



**Hochschule
Bonn-Rhein-Sieg**
University of Applied Sciences

Department of
Management Sciences
Rheinbach Campus



Business Psychology (M.Sc.)

Module Catalogue



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Teaching and Examination Languages: German and English

0 Curriculum

Grafische Übersicht des Studiengangs

	Pflichtbereich			Wahlpflichtbereich						Summe CP / SWS
	Methoden			Wirtschaftspsychologie (2 aus 4)			Ergänzungsfach (1 aus 2)			
1 Semester	Projektarbeit (5 CP) 2 SWS	Multivariate Verfahren (5 CP) 3 SWS	Angewandte Diagnostik 1 (5 CP) 3 SWS	Arbeits- psychologie 1 (5 CP) 3 SWS	Personal- und Organisations- psychologie 1 (5 CP) 3 SWS	Markt- und Werbe- psychologie 1 (5 CP) 3 SWS	Finanz- psychologie 1 (5 CP) 3 SWS	Umwelt- psychologie 1 (5 CP) 3 SWS	BWL 1 (5 CP) 3 SWS	30 CP (17 SWS)
2 Semester	Projektarbeit (5 CP) 2 SWS	Forschungs- methoden (5 CP) 3 SWS	Angewandte Diagnostik 2 (5 CP) 3 SWS	Arbeits- psychologie 2 (5 CP) 3 SWS	Personal- und Organisations- psychologie 2 (5 CP) 3 SWS	Markt- und Werbe- psychologie 2 (5 CP) 3 SWS	Finanz- psychologie 2 (5 CP) 3 SWS	Umwelt- psychologie 2 (5 CP) 3 SWS	BWL 2 (5 CP) 3 SWS	30 CP (17 SWS)
3 Semester	Masterarbeit und Begleitseminar								30 CP (2 SWS)	

1 1st Semester Modules

- Multivariate Methods Module
- Applied Diagnostics 1 Module
- Work Psychology 1 Module
- Personnel and Organisational Psychology 1 Module
- Market and Advertising Psychology 1 Module
- Financial Psychology 1 Module
- Environmental Psychology 1 Module
- Business Administration 1 Module



1.1 Multivariate Methods Module

Multivariate Procedures					
Module Number	Workload	Credits	Study Semester	Frequency	Duration
A1	150 h	5	1st sem.	Summer semester	1 semester
1	Courses Multivariate Methods	Contact Time 3 SWS/45 h	Self-Study 105 h	Planned Group Size 30 students	
2	Learning Outcomes/Competences Students learn about the common multivariate statistical methods and understand when they are used. They are familiar with the requirements for the use of the methods and can assess when their use is appropriate. They are familiar with using evaluation software. In addition, they can interpret the results and assess them against the background of research questions and hypotheses.				
3	Topics The course is based on the statistics information provided in the Bachelor's degree programme in Business Psychology and increases and expands students' knowledge of multivariate analysis methods: <ul style="list-style-type: none"> • Multivariate variance analysis • Multiple regression analysis • Mediator and moderator analyses • Confirmatory factor analysis • Structural equation models • Growth curve analyses • Multilevel analyses 				
4	Forms of Teaching <i>Seminars</i>				
5	Requirements for Participation None				
6	Forms of Examination Written examination				
7	Requirements for Awarding Credit Points <i>Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.</i>				
8	Use of the Module (in other degree programmes) <i>A compulsory subject of the Business Psychology (M.Sc.) degree programme only.</i>				
9	Weighted Factor for the Final Grade 6%				



10	Module Coordinator and Full-Time Lecturers Prof. Dr. Christine Syrek
11	Other Information Literature: Backhaus, K., Erichson, B., Plinke, W. & Weiber, R. (2021). <i>Multivariate Analysemethoden: Eine anwendungsorientierte Einführung</i> (16. Aufl.). Heidelberg: Springer. Backhaus, K., Erichson, B. W. & Weiber, R. (2015). <i>Fortgeschrittene Multivariate Analysemethoden: Eine anwendungsorientierte Einführung</i> . Heidelberg: Springer. Tabachnick, B. G. & Fidell, L. S. (2019). <i>Using multivariate statistics</i> (7 th ed.). New York: Pearson. Information about specific literature will be provided during the course.



1.2 Applied Diagnostics 1 Module

Applied Diagnostics 1					
Module Number	Workload	Credits	Study Semester	Frequency	Duration
B1	150 h	5	1st sem.	Summer semester	1 semester
1	Courses Applied Diagnostics 1	Contact Time 3 SWS/45 h	Self-Study 105 h	Planned Group Size 30 students	
2	Learning Outcomes/Competences Students acquire specific knowledge of the constructs, theories and methods of aptitude testing. They improve their ability to think psychologically by applying psychological constructs and methods (e.g. from differential and personnel psychology) to typical practical questions of applied diagnostics in the context of the recruitment process. Students can explain the typical requirements of assessment centres using examples. They can categorise and compare the exercises and types of tasks frequently used in assessment centres. They understand the operation of assessment centres and the potential difficulties involved. Against this background, they can describe the content of observer training courses for assessment centres and design training modules.				
3	Topics <ul style="list-style-type: none"> • Personnel diagnostic instruments/approaches to aptitude testing • Focus on simulation-based approaches to recruitment • Requirements in assessment centres • Types of tasks in assessment centres • Key elements of running assessment centres (organisation/scheduling, observer rotation, materials etc.) • Contents of observer training courses for assessment centres 				
4	Forms of Teaching <i>Seminars, practical classes, lectures, group discussions, group work, presentations.</i>				
5	Requirements for Participation None				
6	Forms of Examination Oral examination or assignment, or empirical report or practical assignment (if necessary in combination with a presentation)				
7	Requirements for Awarding Credit Points <i>Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.</i>				
8	Use of the Module (in other degree programmes) <i>A compulsory subject of the Business Psychology (M.Sc.) degree programme only.</i>				
9	Weighted Factor for the Final Grade				



	6%
10	Module Coordinator and Full-Time Lecturers Prof. Dr. Peter Muck (module coordinator)
11	Other Information Literature: Paschen, M., Beenen, A., Turck, D. & Stöwe, C. (2013). <i>Assessment Center professionell</i> (3rd edition). Göttingen: Hogrefe. Schuler, H. (2014). <i>Psychologische Personalauswahl – Eignungsdiagnostik für Personalentscheidungen und Berufsberatung</i> . Göttingen: Hogrefe. Schuler, H. & Kanning, U. P. (Eds.). (2014). <i>Lehrbuch der Personalpsychologie</i> (3rd edition). Göttingen: Hogrefe. Information about specific literature will be provided during the course.



