

NB: Only the German version is legally binding.

COURSE DIRECTORY

MASTER'S PROGRAM

INTERCULTURAL BUSINESS PSYCHOLOGY

DEGREE: MASTER OF SCIENCE

Validity period: September 1, 2023 until August 31, 2024

Valid with the examination regulations of 27.03.2023

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Module description

GENERAL REMARKS

Module description

Objectives of the study program

- (1) The Master's program "Intercultural Business Psychology" is an internationally oriented, consecutive, English-language degree program.
- (2) The aim of the Master's program "Intercultural Business Psychology" is to deepen the competencies acquired in the previous degree courses by working scientifically with a high degree of practical relevance, to apply these skills to the intercultural context, and to acquire research- and application-oriented knowledge in one of the two main fields of study, i.e. Work and Organizational Psychology, respectively Market and Consumer 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

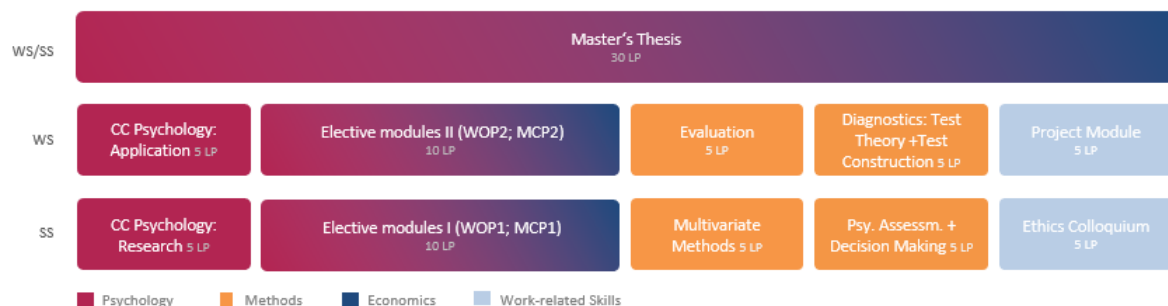


Image 1: Full-time study plan. CC: Cross-Cultural, WOP: Work and Organizational Psychology, MCP: Market and Consumer Psychology

Module description

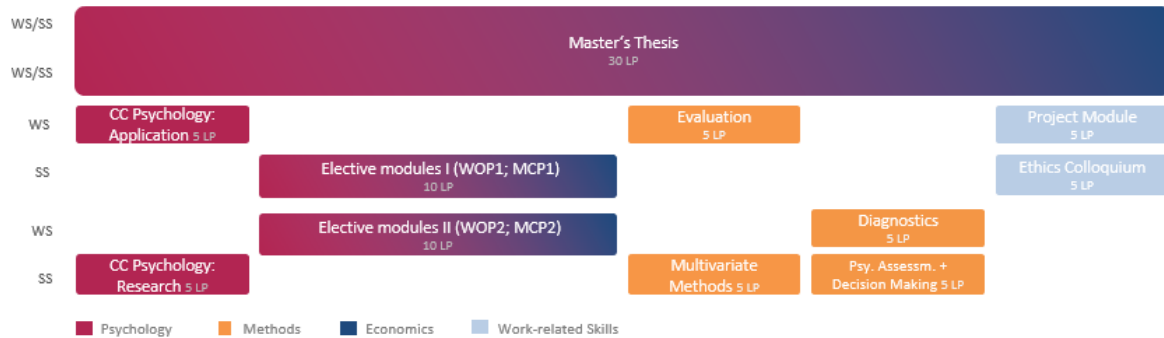


Image 2: Part-time study plan. CC: Cross-Cultural, WOP: Work and Organizational Psychology, MCP: Market and Consumer Psychology.

