

THE SCIENCE OF HAPPINESS

Summer Semester 2022 (Bachelor's Course)

Prof. Dr. Shashi Matta
Professor and Chair, [Innovation & Creativity](#)
Office: NB 321
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Sessions on Fridays, 14:15-18:00 on Zoom*
First Session: Friday, April 29, 2022
Final Session: Friday, July 29, 2022
Office Hours: Zoom, by prior appointment

* All classes and tutorials will be held on Zoom

<https://kuei.zoom.us/j/62774370984?pwd=SzdpQVdDMC9lb0o2SHAZbmpGZG9yQT09>

Course and Objectives

How can we be happier in our professional and personal lives? The Science of Happiness is a multi-disciplinary and multi-cultural exploration of what makes us happy. This course examines the science behind happiness and is designed for individuals who want to understand and implement changes that enhance one's happiness and well-being. Course participants will learn how to use practical tools and evidence-based insights on what makes us happy, from 11 international happiness experts, representing six disciplines (Business, Psychology, Philosophy, Political Science, Sociology and Theology) and seven countries (Germany, USA, India, Portugal, Norway, Singapore and Sweden). This innovative course is designed to promote happiness, well-being, critical thinking, and emotional intelligence.

My primary learning objectives for this course are for you to -

- Critically investigate theories on happiness and well-being, through recent research and scholarship from multiple fields.
- Identify and examine factors that influence happiness and well-being in diverse settings (professional / work life, personal and social life, the domain of consumption).
- Synthesize theories from multiple disciplines on the "what" and "how" of happiness, and regularly reflect on and apply the practical tools resulting from this knowledge.

Instructor Expectations

- I want your complete buy-in, which means being fully present, being well prepared for class, and actively contributing. I will give my 100% to you and I expect the same.
- Since this is an ambitious course with a record number of international guest professors, I expect you to be on track and proactive with the course learning and course deliverables.
- I encourage you to ask questions during class and meet with me in teams or one-on-one via Zoom by setting up a prior appointment.

Evaluation: Graded Components, Grading Scale, and Requirements

Grade Structure

Portfolio of Five Individual Reflections and Journal Entries 100%

Grading Scale (1.0 – 5.0)

1.0	93-100	Exemplary Performance
1.3	90-92.99	Strong Performance
1.7	87-89.99	Good Performance
2.0	83-86.99	Adequate Performance
2.3	80-82.99	Adequate Performance, with some deficiencies
2.7	77-79.99	Adequate Performance, with serious deficiencies
3.0	73-76.99	Weak Performance
3.3	70-72.99	Weak Performance, with serious deficiencies
3.7	67-69.99	Extremely Weak Performance, with serious deficiencies
4.0	66.99 or below	Poor Performance, with pervasive deficiencies

Individual Reflections and Journal Entries (IRJEs)

100% of the Final Grade

Each student needs to choose any 5 of the 10 IRJEs included in this course. Each IRJE will count for 20% of the grade. Please follow the deadlines for the submission of each individual IRJE by referring to the Course Timeline on pages 3-8 of this syllabus document. Each IRJE needs to be uploaded on ILIAS by its individual deadline.

Though it is up to each student to choose which 5 IRJEs they want to submit, it is up to them to keep track of their submissions. Late submissions will not be accepted or graded. The pre-designed template for an IRJE will be available on ILIAS and will be discussed in detail during class. The word limit for each individual IRJE submission is 500 words.

Course Timeline

Session # 1: Friday, April 29, 2022

April 29 14:15 - 16:00 on Zoom

Introduction to The Science of Happiness, Part 1: Professor Shashi Matta

Concepts: Introduction to the multi-disciplinary topic of Happiness
Course Objectives and Format
Course Tools

April 29 16:15 - 18:00 on Zoom

Introduction to The Science of Happiness, Part 2: Professor Shashi Matta

Concepts: Discussion of Individual Reflections and Journal Entries (IRJEs)
Discussion of Happiness Team Assignment
How to Succeed in this Class

Session # 2: Friday, May 06, 2022

May 06 14:15 - 16:00 on Zoom

Practical Tools for Happiness, Part 1: Professor Shashi Matta

Concepts: Practical Tools for Happiness
Team Exercise
Template for Individual Reflection and Journal Entry (IRJE)

May 06 16:15 - 18:00 on Zoom

The Happiness Marketplace - Products, Services, Experiences: Professor Shashi Matta

Pre-reading: Lee, Hall & Wood (2018). Experiential or Material Purchases?
Social Class Determines Happiness. *Psychological Science*.