1.3 Work Psychology 1 Module

Work Psychology 1					
Module Number	Workload	Credits	Study Semester	Frequency	Duration
C1	150 h	5	1st sem.	Summer semester	1 semester
1	Courses Work Psychology 1	Contact Time 3 SWS/45 h	Self-Study 105 h	Planned Group Size 14 students	
2	<p>Learning Outcomes/Competences</p> <p>Students are able to demonstrate an understanding of the fundamental principles of systemic solution-oriented thinking and action in coaching, and to apply these in a differentiated manner. On this basis, they cultivate a fundamental systemic mindset and are able to interact with their clients in a manner that is mutually respectful and eye-to-eye. These skills are fundamental to the establishment of a trusting and effective relationship with clients. Additionally, students gain insight into the fundamental elements of an effective, structured coaching process, including the importance of clearly defining coaching goals, resources, and expectations of the coaching engagement. The theoretical and practical foundations facilitate the independent application of an extensive array of coaching exercises and questioning techniques to assist clients with work-related concerns. Moreover, students are equipped with the ability to autonomously develop and plan coaching processes. Furthermore, the students develop their own conceptions about the professional role of the coach and the advantages and limitations inherent to coaching processes.</p> <p>An additional key element of the course is the acquisition of knowledge regarding effective strategies for addressing challenges in coaching and discerning client resistance. Students are able to engage in self-reflection and critique of their approach to coaching within the context of supervision.</p>				
3	<p>Topics</p> <ul style="list-style-type: none"> • Systemic, solution-oriented basic concepts and questioning techniques • Role competence and intercultural sensitivity • Clarifying the coaching contract and designing the coaching process • Career-specific tools, including strengths and weaknesses analysis, individual career and life planning, career entry and dealing with uncertainty in professional situations • Use of video-based feedback and the Bochum Inventory for job-related personality description in coaching 				
4	<p>Forms of Teaching</p> <p><i>Seminar-style teaching, methodically alternating theoretical input with intensive practical exercises</i></p>				
5	<p>Requirements for Participation</p> <p>None</p>				
6	<p>Forms of Examination</p> <p>Oral examination or assignment, or empirical report or practical assignment (if necessary in combination with a presentation)</p>				



7	Requirements for Awarding Credit Points <i>Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.</i>
8	Use of the Module (in other degree programmes) <i>A compulsory elective subject of the Business Psychology (M.Sc.) degree programme only.</i>
9	Weighted Factor for the Final Grade 6%
10	Module Coordinator and Full-Time Lecturers Prof. Dr. Patrizia Ianiro-Dahm
11	Other Information Literature: Draguns, J. G. (2015) Counseling Encounters in Multicultural Contexts: An Introduction. In P. B. Pedersen, W. L. Lonner, J. G. Draguns, J. E. Trimble & M. R. Sharron-del Rio (Eds.), <i>Counseling Across Cultures</i> (7nd ed., pp. 31-49). SAGE Publications. Passmore, J. & Low, H. (2013) Cross-cultural and diversity coaching. In J. Passmore (Eds.), <i>Diversity in Coaching: Working with Gender, Culture, Race and Age</i> . (2nd ed., pp. 1-10). Kogan Page. Radatz, S. (2018). <i>Beratung ohne Ratschlag: Systemisches Coaching für Führungskräfte und BeraterInnen</i> (11. Auflage). Verlag systemisches Management. Schwing, R. & Fryszer, A. (2017). <i>Systematisches Handwerk: Werkzeug für die Praxis</i> (9. Auflage., S. 21-32). Vandenhoeck & Ruprecht. Further information about specific literature will be provided during the course.



1.4 Personnel and Organisational Psychology 1 Module

Personnel and Organisational Psychology 1					
Module Number	Workload	Credits	Study Semester	Frequency	Duration
D1	150 h	5	1st sem.	Summer semester	1 semester
1	Courses Personnel and Organisational Psychology 1	Contact Time 3 SWS/45 h	Self-Study 105 h	Planned Group Size 15 students	
2	Learning Outcomes/Competences <p>Students acquire specific knowledge of the constructs, theories and methods of personnel and organisational psychology. They improve their ability to think psychologically by applying psychological constructs and methods (e.g. from social and organisational psychology) to typical practical questions of organisational psychology that are currently relevant (e.g. staff and organisational development). This enables them to assess and ensure the effectiveness of measures and, in particular, to take international and intercultural issues into consideration. By independently planning a training course that meets current requirements (e.g. training in digital, health or self-management competence), students acquire methodological expertise and procedural knowledge of designing training courses. This also gives them basic knowledge of scoping the project, use of methods and media, designing the structure of a training course, visualisation techniques and course evaluation. They can identify typical problems involved in designing training and develop appropriate solutions.</p>				
3	Topics <ul style="list-style-type: none"> • Organisational development and culture • Change management in an international context • Leadership, communication and conflict management • Digitalisation of work • Intercultural staff development • Conducting a requirements analysis • Principles of designing a training course from scoping the project to ensuring knowledge transfer • Developing organisational psychological methods (e.g. training concept) 				
4	Forms of Teaching <i>Seminars</i>				
5	Requirements for Participation None				
6	Forms of Examination Oral examination or assignment, or empirical report or practical assignment (if necessary in combination with a presentation)				
7	Requirements for Awarding Credit Points <i>Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.</i>				



8	Use of the Module (in other degree programmes) <i>A compulsory elective subject of the Business Psychology (M.Sc.) degree programme only.</i>
9	Weighted Factor for the Final Grade 6%
10	Module Coordinator and Full-Time Lecturers Prof. Dr. C. Syrek
11	Other Information Literature: Schuler, H. & Moser, K. (Eds.). (2014). <i>Lehrbuch Organisationspsychologie</i> (5th edition). Bern: Huber. Information about specific literature will be provided during the course.



