



Business & Psychology: Business Bootcamp 2026
(mainly for Psychology Students, but everybody is welcome)

Zoom link for the virtual sessions and the link to the lecture materials are provided below!

Week: 5th to 9th October 2026

	Monday (5 th)	Tuesday (6 th)	Wednesday (7 th)	Thursday (8 th)	Friday (9 th)
10 am	10:00-12:30 Prof. Matta (Innovation and Creativity) Introduction to Business Strategy	10:00-12:30 Prof. Matta (Innovation and Creativity) Strategic Analysis: Frameworks and Tools	10:00-13:00 Prof. Osburg (Business and Psychology) Introduction to Business Ethics – Lecture and Self-Study	10:00-12:30 Prof. Matta (Innovation and Creativity) Marketing Strategy and Applications in Branding and Communication	10:00-12:30 Prof. Matta (Innovation and Creativity) AI in Business: Disruption and Transformation
11 am					
12 am					
1 pm	<i>Lunch Break</i>				
2 pm	Time for watching lecture videos / self-study	Time for watching lecture videos / self-study	14:00-16:30 Prof. Osburg (Business and Psychology) Introduction to Business Ethics – Case Studies	14:00 – 16:00 Prof. Danzer (Microecon) Econometrics Q&A	Time for watching lecture videos / self-study
3 pm					
4 pm					

Link to the course material for „Introduction to Business Ethics“:

https://elearn.ku.de/ilias.php?baseClass=ilrepositorygui&ref_id=1224716

Link to the course material for „Foundations of Economics“ and „Foundations of Econometrics“:

https://elearn.ku.de/goto.php?target=cat_928548&client_id=elearnKU

Zoom link for our Sessions:

<https://kuei.zoom-x.de/j/62952337197?pwd=MHLJAF0JHPYFoAbz6ikxIVCKAEQVan.1>