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

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

MANDATORY MODULES

Module description

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

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

Semester / cycle / duration	1st or 2nd semester / every summer semester / 1 semester
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Intended learning objectives	Students are able to identify and relate central topics of intercultural-psychological research in the basic subjects of psychology, critically compare central theoretical and methodological approaches by critically analyzing relevant theories, methods and findings of intercultural psychology, independently deriving research questions, elaborating and evaluating empirical studies, and presenting the results, as a basis for a deeper understanding of intercultural starting points of economic psychology in their respective main fields of study.
Content	The subject of intercultural psychology are the analysis of psychological conditions, progression processes and effects of human experience and behavior in situations of cultural contact. The seminar 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.
Course(s)	Cross-cultural Psychology: Research
Forms of teaching/ teaching and learning methods	In the seminar, students systematically apply new expertise in combination with existing methodological knowledge in their own research project. In addition, they acquire interdisciplinary key competencies by presenting and discussing their study results in English.
Type(s) of examination	Term paper (max. 5,000 words, weighting 2/3) and exam (30 min., weighting 1/3, in-session), both exam parts need to be passed
Workload / req. attendance / self-study time	150h / 30h (2 CHW) / 120h

Module description

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

Module description

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

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

Semester / cycle / duration	1st or 2nd semester / every summer semester / 1 semester
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Intended learning objectives	Students can apply multivariate statistical evaluation methods by planning and conducting their own studies on a business psychology topic using statistical software, in order to be able to plan, conduct, evaluate, and represent multivariate studies independently in their future studies and careers and thus generate a basis for decision-making in their professional practice.
Content	<p>The subject of the module is the application of multivariate analysis methods on the basis of complex questions in the field of intercultural business psychology.</p> <p>In the seminar, students learn, among other things, methods for the visualization of multivariate data, cluster analyses, multiple linear regression analysis and logistic regression analysis. The focus is on the examination of multivariate analytical methods, their theoretical foundation, as well as the application using the statistical software R in their own econometric project.</p>
Course(s)	Multivariate methods
Forms of teaching/ teaching and learning methods	The seminar imparts advanced quantitative-methodical knowledge to the students and practices these methods during the semester with the help of statistical software. Students apply the methods they have learned in a methodical project on a business psychology topic.
Type(s) of examination	Term paper (approx. 3 pages, in-sessional. Submission during exam phase)
Workload / req. attendance / self-study time	150h / 30h (2 CHW) / 120h

Module description

Recommended participation	-
Prerequisite for obtaining ECTS points	Passed module exam
Importance of the grade for the overall grade	5/90 of the overall grade (single weighting)
Use of module (in other degree programs)	-
Bibliography / literature	<p>Everitt & Hothorn (2011), An Introduction to Applied Multivariate Analysis with R (Use R), Springer; https://epdf.tips/an-introduction-to-applied-multivariate-analysis-with-r-use-r.html</p> <p>Further literature will be announced at the beginning of the semester.</p>

Module description

Module name	PSYCHOLOGICAL ASSESSMENT + DECISION MAKING		
Module code	IBP-M-1-1.03		
Module coordinator	Constanze Beierlein		
ECTS points	5	Total workload	150h
Contact hrs./week (CHW)	2	Required attendance	30h (2 CHW)
Language	English	Self-study time	120h
Semester / cycle / duration	1st or 2nd semester / every summer semester / 1 semester		
Intended learning objectives	<p>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. In addition, they will be able to assess the process of using psychological diagnostics, the results of psychological diagnostics, and their benefits.</p>		
Content	<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 seminar initially imparts basic knowledge of the preparation of expert opinions and the intervention planning based on them. On the basis of (economic) psychological case studies, the students independently work on small diagnostic problems, prepare psychological reports on the basis of the findings, and derive possible interventions. In the case studies, intercultural aspects and challenges are also taken into account in the diagnostics (e.g. the choice of suitable test procedures).</p>		