1.5 Market and Advertising Psychology 1 Module

Market and Advertising Psychology 1					
Module Number	Workload	Credits	Study Semester	Frequency	Duration
E1	150 h	5	1st sem.	Summer semester	1 semester
1	Courses Market and Advertising Psychology 1	Contact Time 3 SWS/45 h	Self-Study 105 h	Planned Group Size 15 students	
2	Learning Outcomes/Competences Students can describe and compare theories and models of market and advertising psychology. They are able to discuss the application of psychological constructs (e.g. from general and social psychology) to relevant questions of market and advertising psychology and subject them to critical scrutiny in this context.				
3	Topics <ul style="list-style-type: none"> • Consumers' purchase decision behaviour • Determinants of purchasing behaviour • Types of purchase decisions • Marketing objectives, strategies and instruments • Advertising psychology • Price psychology • Cultural factors and international advertising • Ethical issues of market psychology 				
4	Forms of Teaching <i>Seminars</i>				
5	Requirements for Participation None				
6	Forms of Examination Oral examination or assignment, or empirical report or practical assignment (if necessary in combination with a presentation)				
7	Requirements for Awarding Credit Points <i>Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.</i>				
8	Use of the Module (in other degree programmes) <i>A compulsory elective subject of the Business Psychology (M.Sc.) degree programme only.</i>				
9	Weighted Factor for the Final Grade 6%				
10	Module Coordinator and Full-Time Lecturers				



	Prof. Dr. Daniel Assmus
11	Other Information Literature: Kroeber-Riel, W. & Gröppel-Klein, A. (2013). <i>Konsumentenverhalten</i> (10th edition), Munich: Vahlen. Neumann, P. (2013). <i>Handbuch der Markt- und Werbepsychologie</i> . Bern: Hans-Huber Verlag. Neumann, P. (2013). <i>Handbuch der Psychologischen Marktforschung</i> . Bern: Hans-Huber Verlag. Raab, G., Unger, A. & Unger, F. (2010). <i>Marktpsychologie</i> (3rd edition). Wiesbaden: Gabler. Weiber, R. & Pohl, A. (2015). Grundlagen des Marketings. In M. Schweitzer & A. Baumeister (Eds.), <i>Allgemeine Betriebswirtschaftslehre</i> (11th edition, pp. 615-663). Berlin: Erich Schmidt Verlag. Information about specific literature will be provided during the course.



1.6 Financial Psychology 1 Module

Financial Psychology 1					
Module Number	Workload	Credits	Study Semester	Frequency	Duration
F1	150 h	5	1st sem.	Summer semester	1 semester
1	Courses Financial Psychology 1	Contact Time 3 SWS/45 h	Self-Study 105 h	Planned Group Size 15 students	
2	Learning Outcomes/Competences Students acquire the ability to identify specific knowledge concerning the theories and methods of financial psychology. They improve their ability to describe and explain the characteristics of psychological constructs and methods (financial psychology, decision theory, social psychology) using application-related examples. The focus lies on the application of psychological findings and methods to practical social, management and individual questions and problems relating to money or items with monetary value and (financial) economic decisions and behaviour.				
3	Topics <ul style="list-style-type: none"> • Perceptions and behaviour when managing money and items with monetary value • Perceptions and behaviour in relation to retirement provision and financial security • Principles of decision theory • Psychological aspects of monetary socialisation • Psychological perspective on state welfare systems, reforms and experiences of (un)fairness • Reviewing scientific literature 				
4	Forms of Teaching <i>Seminars</i>				
5	Requirements for Participation None				
6	Forms of Examination Oral examination or assignment, or empirical report or practical assignment (if necessary in combination with a presentation)				
7	Requirements for Awarding Credit Points <i>Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.</i>				
8	Use of the Module (in other degree programmes) <i>A compulsory elective subject of the Business Psychology (M.Sc.) degree programme only.</i>				
9	Weighted Factor for the Final Grade 6%				
10	Module Coordinator and Full-Time Lecturers				



	Prof. Dr. Britta Krahn (module coordinator)
11	Other Information Literature: Daxhammer, R. J. & Facsar, M. (2012). <i>Behavioral Finance</i> . Konstanz, Munich: UVK. Kirchler, E. (2011). <i>Wirtschaftspsychologie</i> (4th edition). Göttingen: Hogrefe. Wiswede, G. (2011). <i>Einführung in die Wirtschaftspsychologie</i> . Munich: Ernst Reinhardt. Schulz-Hardt, S., Vogelgesang, F. & Mojzisch, A. (2007). Finanzpsychologie. In K. Moser (Ed.), <i>Wirtschaftspsychologie</i> (pp. 193-219). Heidelberg: Springer. Wahren, H.-K. (2009). <i>Anlegerpsychologie</i> . Wiesbaden: VS Verlag für Sozialwissenschaften. Information about specific literature will be provided during the course.



1.7 Environmental Psychology 1 Module

Environmental Psychology 1					
Module Number	Workload	Credits	Study Semester	Frequency	Duration
G1	150 h	5	1st sem.	Summer semester	1 semester
1	Courses Environmental Psychology 1	Contact Time 3 SWS/45 h	Self-Study 105 h	Planned Group Size 15 students	
2	Learning Outcomes/Competences Students acquire specific knowledge of the constructs, theories and methods of environmental psychology. They improve their ability to think psychologically by independently applying psychological constructs and methods (e.g. from general and environmental psychology) to typical practical questions of environmental psychology (e.g. reducing environmental stress factors, promoting well-being in buildings). In addition, they can identify connections with related disciplines such as geography, environmental medicine and other technical subjects. By independently designing an environmental psychological research or intervention project (e.g. measuring and reducing environmental stresses, designing spatial behaviour and mobility systems, promoting environmentally conscious behaviour), they acquire methodological skills.				
3	Topics <ul style="list-style-type: none"> • Environmental perception and cognition • Environmental stress factors • Health benefits and restorative effects of nature on people • Built and urban environments • Measuring environment-related behaviour • Influencing factors on environmental protection behaviour: values, environmental awareness and sustainability • Models to explain environmental protective behaviour • Promoting environmental protective behaviour: information strategies, rewards/punishments, persuasive technologies • Promoting acceptance of environmental policy measures • Design of an environment-related study 				
4	Forms of Teaching <i>Seminars, group work, empirical project</i>				
5	Requirements for Participation None				
6	Forms of Examination Oral examination or assignment, or empirical report or practical assignment (if necessary in combination with a presentation)				
7	Requirements for Awarding Credit Points				