Concepts: The Consumption of Happiness
Active Discussion and Q&A on the Presented Topic
Instructions for IRJE # 1

Deadline for IRJE # 1: Thursday, May 12 (prior to midnight)

Session # 3: Friday, May 13, 2022

May 13 14:15 - 16:00 on Zoom

Practical Tools for Happiness, Part 2: Professor Shashi Matta

Concepts: Practical Tool based on The Happiness Marketplace
Team Exercise on Social Comparison

May 13 16:15 - 18:00 on Zoom

Happiness & Subjective Well-being: Professor Erik Angner (Philosophy & Economics)

Pre-reading: <https://nobaproject.com/modules/happiness-the-science-of-subjective-well-being>

Concepts: Subjective Well-being
Q&A with the International Guest Professor
Active Discussion on the Presented Topic

Session # 4: Friday, May 20, 2022

May 20 14:15 - 16:00 on Zoom

Practical Tools for Happiness, Part 3: Professor Shashi Matta

Concepts: Practical Tool based on Erik Angner's session
Team Exercise
Instructions for IRJE # 2
Deadline for IRJE # 2: Thursday, May 26 (prior to midnight)

May 20 16:15 - 18:00 on Zoom

Career Success, Smarts, and Happiness: Professor Raj Raghunathan (Business)

Pre-reading: <https://michaelrucker.com/thought-leader-interviews/raj-raghunathan-happiness/>

Concepts: "If You're So Smart, Why Aren't You Happy?"
Q&A with the International Guest Professor
Active Discussion on the Presented Topic

Session # 5: Friday, May 27, 2022

May 27 14:15 - 16:00 on Zoom

Practical Tools for Happiness, Part 4: Professor Shashi Matta

Concepts: Practical Tool for Happiness based on Raj Raghunathan's session
Team Exercise
Instructions for IRJE # 3
Deadline for IRJE # 3: Thursday, June 02 (prior to midnight)

May 27 16:15 - 18:00 on Zoom

The Philosophy of Happiness: Professor Chris Kaczor (Philosophy)

Concepts: Philosophical underpinnings of Happiness
Q&A with the International Guest Professor
Active Discussion on the Presented Topic

Session # 6: Friday, June 03, 2022

June 03 14:15 - 16:00 on Zoom

Psychology of Income and Happiness: Professor Jacinth Tan (Psychology)

Concepts: Lessons from a Meta-Analysis of Income and Happiness
Instructions for IRJE # 4
Deadline for IRJE # 4: Thursday, June 09 (prior to midnight)

June 03 16:15 - 18:00 on Zoom

Office Type and Workers' Well-being: Professor Tobias Otterbring (Business)

Pre-reading: Chancellor et al. (2018). Everyday Prosociality in the Workplace:
The Benefits of Giving, Getting, and Glimpsing. *Emotion*.

Concepts: Office Type, Well-being, Satisfaction, Communication
Q&A with the International Guest Professor
Active Discussion on the Presented Topic

Session # 7: Friday, June 10, 2022

June 10 14:15 - 16:00 on Zoom

Practical Tools for Happiness, Part 5: Professor Shashi Matta

Concepts: Practical Tool for Happiness based on Tobias Otterbring's session
Team Exercise
Instructions for IRJE # 5
Deadline for IRJE # 5: Thursday, June 16 (prior to midnight)

June 10 16:15 - 18:00 on Zoom

A Life of Faith and Happiness: Professor Brent Strawn (Theology and Law)

Pre-reading: Myers (2000). The Funds, Friends, and Faith of Happy People.
American Psychologist.

Concepts: Faith and the Pursuit of Happiness
Q&A with the International Guest Professor
Active Discussion on the Presented Topic

Session # 8: Friday, June 17, 2021

Overall Review and Feedback Session on IRJEs

June 17 14:15 - 18:00 on Zoom

Session # 9: Friday, June 24, 2022

June 24 14:15 - 16:00 on Zoom

Practical Tools for Happiness, Part 6: Professor Shashi Matta

Concepts: Practical Tool for Happiness based on Brent Strawn's session
Team Exercise
Instructions for IRJE # 6
Deadline for IRJE # 6: Thursday, June 30 (prior to midnight)

June 24 16:15 - 18:00 on Zoom

Individual Level Determinants of Happiness: Professor Jan Delhey (Sociology)

Concepts: Insights on Individual Level Determinants of Happiness
Q&A with the Guest Professor
Active Discussion on the Presented Topic

Session # 10: Friday, July 01, 2022

July 01 14:15 - 16:00 on Zoom

Practical Tools for Happiness, Part 7: Professor Shashi Matta

Concepts: Practical Tool for Happiness based on Jan Delhey's session
Team Exercise
Instructions for IRJE # 7
Deadline for IRJE # 7: Thursday, July 07 (prior to midnight)

July 01 16:15 - 18:00 on Zoom

A Psychological Review of Happiness: Professor Kostadin Kushlev (Psychology)

Pre-reading: Kushlev et al. (2020). Does Happiness Improve Health? Evidence
from a Randomized controlled Trial. *Psychological Science*.