Module description

Course(s)	Psychological Assessment + Decision Making
Forms of teaching/ teaching and learning methods	The seminar imparts advanced methodical knowledge to the students, the methods are practiced during the semester, and applied as preparation for the professional practice in the course of an individual appraisal project.
Type(s) of examination	Presentation (min. 20 minutes, max. 30 minutes, weighting: 30%) and term paper (length 5,000 words, weighting: 70%)
Workload / req. atten- dance / self-study time	150h / 30h (2 CHW) / 120h
Recommended participation	-
Prerequisite for obtaining ECTS points	Passed module exam
Importance of the grade for the overall grade	5/90 of the overall grade (single weighting)
Use of module (in other degree programs)	-
Bibliography / literature	American Educational Research Association, American Psychological Association, & National Council on Measurement in Education (Eds.). (2014). Standards for educational and psychological testing. American Educational Research Association Further literature will be announced during the course.

Module description

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

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

Semester / cycle / duration	1st or 2nd semester / every summer semester / 1 semester
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Intended learning objectives	Students can apply ethical theories and approaches from the "Process Thought" School by systematically and comparatively analysing current problems in the world of work and the global economy through discussions and case studies, critically questioning and modifying possible approaches to solutions. Students thus acquire the capability to later on play an active and formative role in the creation of corporate governance policies and ethical guidelines for action in the company.
Content	The subject of this colloquium will be philosophical approaches that can help to analyse contemporary ethical dilemmata (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 are acquainted with the analytical approach of Process Thinking.
Course(s)	Ethics colloquium
Forms of teaching/ teaching and learning methods	Through discussions and case studies, students systematically and comparatively apply various ethical theories to contemporary problems in the world of work and the economy in preparation for their professional practice.
Type(s) of examination	Exam during the semester (2 presentations, 20 min. each, plus term paper 5,000 words). Presentations will not be graded, but need to be held in order to take the exam.
Workload / req. attendance / self-study time	150h / 30h (2 CHW) / 120h
Recommended participation	-
Prerequisite for obtaining ECTS points	Passed module exam

Module description

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

Module description

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

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

Semester / cycle / duration	1st or 2nd semester / every winter semester / 1 semester
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Intended learning objectives	The students are able to relate central intercultural-psychological topics of their respective main field of study by critically analyzing relevant concepts and practical methods of applied intercultural psychology, deriving suggestions for improvement as well as independently conceiving and implementing application concepts for specific application contexts and presenting the results as a basis for a deeper understanding of intercultural starting points of business psychology in their respective professional field.
Content	The subject of the seminar are examples of application from the fields of cross-cultural psychology, intercultural business communication and multicultural psychology. The seminar focuses on applied cross-cultural theories, intercultural approaches to health, intercultural communication concepts and intercultural competence development. The topics will be deepened in a systematic literature review.
Course(s)	Cross-cultural Psychology: Application
Forms of teaching/ teaching and learning methods	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.
Type(s) of examination	Tutorial (15 hours, in-sessional) and project work (max. 7,000 words). Tutorials will not be graded, but need to be held in order to take the exam.
Workload / req. attendance / self-study time	150h / 30h (2 CHW) / 120h

Module description

Recommended participation	-
Prerequisite for obtaining ECTS points	Passed module exam
Importance of the grade for the overall grade	5/90 of the overall grade (single weighting)
Use of module (in other degree programs)	-
Bibliography / literature	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

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

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

Semester / cycle / duration	1st or 2nd semester / every winter semester / 1 semester
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Intended learning objectives	Students can apply both multivariate statistical evaluation procedures and evaluation procedures by planning and carrying out their own multivariate analysis and evaluation study on a business psychology topic. Students thus acquire the capability to later on generate decision bases in their respective occupational field by means of applied quantitative methods.
Content	<p>The subject of the module is the application of evaluation methods as they are used, for example, in the allocation of financial resources by international organizations and the European Commission.</p> <p>The seminar focuses on the examination of evaluation methods, the structure and design of evaluation studies as well as the reflection of approaches and questions in the respective cultural context, e.g. the introduction to evidence-based decision making, causality and counterfactuals, experimental and quasi-experimental designs in evaluation research, cost-benefit analysis, data generation and sampling, performance indicators and benchmarks, as well as ethical aspects of the evaluation process. The knowledge is applied in an individual project.</p>
Course(s)	Evaluation
Forms of teaching/ teaching and learning methods	Together with the students, the seminar develops the basics and advanced methodological knowledge of evaluation, which are applied and discussed in a special evaluation project in preparation for professional practice.
Type(s) of examination	Term paper (approx. 3 pages, in-sessional, submission during exam phase)