	<i>Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.</i>
8	Use of the Module (in other degree programmes) <i>A compulsory elective subject of the Business Psychology (M.Sc.) degree programme only.</i>
9	Weighted Factor for the Final Grade 6%
10	Module Coordinator and Full-Time Lecturers Prof. Dr. Cristina Massen
11	Other Information Literature: Hellbrück, J. & Kals, E. (2012). <i>Umweltpsychologie – Basiswissen Psychologie</i> . Heidelberg: Springer. Lantermann, E.-D. & Linneweber, V. (2008). <i>Grundlagen, Paradigmen und Methoden der Umweltpsychologie</i> . Göttingen: Hogrefe. Steg, L. & De Groot, J.I.M. (2019). <i>Environmental Psychology – An Introduction</i> (2nd edition). Chichester: Wiley & Sons. Information about specific literature will be provided during the course.



1.8 Business Administration 1 Module

Business Administration 1					
Module Number	Workload	Credits	Study Semester	Frequency	Duration
H1	150 h	5	1st sem.	Summer semester	1 semester
1	Courses Business Administration 1	Contact Time 3 SWS/45 h	Self-Study 105 h	Planned Group Size 15 students	
2	<p>Learning Outcomes/Competences</p> <p>Students are familiar with the main principles, challenges and solutions in selected strategic business administration areas that are related to business psychology (e.g. strategic management, organisational structures, business management and modern management concepts) and can subject them to critical scrutiny. They can systematically describe the special features and functions of these areas, choose the appropriate measures depending on the context and apply them successfully. Students can carry out a differentiated assessment of the results of strategic analyses. They can connect the results in the context of a decision-making process in a way that they can identify, evaluate and select strategic options – taking the findings of business psychology into consideration. Alongside the description and explanation of business administration phenomena, the emphasis lies also on normative statements. In this context, students identify norms for strategic action on the basis of ethical principles and substantiate them.</p>				
3	<p>Topics</p> <p>The course is based on the content of Bachelor's degree programmes on business administration subjects. Topics are offered with content that can be described and explained in terms of strategic business administration theories and particularly well in terms of approaches based on behavioural science and business psychology.</p> <p>The focus is currently on the following topics:</p> <ul style="list-style-type: none"> • Characteristics and tasks of strategic management • Strategy characteristics and approaches • Strategy process, agility and strategic methods • Developing strategic objectives (e.g. strategic planning pyramid) • Strategic environment analysis (e.g. industry structure analysis) • Strategic business analysis (e.g. supply chain analysis) • Strategy development (e.g. competitive strategies) • Strategy implementation (e.g. strategy-based organisational structures) • Strategic control (e.g. premise control) • Organisational features and approaches • Organisational structures/company organisations • Modern management concepts (e.g. stakeholder value management) • Identification of contact points with psychological issues 				
4	<p>Forms of Teaching</p> <p><i>Seminars</i></p>				



5	Requirements for Participation None
6	Forms of Examination Oral or written examination
7	Requirements for Awarding Credit Points <i>Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.</i>
8	Use of the Module (in other degree programmes) <i>A compulsory elective subject of the Business Psychology (M.Sc.) degree programme only.</i>
9	Weighted Factor for the Final Grade 6%
10	Module Coordinator and Full-Time Lecturers Prof. Christoph Wamser
11	Other Information Literature: Bea, X. & Haas, J. (2019): <i>Strategisches Management</i> (10th edition). Munich: UVK Verlag. Welge, M. & Al-Laham, A. & Eulerich, M. (2017): <i>Strategisches Management: Grundlagen – Prozess – Implementierung</i> (7th edition), Wiesbaden: Gabler. Wöhe, G. & Döring, U. & Brösel, G. (2016). <i>Einführung in die Allgemeine Betriebswirtschaftslehre</i> (26th edition). Munich: Vahlen. Information about specific literature relating to the selected disciplines will be provided during the course.



2 2nd Semester Modules

- Research Methods Module
- Applied Diagnostics 2 Module
- Work Psychology 2 Module
- Personnel and Organisational Psychology 2 Module
- Market and Advertising Psychology 2 Module
- Financial Psychology 2 Module
- Environmental Psychology 2 Module
- Business Administration 2 Module



2.1 Research Methods Module

Research Methods					
Module Number	Workload	Credits	Study Semester	Frequency	Duration
A2	150 h	5	2nd sem.	Winter semester	1 semester
1	Courses Research Methods	Contact Time 3 SWS/45 h	Self-Study 105 h	Planned Group Size 30 students	
2	Learning Outcomes/Competences Students acquire in-depth knowledge of a qualitative or quantitative research or survey method (e.g. eye tracking, Q-Method). They can apply the method creatively and independently to collect data relating to a psychological question, analyse it as required and interpret it. They are able to subject the advantages and disadvantages of the methods to critical scrutiny in comparison with other procedures and can take into consideration the ethical aspects of the processing of research data. They are able to create a written or oral presentation of the study's results.				
3	Topics <ul style="list-style-type: none"> • Application, advantages and disadvantages of a qualitative or quantitative research method (e.g. eye tracking) • Data gathering process, if necessary using specific data collection software • Data evaluation process, if necessary using specific data analysis software • Interpreting and reporting on the data obtained and on the findings • Dealing with test subjects and research data 				
4	Forms of Teaching <i>Seminars, work in small groups, empirical project</i>				
5	Requirements for Participation None				
6	Forms of Examination Oral or written examination or empirical report (if necessary in combination with a presentation)				
7	Requirements for Awarding Credit Points <i>Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.</i>				
8	Use of the Module (in other degree programmes) <i>A compulsory subject of the Business Psychology (M.Sc.) degree programme only.</i>				
9	Weighted Factor for the Final Grade 6%				
10	Module Coordinator and Full-Time Lecturers Prof. Dr. Cristina Massen (module coordinator)				



