ed.). Boston: Cengage Learning.</p> <p>Matsumoto, D., &amp; van de Vijver, F. J. R. (Eds.). (2011). <i>Culture and psychology. Cross-cultural research methods in psychology</i>. Cambridge: Cambridge University Press.</p> <p>Further literature will be announced at the beginning of the semester.</p>

## Module description

<b>Module name</b>	MULTIVARIATE METHODS
<b>Module code</b>	IBP-M-1-1.02
<b>Module coordinator</b>	Anke Weber

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

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

## Module description

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

## Module description

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

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

<b>Semester / cycle / duration</b>	1st or 2nd semester / every summer semester / 1 semester
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<b>Intended learning objectives</b>	The students are able to plan and carry out a psychological assessment of an individual diagnostic case by applying the theoretical and practical knowledge for the preparation of an expert opinion that they have acquired during the course. Students thus acquire the capability to derive recommendations for action in their future professional practice on the basis of the diagnostic information collected in expert opinions.
<b>Content</b>	<p>The subject of the seminar is the theoretical reflection and practical application of psychological-diagnostic approaches and methods in the context of status and trait diagnostics as well as process and modification diagnostics in selected fields of application of psychology with a focus on the field of intercultural business psychology.</p> <p>In the seminar, students develop selected knowledge of various diagnostic methods (e.g. ambulatory assessment, behavioral observation, diagnostic interviews). On the one hand this knowledge relates to the recording of relatively stable actual conditions (status/property diagnostics) and on the other hand, to the recording of spontaneous, uninfluenced processes as well as those changes that are caused by interventions (process/modification diagnostics).</p> <p>The <b>seminar</b> initially imparts basic knowledge of the preparation of expert opinions and the intervention planning based on them. On the basis of (economic) psychological case studies, the students independently work on small diagnostic problems, prepare psychological reports on the basis of the findings, and derive possible interventions. In the case studies, intercultural aspects and challenges are also taken into account in the diagnostics (e.g. the choice of suitable test procedures).</p>
<b>Course(s)</b>	Psychological Assessment + Decision Making

<b>Forms of teaching/ teaching and learning methods</b> Module description	The seminar imparts advanced methodical knowledge to the students, the methods are practiced during the semester, and applied as preparation for the professional practice in the course of an individual appraisal project.
<b>Type(s) of examination</b>	Presentation and term paper (length 5,000 words)
<b>Workload / req. attendance / self-study time</b>	150h / 30h (2 CHW) / 120h
<b>Recommended participation</b>	-

## Module description

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

## Module description

<b>Module name</b>	ETHICS COLLOQUIUM
<b>Module code</b>	IBP-M-1-1.04
<b>Module coordinator</b>	Birgit Kleymann

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

<b>Semester / cycle / duration</b>	1st or 2nd semester / every summer semester / 1 semester
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<b>Intended learning objectives</b>	Students can apply ethical theories and approaches from the "Process Thought" School by systematically and comparatively analyzing current problems in the world of work and the global economy through discussions and case studies, critically questioning and modifying possible approaches to solutions. Students thus acquire the capability to later on play an active and formative role in the creation of corporate governance policies and ethical guidelines for action in the company.
<b>Content</b>	The subject of this colloquium will be philosophical approaches that can help to analyze ethical dilemmas of the present (e.g. virtue ethics, deontological approaches, consequentialism, relativism). The seminar covers topics at the macro level (environmental protection, sustainability) and at the individual level (meaning of work, wage justice, consumer society). Students learn the analytical approach of Process Thinking.
<b>Course(s)</b>	Ethics colloquium
<b>Forms of teaching/ teaching and learning methods</b>	Through discussions and case studies, students systematically and comparatively apply various ethical theories to current problems in the world of work and the economy in preparation for their professional practice.
<b>Type(s) of examination</b>	Summer semester: during term exam Winter semester: term paper (5000 words) Exam during the semester (presentation of a paper)
<b>Workload / req. attendance / self-study time</b>	150h / 30h (2 CHW) / 120h
<b>Recommended participation</b>	-
<b>Prerequisite for obtaining ECTS points</b>	Passed module exam