Module description

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

Module description

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

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

Semester / cycle / duration	1st or 2nd semester / every winter semester / 1 semester
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Intended learning objectives	Students are able to apply state-of-the-art research and analysis methods of psychological diagnostics to theoretical and empirical problems by using their acquired inventory of methods for the development and verification of intercultural test or behavioral observation procedures, for example, to ensure the use of suitable, valid, and reliable diagnostic measurement methods in their professional practice.
Content	<p>The subject of the seminar is the deepening of knowledge in classical and probabilistic test theory, new methods of test construction and related diagnostic decisions. One focus is on intercultural methods in the field of diagnostics.</p> <p>The seminar builds on the knowledge in test theory and test construction acquired in psychological bachelor programs. In this more theoretical and research-methodological seminar, new methodological developments in the field of test and questionnaire design and evaluation are discussed. On the basis of selected empirical studies and theoretical specialist contributions, recent 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>
Course(s)	Test Theory and Test Construction: Advanced Methods
Forms of teaching/ teaching and learning methods	The seminar imparts advanced methodical knowledge and works out the application of the methods during the semester in tutorials and as a preparation for professional practice in an own diagnostic project.
Type(s) of examination	Presentation (min. 10 minutes, max. 20 minutes; weighting: 20%) and term paper (5,000 words, weighting: 80%)

Module description

Workload / req. attendance / self-study time	150h / 30h (2 CHW) / 120h
Recommended participation	-
Prerequisite for obtaining ECTS points	Passed module exam
Importance of the grade for the overall grade	5/90 of the overall grade (single weighting)
Use of module (in other degree programs)	-
Bibliography / literature	<p>Brown, T. A. (2015). <i>Confirmatory Factor Analysis for Applied Research</i> (2nd Edition). Guilford Press.</p> <p>Davidov, E. Meuleman, B., Cieciuch, J., Schmidt, P.; & Billiet, J. (2014). Measurement Equivalence in Cross-National Research. <i>Annual Review of Sociology</i>, 40, 55-75.</p> <p>Kline, R. B. (2015). <i>Principles and Practice of Structural Equation Modeling</i> (4th Edition). Guilford Press.</p> <p>Further literature will be announced at the beginning of the semester.</p>

Module description

Module name	PROJECT MODULE
Module code	IBP-M-1-2.04
Module coordinator	Christina Cramer

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

Semester / cycle / duration	1st or 2nd semester / every winter semester / 1 semester
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Intended learning objectives	Students are able to systematically work out the current state of research on a defined topic from our field of study, to critically evaluate it, and to control a scientific problem-solving process on this basis, in accordance with scientific standards. Students thus acquire the capability to apply these tools in future, more complex research work (e.g., Master's thesis, professional projects).
Content	In this module, students carry out their own application-oriented research project. For this purpose, they define a specific research question, work out the current state of research, determine the investigation method(s), adequately apply specialist, methodological or statistical knowledge to carry out the study, and present the results. During the seminar, this process is supervised, and discussed.
Course(s)	Project module
Forms of teaching/ teaching and learning methods	The seminar expands and deepens professional and methodical competencies by independently working on a practical task in an application-oriented research project. It prepares the students for scientific work in research or practice.
Type(s) of examination	In-sessional exam: up to 5 submissions (not graded), presentation (30 min., weighting 0.3) and term paper (7,000 words, weighting 0.7)
Workload / req. attendance / self-study time	150h / 30h (2 CHW) / 120h