11	<p>Other Information</p> <p>Literature:</p> <p>Methods:</p> <p>Holmqvist, K., Nyström, M., Andersson, R., Dewhurst, R., Jarodzka, H., & van de Weijer, J. (2011). Eye Tracking: A comprehensive guide to methods and measures. Oxford University Press.</p> <p>Watts, S., & Stenner, P. (2012). Doing Q Methodological Research: Theory, Method and Interpretation. SAGE Publications Ltd.</p> <p>General:</p> <p>Coolican, H. (2019). Research Methods and Statistics in Psychology (7th ed.). Routledge.</p> <p>Döring, N., & Bortz, J. (2016). Forschungsmethoden und Evaluation in den Sozial- und Humanwissenschaften (5. Aufl.). Springer Berlin Heidelberg.</p> <p>Information about specific literature will be provided during the course.</p>
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2.2 Applied Diagnostics 2 Module

Applied Diagnostics 2					
Module Number	Workload	Credits	Study Semester	Frequency	Duration
B2	150 h	5	2nd sem.	Winter semester	1 semester
1	Courses Applied Diagnostics 2	Contact Time 3 SWS/45 h	Self-Study 105 h	Planned Group Size 30 students	
2	Learning Outcomes/Competences Students acquire methodological competence and procedural knowledge by discussing case studies and independently developing, planning and implementing an aptitude testing procedure that meets current requirements (e.g. assessment centre, potential analysis, development centre). Subsequently, students can independently conduct and evaluate a requirements analysis and use the necessary tools in a way that is methodologically appropriate. Furthermore, students acquire the ability to develop, implement and assess aptitude testing tools and simulations professionally on the basis of scientific quality criteria. Students can carry out a critical assessment of a wide range of aptitude testing procedures and concepts and, if necessary, improve them. They become familiar with the practical possibilities and limitations of typical aptitude-testing approaches.				
3	Topics <ul style="list-style-type: none"> • Conducting a requirements analysis • Developing a concept for an aptitude testing procedure that meets the requirements (usually an assessment centre) • Implementing (e.g. preparing the necessary materials) and realising the concept • Evaluating an aptitude testing procedure • Integrating the results and providing feedback to the participants • Assessing the concept and documenting it 				
4	Forms of Teaching <i>Seminars, practical classes, group discussions, group work, presentations.</i>				
5	Requirements for Participation Formal: none Content: B2 should generally be completed after B1.				
6	Forms of Examination Oral examination or assignment, or empirical report or practical assignment (if necessary in combination with a presentation)				
7	Requirements for Awarding Credit Points <i>Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.</i>				
8	Use of the Module (in other degree programmes)				



	<i>A compulsory subject of the Business Psychology (M.Sc.) degree programme only.</i>
9	Weighted Factor for the Final Grade 6%
10	Module Coordinator and Full-Time Lecturers Prof. Dr. Peter Muck (module coordinator)
11	Other Information Literature: Paschen, M., Beenen, A., Turck, D. & Stöwe, C. (2013). <i>Assessment Center professionell</i> (3rd edition). Göttingen: Hogrefe. Schuler, H. (2014). <i>Psychologische Personalauswahl – Eignungsdiagnostik für Personalentscheidungen und Berufsberatung</i> . Göttingen: Hogrefe. Schuler, H. & Kanning, U. P. (Eds.). (2014). <i>Lehrbuch der Personalpsychologie</i> (3rd edition). Göttingen: Hogrefe. Information about specific literature will be provided during the course.



2.3 Work Psychology 2 Module

Work Psychology 2					
Module Number	Workload	Credits	Study Semester	Frequency	Duration
C2	150 h	5	2nd sem.	Winter semester	1 semester
1	Courses Work Psychology 2	Contact Time 3 SWS/45 h	Self-Study 105 h	Planned Group Size 15 students	
2	Learning Outcomes/Competences Students can systematically observe training measures for the ongoing development of health, self-management and digital competence and can evaluate their content and methodology. They can describe the principles of training evaluation and systematic behavioural observation and assessment, prepare the instruments required for this purpose (observation sheets, evaluation scales, questions for trainers) and apply them independently in a real-life training situation. Using video analysis, they can design a feedback process and subsequently evaluate it. By completing this project task independently, students acquire methodological competence (including basic knowledge of project management) and procedural knowledge.				
3	Topics <ul style="list-style-type: none"> • Health, self-management and digital competence • Training evaluation • Creating requirement profiles and evaluation scales • Systematic observation of behaviour in research and in real-life situations • Video analysis • Observation and evaluation biases • Feedback 				
4	Forms of Teaching <i>Seminars</i>				
5	Requirements for Participation Formal: <i>none</i> Content: <i>C2 should generally be completed after C1.</i>				
6	Forms of Examination Oral examination or assignment, or empirical report or practical assignment (if necessary in combination with a presentation)				
7	Requirements for Awarding Credit Points <i>Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.</i>				
8	Use of the Module (in other degree programmes) <i>A compulsory elective subject of the Business Psychology (M.Sc.) degree programme only.</i>				



9	Weighted Factor for the Final Grade 6%
10	Module Coordinator and Full-Time Lecturers Prof. Dr. Patrizia Ianiro-Dahm
11	Other Information Literature: Diagnostik- und Testkuratorium (2018). <i>Personalauswahl kompetent gestalten. Grundlagen und Praxis der Eignungsdiagnostik nach DIN 33430</i> (pp. 28-62). Berlin, Heidelberg: Springer. Kauffeld, S., Grote, S. & Frieling, E. (2000). Diagnose beruflicher Handlungskompetenz bei der Bewältigung von Optimierungsaufgaben in Gruppen. <i>Zeitschrift für Arbeitswissenschaft</i> , 54, pp. 211-219. Ritzmann, S., Hagemann, V. & Kluge, A. (2014). The Training Evaluation Inventory (TEI) – Evaluation of training design and measurement of training outcomes for predicting training success. <i>Vocations and Learning</i> , 7, pp. 41–73. Information about specific literature will be provided during the course.



