Anlage: Modulmaske für kompetenzorientierte Modulbeschreibungen (Englisch)

Module title	Digital Health: A Psychological Perspective
Module number	[will be assigned by the Examinations Office; numbers already assigned must be left in the module description or indicated correspondingly].
Level of qualification	Master
Degree program hosting the module	Business & Psychology M.Sc.
Institutional anchoring	Wirtschaftswissenschaftliche Fakultät Ingolstadt
Subjects involved	ABWL und Marktpsychologie
Module coordinator	Prof. Dr. Victoria-Sophie Osburg
Module examiner	Prof. Dr. Victoria-Sophie Osburg
Credit points (ECTS)	5
Learning outcomes	Upon completing this course, students will be able to apply psychological theories and concepts to critically analyze the adoption and impact of digital health technologies across diverse consumer groups. They will develop a nuanced understanding of how different digital health solutions influence individual behavior, particularly among individuals who are skeptical of medical advice. Furthermore, they will be able to design and implement small applied projects that address these challenges. Additionally, students will be able to formulate effective strategies to enhance acceptance and engagement with digital health, particularly for skeptical individuals, drawing on both business and psychological perspectives.
Contents/topics	This course explores the diverse landscape of digital health applications, critically examining their impact, novelty, and relevance in contemporary healthcare. We will engage with key psychological theories to deepen the understanding of how individuals respond to digital health solutions in various contexts. Special emphasis will be placed on illusory superiority phenomena and their influence on the acceptance and effectiveness of digital health interventions. We will thereby look at different illusory superiority phenomena and evaluate their importance. Throughout the course, students will collaborate in small groups to analyze a specific digital health case, designing and conducting a small, applied project to investigate the psychological factors shaping its adoption and reporting on their findings.
Formal requirements for participation	not applicable
Recommended requirements for participation:	not applicable
Teaching and examination language	English
Teaching and learning methods/course types	Theoretical input sessions Group discussions Interactive workshops Case study discussions
ECTS awarding criteria	Performance record assessed with at least "sufficient": Portfolio or written exam or oral exam The mode of examination will be announced at the beginning of the course.
Workload / distribution of ECTS credits	42 h = Attendance of seminar sessions 48 h = Group work in the topic and project phase 30 h = Self-study pre and post seminar sessions 30 h = Assignment preparation 150 h = Total workload
Module grade	Portfolio (Digital Health and Adoption Strategy Presentations, Strategy Paper)– 100% Or written exam (multiple choice and open questions) – 100%

	Or oral exam (15 min) – 100%
Applicability to other degree programs/course admittance	not applicable
Course rotation	Winter term
Remarks	Course materials, including essential readings, will be available online. An important component of this course is a collaborative group project, which requires active participation and equal contribution from all group members. Your commitment to the group work is crucial for successful completion of tasks and assessments. Regular attendance and engagement in class activities are therefore highly recommended.