Module description

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

Module description

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

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

Semester / cycle / duration	1st or 2nd semester / every semester / 1 semester
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Intended learning objectives	Students are able to organize a scientific project linguistically and formally in accordance with scientific standards and to prepare it with limited time resources by planning, carrying out, evaluating, and critically questioning a psychological and methodologically founded study in order to be able later on to conduct their own advanced scientific research.
Content	Students are instructed to work on a problem in a special field of intercultural business psychology with a clear intercultural connection using the standard methods of the subject. In the associated colloquium, students are given the opportunity to present and reflect on their work and working methods.
Course(s)	Colloquium
Forms of teaching/ teaching and learning methods	Through independent psychological and methodologically founded research, students expand and deepen their professional and methodological skills in scientific work.
Type(s) of examination	The exam consists of a written and an oral part. Written part: master thesis (in English), handling time: 6 months Oral part: presentation and discussion of the thesis (30 minutes) Weighting: 8/10 (written part), 2/10 (oral part)
Workload / req. attendance / self-study time	Master's thesis (840h / - / 840h) Colloquium (60h / 30h / 30h)
Recommended participation	-
Prerequisite for obtaining ECTS points	Passed module exam
Importance of the grade for the overall grade	30/90 of the overall grade (single weighting)
Use of module (in other degree programs)	-

Module description

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

Module description

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

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

Semester / cycle / duration	1st or 2nd semester / every summer semester / 1 semester
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Intended learning objectives	Students are able to classify and critically compare dynamic, highly complex social systems and their development by using case studies from different cultural areas to discuss how organisations behave successfully – or unsuccessfully – in complex environments. Students thus acquire the capability to later apply these conceptual tools in the field of organisational consulting.
Content	<p>The research-oriented seminar deals with the analysis of dynamic social systems such as organisations, alliances, states, and communities of states. The approaches presented originate in the more recent organisational theories (Strategy-as-Practice) of sociology (e.g. Luhmann's autopoiesis approach), Process Thought (Whitehead) and Complex Systems Theory (Stacey et al.).</p> <p>In the practice-oriented seminar "Case Studies in Organisational Complexity", case studies from different cultural areas are used to explain how organisations behave successfully – or unsuccessfully – in complex environments and identify possible interventions. The specific areas of responsibility for business psychologists in the field of organisational consulting and development are explored.</p>
Course(s)	<p>Organisations in Hyperdynamic Environments [Research-oriented seminar]</p> <p>Case Studies in Organisational Complexity [Practice-oriented seminar]</p>
Forms of teaching/ teaching and learning methods	The seminars expand and deepen technical and methodical knowledge in the respective main field of study and prepare students for their professional practice by means of working with case studies.
Type(s) of examination	Exam during semester (3 presentations, 20 min. each, plus term paper 5,000 words). Presentations will not be graded, but need to be held in order to take the exam.

Module description

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

Module description

Module name	MARKET AND CONSUMER PSYCHOLOGY 1
Module code	IBP-M-1-1.06
Module coordinator	Christina Cramer

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

Semester / cycle / duration	1st or 2nd semester / every summer semester / 1 semester
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Intended learning objectives	<p>Students understand and analyze interactions between suppliers and customers as dynamic relationships. They critically reflect the theoretical foundations and empirical findings of current research in the field of relationship marketing and related topics. Students are able to evaluate and apply them to concrete research- and practice-oriented tasks.</p> <p>In this way, students reflect on their own professional perspectives as business psychologists in the fields of marketing, customer relations and market research.</p>
Content	<p>In the research-oriented seminar, fundamental theories and models in the field of relationship marketing and related topics are worked out, in order to better explain the behavior of suppliers and customers in consumer goods markets. In addition, students gain an overview of the current state of empirical research in this field. Against the background of international market developments, intercultural issues in particular are also discussed.</p> <p>The practice-oriented seminar accompanies and deepens the main topics of the research-oriented seminar in an application-oriented manner. Students explore the specific areas of responsibility for intercultural business psychologists in the field of marketing management. Students thus are given the opportunity to test the contents for suitability with their own interests and skills.</p>
Course(s)	<p>Advanced Market and Consumer Psychology I [Research-oriented seminar]</p> <p>Advanced Market and Consumer Psychology I [Practice-oriented seminar]</p>