2.4 Personnel and Organisational Psychology 2 Module

Personnel and Organisational Psychology 2					
Module Number	Workload	Credits	Study Semester	Frequency	Duration
D2	150 h	5	2nd sem.	Winter semester	1 semester
1	Courses Personnel and Organisational Psychology 2	Contact Time 3 SWS/45 h	Self-Study 105 h	Planned Group Size 15 students	
2	Learning Outcomes/Competences Students acquire specific knowledge of the implementation of staff and organisational development measures. By independently designing, implementing and evaluating a training course that meets current requirements (e.g. training in digital, health or self-management competence), students acquire methodological expertise and procedural knowledge of designing training courses. They evaluate their own role as a trainer which enables them to manage difficult situations in training courses and make constructive use of methods and media to achieve the training objectives. They learn about typical problems of transfer and relevant solutions. They can apply these in their own training course. Evaluating the training enables them to assess each component of the course and to draw conclusions for future courses.				
3	Topics <ul style="list-style-type: none"> • Organisational development and culture • Change management in an international context • Leadership, communication and conflict management • Intercultural staff development • Implementing an organisational psychology method (e.g. training concept) • Evaluating the method • Integrating the results • Providing feedback on the results to the participants • Assessing the concept and documenting it 				
4	Forms of Teaching <i>Seminars</i>				
5	Requirements for Participation Formal: <i>none</i> Content: <i>D2 should generally be completed after D1.</i>				
6	Forms of Examination Oral examination or assignment, or empirical report or practical assignment (if necessary in combination with a presentation)				
7	Requirements for Awarding Credit Points <i>Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.</i>				



8	Use of the Module (in other degree programmes) <i>A compulsory elective subject of the Business Psychology (M.Sc.) degree programme only.</i>
9	Weighted Factor for the Final Grade 6%
10	Module Coordinator and Full-Time Lecturers Prof. Dr. C. Syrek
11	Other Information Literature: Schuler, H. & Moser, K. (Eds.). (2014). <i>Lehrbuch Organisationspsychologie</i> (5th edition). Bern: Huber. Information about specific literature will be provided during the course.



2.5 Market and Advertising Psychology 2 Module

Market and Advertising Psychology 2					
Module Number	Workload	Credits	Study Semester	Frequency	Duration
E2	150 h	5	2nd sem.	Winter semester	1 semester
1	Courses Market and Advertising Psychology 2		Contact Time 3 SWS/45 h	Self-Study 105 h	Planned Group Size 15 students
2	Learning Outcomes/Competences Students can select qualitative and quantitative methods of market and advertising psychology and apply them to specific practical issues. They are able to develop new models independently and, on this basis, to plan and implement market research studies and interpret the results. In addition, they can decide on strategies to increase and utilize the brand value.				
3	Topics <ul style="list-style-type: none"> • Market research • Project development • Project management • Implementation, evaluation and documentation of studies relating to market and advertising psychology • Psychological aspects of brand management 				
4	Forms of Teaching <i>Seminars</i>				
5	Requirements for Participation Formal: <i>none</i> Content: <i>E2 should generally be completed after E1.</i>				
6	Forms of Examination Oral examination or assignment, or empirical report or practical assignment (if necessary in combination with a presentation)				
7	Requirements for Awarding Credit Points <i>Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.</i>				
8	Use of the Module (in other degree programmes) <i>A compulsory elective subject of the Business Psychology (M.Sc.) degree programme only.</i>				
9	Weighted Factor for the Final Grade 6%				
10	Module Coordinator and Full-Time Lecturers Prof. Dr. Daniel Assmus				



11	<p>Other Information</p> <p>Literature:</p> <p>Kroeber-Riel, W. & Gröppel-Klein, A. (2013). <i>Konsumentenverhalten</i> (10th edition), Munich: Vahlen.</p> <p>Neumann, P. (2013). <i>Handbuch der Markt- und Werbepsychologie</i>. Bern: Hans-Huber Verlag.</p> <p>Neumann, P. (2013). <i>Handbuch der Psychologischen Marktforschung</i>. Bern: Hans-Huber Verlag.</p> <p>Raab, G., Unger, A. & Unger, F. (2010). <i>Marktpsychologie</i> (3rd edition). Wiesbaden: Gabler.</p> <p>Weiber, R. & Pohl, A. (2015). Grundlagen des Marketings. In M. Schweitzer & A. Baumeister (Eds.), <i>Allgemeine Betriebswirtschaftslehre</i> (11th edition, pp. 615-663). Berlin: Erich Schmidt Verlag.</p> <p>Information about specific literature will be provided during the course.</p>
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2.6 Financial Psychology 2 Module

Financial Psychology 2					
Module Number	Workload	Credits	Study Semester	Frequency	Duration
F2	150 h	5	2nd sem.	Winter semester	1 semester
1	Courses Financial Psychology 2	Contact Time 3 SWS/45 h	Self-Study 105 h	Planned Group Size 15 students	
2	Learning Outcomes/Competences On the basis of the principles they learned in the first semester, students can develop and implement concepts and make appropriate use of the necessary resources for this purpose - from a methodological and content perspective. By discussing problems and comparing, scrutinising, selecting and implementing independent concepts, they can identify, categorise and classify practical knowledge and skills in the field of financial psychology. They can develop the content of a complete concept, e.g. a training course, organise it and run it independently.				
3	Topics <ul style="list-style-type: none"> • Principles of project management • Principles of seminar and workshop design • Developing and presenting practical content in the field of financial psychology • Application-based preparation of the results, evaluation and identification of recommendations for action and documentation 				
4	Forms of Teaching <i>Seminars</i>				
5	Requirements for Participation Formal: <i>none</i> Content: <i>F2 should generally be completed after F1.</i>				
6	Forms of Examination Oral examination or assignment, or empirical report or practical assignment (if necessary in combination with a presentation)				
7	Requirements for Awarding Credit Points <i>Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.</i>				
8	Use of the Module (in other degree programmes) <i>A compulsory elective subject of the Business Psychology (M.Sc.) degree programme only.</i>				
9	Weighted Factor for the Final Grade 6%				
10	Module Coordinator and Full-Time Lecturers				