## Module description

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



## Module description

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

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

<b>Semester / cycle / duration</b>	1st or 2nd semester / every winter semester / 1 semester
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<b>Intended learning objectives</b>	The students are able to relate central intercultural-psychological topics of their respective main field of study by critically analyzing relevant concepts and practical methods of applied intercultural psychology, deriving suggestions for improvement as well as independently conceiving and implementing application concepts for specific application contexts and presenting the results as a basis for a deeper understanding of intercultural starting points of business psychology in their respective professional field.
<b>Content</b>	The subject of the seminar applied theories and concepts of intercultural interaction. The seminar deals with central theories and concepts of intercultural interaction and their application in practice, e.g. cultural theories, health, mental disorders, therapy, business communication, negotiation, work motivation and intercultural competence, which are studied in depth independently in relation to one's own study focus in the context of a literature review.
<b>Course(s)</b>	Cross-cultural Psychology: Application
<b>Forms of teaching/ teaching and learning methods</b>	In the seminar, the students systematically reflect on intercultural experiences with the help of new professional knowledge and application references to their own professional practice. In addition they acquire interdisciplinary key competencies by presenting and discussing self-experience and concepts in English.
<b>Type(s) of examination</b>	Term paper (length 5,000 words)
<b>Workload / req. attendance / self-study time</b>	150h / 30h (2 CHW) / 120h

## Module description

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<b>Recommended participation</b>	-
<b>Prerequisite for obtaining ECTS points</b>	Passed module exam
<b>Importance of the grade for the overall grade</b>	5/90 of the overall grade (single weighting)
<b>Use of module (in other degree programs)</b>	-
<b>Bibliography / literature</b>	Matsumoto, D., & Juang, L. (2017). <i>Culture and Psychology</i> (6th ed.). Boston: Cengage Learning.  Further literature will be announced at the beginning of the semester.

## Module description

<b>Module name</b>	EVALUATION
<b>Module code</b>	IBP-M-1-2.02
<b>Module coordinator</b>	Anke Weber

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

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

## Module description

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

## Module description

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

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

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

## Module description

<b>Workload / req. attendance / self-study time</b>	150h / 30h (2 CHW) / 120h
<b>Recommended participation</b>	-
<b>Prerequisite for obtaining ECTS points</b>	Passed module exam
<b>Importance of the grade for the overall grade</b>	5/90 of the overall grade (single weighting)
<b>Use of module (in other degree programs)</b>	-
<b>Bibliography / literature</b>	<p>Raykov, T., &amp; Marcoulides, G. A. (2011). <i>Introduction to psychometric theory</i>. New York, NY: Taylor &amp; Francis Group.</p> <p>Davidov, E. Meuleman, B., Cieciuch, J., Schmidt, P.; &amp; Billiet, J. (2014) <i>Measurement Equivalence in Cross-National Research. Annual Review of Sociology, 40, 55-75.</i></p> <p>Further literature will be announced at the beginning of the semester.</p>

## Module description

<b>Module name</b>	PROJECT MODULE
<b>Module code</b>	IBP-M-1-2.04
<b>Module coordinator</b>	Christina Cramer

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

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

## Module description

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



## Module description

<b>Module name</b>	MASTER'S THESIS
<b>Module code</b>	IBP-M-1-3.01
<b>Module coordinator</b>	Anke Weber

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

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

## Module description

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

## Module description

<b>Module name</b>	WORK AND ORGANIZATIONAL PSYCHOLOGY 1
<b>Module code</b>	IBP-M-1-1.05
<b>Module coordinator</b>	Birgit Kleymann

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

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

## Module description

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

## Module description

<b>Module name</b>	MARKET AND CONSUMER PSYCHOLOGY 1
<b>Module code</b>	IBP-M-1-1.06
<b>Module coordinator</b>	Christina Cramer

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

<b>Semester / cycle / duration</b>	1st or 2nd semester / every summer semester / 1 semester
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<b>Intended learning objectives</b>	<p>Students will understand and analyze the interactions between suppliers and customers as dynamic relationships by understanding the theoretical foundations and empirical findings of current research in the field of relationship marketing and related topics. In this context, they will critically evaluate and apply these to research and practice-oriented tasks.</p> <p>In this way, students will develop specific fields of activity for business psychologists in the fields of marketing, customer relations and market research.</p>
<b>Content</b>	<p>In the <b>research-oriented seminar</b>, fundamental theories and models in the field of relationship marketing and related topics are developed in order to better explain the behavior of suppliers and customers in consumer goods markets. The focus is on a comprehensive understanding of marketing in the sense of market- and customer-oriented management. In addition, the students gain an overview of the current state of empirical research in these subject areas. Against the background of international market developments, intercultural issues in particular are discussed.</p> <p>The <b>practice-oriented seminar</b> accompanies and deepens the main topics of the research-oriented seminar application-oriented. In this way, the specific areas of responsibility for intercultural business psychologists in the field of marketing managements are practically explored. Students are given the opportunity to test the contents for suitability with their own interests and skills.</p>
<b>Course(s)</b>	<p>Applied Market and Consumer Psychology I [Research-oriented seminar]</p> <p>Applied Market and Consumer Psychology I [Practice-oriented seminar]</p>