Module description

Forms of teaching/ teaching and learning methods	The seminars expand and deepen professional and methodological competencies in our field of study and prepare students for their professional practice by means of blended learning.
Type(s) of examination	Presentation (in-session, 30 min., weighting 0.5) and exam (60 min., weighting 0.5)
Workload / req. attendance / self-study time	300h / 60h (4 CHW) / 240h
Recommended participation	-
Prerequisite for obtaining ECTS points	Passed module exam
Importance of the grade for the overall grade	10/90 of the overall grade (single weighting)
Use of module (in other degree programs)	-
Bibliography / literature	Literature will be announced at the beginning of the semester.

Module description

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

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

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

Module description

Forms of teaching/ teaching and learning methods	The seminars expand and deepen technical and methodical knowledge in the respective main field of study and prepare students for their professional practice in small student projects.
Type(s) of examination	Term paper (during the semester, submission in the last week of exam phase, approx. 15 pages, weighting: ½ of the grade) and presentation (max. 45 min., weighting: ½ of the grade)
Workload / req. attendance / self-study time	300h / 60h (4 CHW) / 240h
Recommended participation	-
Prerequisite for obtaining ECTS points	Passed module exam
Importance of the grade for the overall grade	10/90 of the overall grade (single weighting)
Use of module (in other degree programs)	-
Bibliography / literature	<p>Clarke, S, Probst, T., Guldenmund, F., & Passmore, J. (2016). The Wiley Blackwell Handbook of the Psychology of Occupational Safety and Workplace Health, Wiley Blackwell.</p> <p>Cunningham C., & Black J. (2021). Essentials of occupational health psychology. Routledge</p>

Module description

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

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

Semester / cycle / duration	1st or 2nd semester / every winter semester / 1 semester
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Intended learning objectives	<p>Students understand and analyze interactions between providers and customers from the perspective of the "service logic" framework (Vargo/Lusch). They critically reflect the theoretical foundations and empirical findings of current research in the field of service management and related topics. Students are able to evaluate and apply them to concrete research- and practice-oriented tasks.</p> <p>In this way, students reflect on their own professional perspectives as business psychologists in the fields of service management, marketing and market research.</p>
Content	<p>In the research-oriented seminar, fundamental theories and models in the field of service management and related topics are worked out, in order to better explain the behavior of providers and customers in service settings. In addition, students gain an overview of the current state of empirical research in this field. Against the international market developments, intercultural issues are also discussed.</p> <p>The practice-oriented seminar accompanies and deepens the main topics of the research-oriented seminar in an application-oriented manner. Students explore the specific areas of responsibility for intercultural business psychologists in the field of service management. Students thus are given the opportunity to test the contents for suitability with their own interests and skills.</p>
Course(s)	<p>Advanced Market and Consumer Psychology II [Research-oriented seminar]</p> <p>Advanced Market and Consumer Psychology II [Practice-oriented seminar]</p>
Forms of teaching/ teaching and learning methods	<p>The seminars expand and deepen professional and methodological competencies in our field of study and prepare students for their professional practice by means of blended learning.</p>

Module description

Type(s) of examination	Presentation (in-sessional, 30 min. weighting 0.5) and exam (60 min., weighting 0.5)
Workload / req. attendance / self-study time	300h / 60h (4 CHW) / 240h
Recommended participation	-
Prerequisite for obtaining ECTS points	Passed module exam
Importance of the grade for the overall grade	10/90 of the overall grade (single weighting)
Use of module (in other degree programs)	-
Bibliography / literature	Literature will be announced at the beginning of the semester.