	Prof. Dr. Britta Krahn (module coordinator)
11	Other Information Literature: Daxhammer, R. J. & Facsar, M. (2012). <i>Behavioral Finance</i> . Konstanz, Munich: UVK. Kirchler, E. (2011). <i>Wirtschaftspsychologie</i> (4th edition). Göttingen: Hogrefe. Wiswede, G. (2011). <i>Einführung in die Wirtschaftspsychologie</i> . Munich: Ernst Reinhardt. Schulz-Hardt, S., Vogelgesang, F. & Mojzisch, A. (2007). Finanzpsychologie. In K. Moser (Ed.), <i>Wirtschaftspsychologie</i> (pp. 193-219). Heidelberg: Springer. Wahren, H.-K. (2009). <i>Anlegerpsychologie</i> . Wiesbaden: VS Verlag für Sozialwissenschaften. Information about specific literature will be provided during the course.



2.7 Environmental Psychology 2 Module

Environmental Psychology 2					
Module Number	Workload	Credits	Study Semester	Frequency	Duration
G2	150 h	5	2nd sem.	Winter semester	1 semester
1	Courses Environmental Psychology 2	Contact Time 3 SWS/45 h	Self-Study 105 h	Planned Group Size 15 students	
2	Learning Outcomes/Competences Students can plan in detail the implementation of the environmental psychological research or intervention project they designed in G1. They can coordinate the project and put it into practice. They are able to assess the success of the project on the basis of the data collected or on the basis of selected criteria and to subject it to critical scrutiny in the context of the application. They can draw conclusions from their experiences during the project and identify further measures to be taken. They can also assess these from a sustainability-perspective. They can document and present the completed project in an appropriate form.				
3	Topics <ul style="list-style-type: none"> • Implementation of an environmental psychological research or intervention project • Evaluation of the project carried out by the student on the basis of success-evaluation criteria • Identification of consequences and further measures • Documentation and presentation of a completed project 				
4	Forms of Teaching <i>Seminars, group work, empirical project</i>				
5	Requirements for Participation Formal: none Content: G2 should generally be completed after G1.				
6	Forms of Examination Oral examination or assignment, or empirical report or practical assignment (if necessary in combination with a presentation)				
7	Requirements for Awarding Credit Points <i>Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.</i>				
8	Use of the Module (in other degree programmes) <i>A compulsory elective subject of the Business Psychology (M.Sc.) degree programme only.</i>				
9	Weighted Factor for the Final Grade 6%				
10	Module Coordinator and Full-Time Lecturers				



	Prof. Dr. Cristina Massen
11	Other Information Literature: Hellbrück, J. & Kals, E. (2012). <i>Umweltpsychologie – Basiswissen Psychologie</i> . Heidelberg: Springer. Lantermann, E.-D. & Linneweber, V. (2008). <i>Grundlagen, Paradigmen und Methoden der Umweltpsychologie</i> . Göttingen: Hogrefe. Steg, L. & De Groot, J.I.M. (2019). <i>Environmental Psychology – An Introduction</i> (2nd edition). Chichester: Wiley & Sons. Information about specific literature will be provided during the course.



2.8 Business Administration 2 Module

Business Administration 2					
Module Number	Workload	Credits	Study Semester	Frequency	Duration
H2	150 h	5	2nd sem.	Winter semester	1 semester
1	Courses Business Administration 2	Contact Time 3 SWS/45 h	Self-Study 105 h	Planned Group Size 15 students	
2	<p>Learning Outcomes/Competences</p> <p>Students are familiar with the main principles, challenges and solutions in principles, challenges and solutions in selected strategic business administration areas that are related to business psychology (e.g. innovation management, marketing, e-business/digitalisation and process organisation) and can subject them to critical scrutiny. They can describe the key features and application areas of these sub-disciplines systematically and select the relevant tactical and operational methods – in particular Design Thinking, Lean Start-Up (Build, Measure, Learn) and the Business Model Canvas – depending on their specific application. They can also configure procedures, taking into consideration business psychological findings, apply them successfully and carry out a differentiated assessment of the results. Alongside the description and explanation of business administration phenomena, the emphasis is once again on normative statements. In this context, students identify and substantiate norms for tactical and operational action on the basis of ethical principles.</p>				
3	<p>Topics</p> <p>The module Business Administration II is based on the module Business Administration I. The thematic and strategic focus of the first semester is expanded and investigated in more detail in the second semester by taking a tactical and operational approach. Key business administration topics are selected that can be described and explained particularly well using behavioural science and business psychology approaches.</p> <p>The focus is currently on the following topics:</p> <ul style="list-style-type: none"> • Features and tasks of tactical and operational management • Theories on innovation • Nature and characteristics of innovation • Innovation-management • Theories on e-business/digitalisation • Nature and characteristics of e-business/digitalisation • Management of e-business/digitalisation • Theories on process organisation • Nature and characteristics of process organisation • Management of process organisation • Design Thinking • Lean Start-Up (Build, Measure, Learn) • Business Model Canvas • Identification of contact points with psychological issues 				



4	Forms of Teaching <i>Seminars</i>
5	Requirements for Participation Formal: <i>none</i> Content: <i>H2 should generally be completed after H1.</i>
6	Forms of Examination Oral or written examination
7	Requirements for Awarding Credit Points <i>Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.</i>
8	Use of the Module (in other degree programmes) <i>A compulsory elective subject of the Business Psychology (M.Sc.) degree programme only.</i>
9	Weighted Factor for the Final Grade 6%
10	Module Coordinator and Full-Time Lecturers Prof. Christoph Wamser
11	Other Information Literature: Hauschildt, J. et al. (2016): Innovationsmanagement (6th edition). Munich: Franz Vahlen. Kollmann, T. (2019): E-Business: Grundlagen elektronischer Geschäftsprozesse in der Digitalen Wirtschaft (7th edition). Wiesbaden: Springer Gabler. Wöhe, G. & Döring, U. & Brösel, G. (2016). Einführung in die Allgemeine Betriebswirtschaftslehre (26th edition). Munich: Vahlen. Information about specific literature relating to the selected disciplines will be provided during the course.