## Module description

<b>Forms of teaching/ teaching and learning methods</b>	The seminars expand and deepen professional and methodological knowledge in the respective main field of study and prepare the students for the professional practice by means of blended learning.
<b>Type(s) of examination</b>	Test and presentation
<b>Workload / req. attendance / self-study time</b>	300h / 60h (4 CHW) / 240h
<b>Recommended participation</b>	-
<b>Prerequisite for obtaining ECTS points</b>	Passed module exam
<b>Importance of the grade for the overall grade</b>	10/90 of the overall grade (single weighting)
<b>Use of module (in other degree programs)</b>	-
<b>Bibliography / literature</b>	Literature will be announced at the beginning of the semester.

## Module description

<b>Module name</b>	ECONOMIC PSYCHOLOGY 1
<b>Module code</b>	IBP-M-1-1.07
<b>Module coordinator</b>	Sebastian Fischer

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

<b>Semester / cycle / duration</b>	1st or 2nd semester / every summer semester / 1 semester
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<b>Intended learning objectives</b>	In the field of development economics, students analyze approaches from behavioral economics and psychology. They develop skills by using these approaches to analyze problems of economies, by assessing current practice in the field of development cooperation, and by analyzing datasets on development aid and development outcomes (e.g. education, growth of GDP, influence of institutional framework conditions, etc.). Thereby, students see which opportunities may exist for intercultural business psychologists in the field of development cooperation and they reflect on their own professional prospects.
<b>Content</b>	<p>The <b>research-oriented seminar</b> presents the fundamentals of development economics: After a discussion of fundamental growth theoretical models, concepts which are suggested to determine the level of economic development of economies are introduced. In addition, variations to the level of economic development over time are analyzed. Recent approaches to the field based on contributions from behavioral economics and psychology are discussed. These approaches are utilized to evaluate decisions of actors (individuals, organizations, etc.) in developing countries. The seminar also examines the specific roles the various actors play for economic development, from humanitarian aid organizations, public-private partnerships (PPP) and (globally operating) companies, to the role of local initiatives and entrepreneurs.</p> <p>The <b>practice-oriented seminar</b> focuses on potential applications of development economics and psychological research for development cooperation. It examines the methods by which development cooperation works in practice. Ethical problems are reflected upon. In the seminar, questions that arise will be analyzed with the help of case studies, qualitative or quantitative methods. Occupations for intercultural business psychologists in the field of development cooperation are explored. In the course, students have room to explore different areas of development cooperation concerning the fit of the area with their personal interests and plans.</p>



<b>Course(s)</b>	Behavioral Development Economics [Research-oriented seminar]
<b>Module description</b>	Behavioral Development Economics [Practice-oriented seminar]
<b>Forms of teaching/ teaching and learning methods</b>	The seminars expand and deepen professional and methodical knowledge in the respective main field of study and prepare students for their professional practice with the help of an independently prepared term paper.
<b>Type(s) of examination</b>	Term paper (length 5,000 words; 2/3- weighting) and oral examination: presentation during the semester (1/3- weighting)
<b>Workload / req. atten- dance / self-study time</b>	300h / 60h (4 CHW) / 240h
<b>Recommended participation</b>	Economic Psychology, Quantitative Methods, Globalization

## Module description

<b>Prerequisite for obtaining ECTS points</b>	Passed module exam
<b>Importance of the grade for the overall grade</b>	10/90 of the overall grade (single weighting)
<b>Use of module (in other degree programs)</b>	-
<b>Bibliography / literature</b>	<p>Haslam, P. A., Schafer, J., &amp; Beaudet, P. (2017). <i>Introduction to international development: Approaches, actors, issues, and practice</i> (3rd ed.). Oxford University Press.</p> <p>Ray, D. (1998). <i>Development Economics</i>. Princeton: University Press.</p> <p>Todaro, M. P., &amp; Smith, S.C. (2009). <i>Economic Development</i> (10th ed.). Pearson.</p> <p>Schaffner, J. (2014). <i>Development Economics: Theory, Empirical Research, and Policy Analysis</i>. USA: Wiley.</p> <p>Banerjee, A. V., Banerjee, A., &amp; Duflo, E. (2011). <i>Poor economics: A radical rethinking of the way to fight global poverty</i>. Public Affairs.</p> <p>Campos, F., Frese, M., Goldstein, M., Iacovone, L., Johnson, H. C., McKenzie, D., &amp; Mensmann, M. (2017). Teaching personal initiative beats traditional training in boosting small business in West Africa. <i>Science</i>, 357(6357), 1287-1290.</p> <p>Further literature will be announced at the beginning of the semester.</p>