3 1st and 2nd Semester Modules (spanning two semesters): Project Work

Project Work					
Module Number	Workload	Credits	Study Semester	Frequency	Duration
I	300 h	10	1st and 2nd sem.	Starts every year in the summer semester	2 semesters
1	Courses I1: Project Work 1st semester 30h/2 SWS I2: Project Work 2nd semester 30h/2 SWS		Contact Time 4 SWS/60 h	Self-Study 240 h	Planned Group Size Max. 15 students
2	Learning Outcomes/Competences Students take responsibility for some of the tasks in the projects. They can apply scientific methods and findings to practical or research questions. They understand the value of evidence-based action and acquire in-depth knowledge of planning, implementing and evaluating applied studies in research and practical contexts. They can process the results of scientific studies and projects target-oriented, on schedule and with a focus on the client. Another key area involves learning practical skills, such as discussion and questioning techniques that students can apply independently, for example as part of coaching sessions.				
3	Topics Students run business psychology projects independently. These can be practical projects or scientific research projects. The project is planned and the implementation starts in module I1. In module I2, the implementation is completed and the results are evaluated, presented and discussed. The regular topics include: <ul style="list-style-type: none"> • Practical application of learnings and methods • Identification of issues that can be investigated empirically • Designing and checking survey instruments • Data collection • Statistical evaluation • Documenting and presenting project results 				
4	Forms of Teaching <i>Seminars</i>				
5	Requirements for Participation Formal: <i>none</i> Content: <i>I2 is the continuation of the project started in I1.</i>				
6	Forms of Examination Oral or written examination or assignment, or empirical report or practical assignment (if necessary in combination with a presentation)				



7	Requirements for Awarding Credit Points <i>Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.</i>
8	Use of the Module (in other degree programmes) <i>A compulsory subject of the Business Psychology (M.Sc.) degree programme only.</i>
9	Weighted Factor for the Final Grade 12%
10	Module Coordinator and Full-Time Lecturers Prof. Dr. Patrizia Ianiro-Dahm (module coordinator), an alternating selection of professors from the department
11	Other Information Literature: Dunn, D. S. (2013). <i>The practical researcher: A student guide to conducting psychological research</i> (3rd edition). Malden, MA: Wiley-Blackwell. Jenny, B. (2014). <i>Projektmanagement: Das Wissen für eine erfolgreiche Karriere</i> (4th edition). Zurich: vdf Hochschulverlag. Information about specific literature relating to the project will be provided during the course.



4 3rd Semester Modules: Master's Thesis

Master's Thesis					
Module Number	Workload	Credits	Study Semester	Frequency	Duration
J	900 h	30 CP	3rd sem.	Summer semester	1 semester
1	Courses J1: Master's Thesis: 870h J2: Accompanying Seminar: 30h/2 SWS		Contact Time 2 SWS/30 h	Self-Study 870 h	Planned Group Size 30 students
2	Learning Outcomes/Competences By preparing their Master's thesis, students demonstrate that they can handle a (usually) empirical question in the field of business psychology independently under supervision. They can research, read and understand the relevant scientific literature in German and English. They can develop a research question and create a design for an empirical study. They use forms of data analysis that are scientifically appropriate to process data that has been collected empirically. They assess their own research results against the background of research (usually international) conducted to date.				
3	Topics The Master's thesis covers an area of business psychology. It enables students to acquire and extend their specific knowledge of the theories, methods and findings of an area of business psychology. The process consists of the following steps: <ul style="list-style-type: none"> • Theoretical work on the literature covering the subject of the Master's thesis • Development of a question and preparation of hypotheses • Planning and implementing a study • Statistical evaluation of the data collected • Interpretation and discussion of the research results • Writing a scientific paper • Oral presentation and technical discussion • In the accompanying training seminar, students can highlight questions and problems that emerge in relation to the steps involved in the Master's thesis that are described above, discuss them with fellow students and assess the appropriate measures in a group. In addition, typical organisational, emotional and motivational problems that occur during the preparation of a Master's thesis are discussed and considered in the accompanying training seminar. 				
4	Forms of Teaching <i>Study of literature, presentations, seminars.</i> <i>The Master's thesis is supervised individually by one member of the teaching staff. Before and during the preparation period, the student and the lecturer meet regularly to discuss the questions that arise during every phase of the thesis.</i>				
5	Requirements for Participation Formal: Admission to the Master's thesis requires at least 30 ECTS points from the first two semesters in accordance with the schedule of courses in section 11 paragraphs 1 and 2 and the				



	<p><i>annex of the examination regulations. At least 10 of these ECTS points must come from the modules Multivariate Procedures and Research Methods.</i></p> <p>Content: <i>In the preceding semester, students should discuss a subject with their supervisor so that the thesis can be completed in the third semester.</i></p>
6	<p>Forms of Examination</p> <p>Written Master's thesis of between 20,000 and 27,500 words.</p>
7	<p>Requirements for Awarding Credit Points</p> <p><i>Successful completion of the Master's thesis. Details can be found in section 15 paragraph 3 in conjunction with sections 19-22 of the examination regulations.</i></p>
8	<p>Use of the Module (in other degree programmes)</p> <p><i>A compulsory component of the Business Psychology (M.Sc.) degree programme only.</i></p>
9	<p>Weighted Factor for the Final Grade</p> <p>28%</p>
10	<p>Module Coordinator and Full-Time Lecturers</p> <p>Prof. Dr. Peter Muck (module coordinator), Prof. Dr. Cristina Massen, Prof. Dr. Christine Syrek</p>
11	<p>Other Information</p> <p>Literature:</p> <p>German Psychological Society (DGPs) (Ed.). (2007). <i>Richtlinien zur Manuskriptgestaltung</i> (3rd edition). Göttingen: Hogrefe.</p> <p>Peters, J. H. & Dörfler, T. (2015). <i>Abschlussarbeiten in der Psychologie und den Sozialwissenschaften – Planen, Durchführen und Auswerten</i>. Munich: Pearson.</p> <p>Sonnentag, S. (2006). <i>Abschlussarbeiten und Dissertationen in der angewandten psychologischen Forschung</i>. Göttingen: Hogrefe.</p>