## Module description

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

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

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

## Module description

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

## Module description

<b>Module name</b>	MARKET AND CONSUMER PSYCHOLOGY 2
<b>Module code</b>	IBP-M-1-2.06
<b>Module coordinator</b>	Christina Cramer

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

<b>Semester / cycle / duration</b>	1st or 2nd semester / every winter semester / 1 semester
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<b>Intended learning objectives</b>	<p>Students will understand and analyze interactions between providers and customers from the perspective of the so-called service logic, by understanding the theoretical foundations and empirical findings of the current research in the field of service management and related topics. In this context they will critically evaluating them to concrete research- and practice-oriented tasks.</p> <p>In this way, the students test specific fields of activity for business psychologists in the fields of service management, marketing and market research and reflect on their own professional perspectives.</p>
<b>Content</b>	<p>In the <b>research-oriented seminar</b>, fundamental theories and models in the field of service marketing and related topics are worked out, in order to better explain the behavior of suppliers and customers in consumer markets. In addition, students will gain an overview of the current empirical research in these areas. Against the international market developments, intercultural issues are also intercultural issues will be reflected.</p> <p>The <b>practice-oriented seminar</b> accompanies and deepens the main topics of the research-oriented seminar application-oriented. In this way, the specific areas of responsibility of intercultural business psychologists in the fields of market management are explored. The students are given the opportunity to test the contents for their suitability with their personal interests and competences.</p>
<b>Course(s)</b>	<p>Applied Market and Consumer Psychology II [Research-oriented seminar]</p> <p>Applied Market and Consumer Psychology II [Practice-oriented seminar]</p>
<b>Forms of teaching/ teaching and learning methods</b>	<p>The seminars expand and deepen professional and methodological knowledge in the respective main field of study and prepare the students for the professional practice by means of blended learning.</p>

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

## Module description

<b>Module name</b>	ECONOMIC PSYCHOLOGY 2
<b>Module code</b>	IBP-M-1-2.07
<b>Module coordinator</b>	Christoph Harff

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

<b>Semester / cycle / duration</b>	1st or 2nd semester / every winter semester / 1 semester
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<b>Intended learning objectives</b>	With the help of empirical and experimental methods, students can evaluate human behavior in an economic context by applying the formal techniques of behavioral economics independently to various subject areas and critically reflecting them in order to later, in the respective professional environment, be able to decide which methods of intercultural economic psychology are to be used to complement or implement economic measures or decisions.
<b>Content</b>	<p>The <b>research-oriented seminar</b> focuses on the formal modelling of preferences and benefits, for strategic interactions while taking into account certain psychological behavioral motives that are missing in the standard economic model.</p> <p>In the <b>practice-oriented seminar</b>, an application-oriented approach takes place. Here, the specific areas of responsibility for intercultural business psychologists in the field of economics are practically explored. Students are given the opportunity to check the contents for suitability with their personal interests and competencies on the basis of the development of business ideas and business plans.</p>
<b>Course(s)</b>	<p>Advanced Behavioral Economics [Research-oriented seminar]</p> <p>Advanced Behavioral Economics [Practice-oriented seminar]</p>
<b>Forms of teaching/ teaching and learning methods</b>	The seminars expand and deepen specialist and methodological knowledge in the respective main field of study and prepare students for their professional practice with the help of a term paper.
<b>Type(s) of examination</b>	Term paper (length 5,000 words; 2/3- weighting) and oral examination: presentation during the semester (1/3- weighting)
<b>Workload / req. attendance / self-study time</b>	300h / 60h (4 CHW) / 240h

## Module description

<b>Recommended participation</b>	Economic Psychology, Market and Consumer Psychology, Financing
<b>Prerequisite for obtaining ECTS points</b>	Passed module exam
<b>Importance of the grade for the overall grade</b>	10/90 of the overall grade (single weighting)
<b>Use of module (in other degree programs)</b>	-
<b>Bibliography / literature</b>	<p>Camerer, Colin (2003), Behavioral Game Theory: Experiments in Strategic Interaction, New York, NY: Russell Sage Foundation.</p> <p>Cartwright, E. (2011). Behavioral Economics. Routledge</p> <p>Wilkinson, Nick und Matthias Klaes (2017): "An Introduction to Behavioral Economics", 3<sup>rd</sup> edition, Palgrave Macmillan, New York.</p> <p>Further literature will be announced at the beginning of the semester.</p>