Concepts: Insights from Multiple Psychology Studies on Happiness
Q&A with the International Guest Professor
Active Discussion on the Presented Topic

Session # 11: Friday, July 08, 2022

July 08 14:15 - 16:00 on Zoom

Practical Tools for Happiness, Part 8: Professor Shashi Matta

Concepts: Practical Tool for Happiness based on Kostadin Kushlev's session
Team Exercise
Instructions for IRJE # 8
Deadline for IRJE # 8: Thursday, July 14 (prior to midnight)

July 08 16:15 - 18:00 on Zoom

Happiness Studies: Professor William Hasselberger (Political Studies)

Concepts: Attractiveness and Limitations of Happiness Studies
Q&A with the International Guest Professor
Active Discussion on the Presented Topic

Session # 12: Friday, July 15, 2022

July 15 14:15 - 16:00 on Zoom

Practical Tools for Happiness, Part 9: Professor Shashi Matta

Concepts: Practical Tool based on William Hasselberger's session
Team Exercise
Instructions for IRJE # 9
Deadline for IRJE # 9: Thursday, July 21 (prior to midnight)

July 15 16:15 - 18:00 on Zoom

Virtue Ethics, Morality, Happiness: Professor Angela Knobel (Philosophy)

Concepts: Infused Virtue, Virtue Ethics, Applied Ethics, Morality
Q&A with the International Guest Professor
Active Discussion on the Presented Topic

Session # 13: Friday, July 22, 2022

July 22 14:15 - 16:00 on Zoom

Review of Learning and Charting Our Own Happiness: Professor Shashi Matta

Concepts: Guiding Principles from 12 Weeks of Happiness Learnings
Instructions for IRJE # 10
Deadline for IRJE # 10: Thursday, July 28 (prior to midnight)

July 22 16:15 - 18:00 on Zoom

Practical Tools for Happiness, Part 10: A Visiting Monk (Surprise)

Pre-reading: Brown & Ryan (2003). The Benefits of Being Present: Mindfulness and its Role in Psychological Well-being. *Journal of Personality and Social Psychology*.

Concepts: A Monk's Perspective on Living Happiness
Q&A with the Visiting Monk

Session # 14: Friday, July 29, 2021

Only for Master's Students (Optional, by Appointment)

July 29 14:15 - 18:00 on Zoom

Team Consultations for Happiness Team Assignment: Professor Shashi Matta

Recommended Happiness Readings for Those Who Want More

Books:

Lyubomirsky, S. (2007). *The How of Happiness: A Scientific Approach to Getting the Life you Want*. Penguin Press.

Raghunathan, R. (2016). *If You're So Smart, Why Aren't You Happy?* Portfolio Press.

Thaler, R. H., & Sunstein, C. (2009). *Nudge: Improving Decisions About Health, Wealth, and Happiness*. New York: Penguin Books.

Journal Articles (alphabetically ordered by authors):

Bhattacharjee, A. & Cassie Mogilner, C. (2014). Happiness from Ordinary and Extraordinary Experiences. *Journal of Consumer Research*, 41(1), 1-17.

Boyce, Christopher J., Brown, Gordon D. A., & Moore, Simon C. (2010). Money and Happiness: Rank of Income, Not Income, Affects Life Satisfaction. *Psychological Science*, 21(4), 471-474.

Dunn, E. W., Aknin, L. B., & Norton, M. I. (2008). Spending Money on Others Promotes Happiness. *Science*, 319, 1687-1688.

Emmons, R. A., & McCullough, M. E. (2003). Counting Blessings versus Burdens: An Experimental Investigation of Gratitude and Subjective Well-being in Daily Life. *Journal of Personality & Social Psychology*, 88, 377-389

Helliwell, J. F., & Aknin, L. B. (2018). Expanding the Social Science of Happiness. *Nature Human Behavior*, 2, 248-252.

Huppert, F. (2010). Happiness Breeds Prosperity. *Nature*, 464, 1275-1276.

Kosaka, K. (2007). A Sociology for Happiness: Beyond Western versus Non-Western Perspectives. *Sociological Bulletin*, 56(3), 369-382.

McMahon, D. M. (2008). The pursuit of happiness in history. In M. Eid & R. J. Larsen (Eds.), *The Science of Subjective Well-being* (pp. 80-93). New York: Guilford Press.

Mogilner, C. (2010). The Pursuit of Happiness: Time, Money and Social Connection. *Psychological Science*, 21(9), 1348-1354

Oishi, S., Kesebir, S., & Diener, E. (2011). Income Inequality and Happiness. *Psychological Science*, 22(9), 1095-1100.

Reichhardt, T. (2006). A Measure of Happiness. *Nature*, 444, 418-419.

Rothbard, N. P., & Wilk, S. L. (2011). "Waking up on the Right or Wrong Side of the Bed: Start-of-Workday Mood, Work Events, Employee Affect, and Performance," *Academy of Management Journal*, 54(5), 959-980.

Stone, A. A. (2006). Would you be Happier if you were Richer? A focusing illusion. *Science*, 312, 1908-1910.

Tamir, M., Schwartz, S. H., Oishi, S., & Kim, M. Y. (2017). The Secret of Happiness: Feeling Good or Feeling Right? *Journal of Experimental Psychology: General*, 146 (10), 1448-1459.

Urry, H. L., Nitschke, J. B., Dolski, I., Jackson, D. C., Dalton, K. M., Mueller, C. J. et al. (2004). Making a Life worth Living: Neural Correlates of Well-being. *Psychological Science*, 15, 367-372.

Whillans, A. V., Dunn, E. W., Smeets, P., Bekkers, R., & Norton, M. I. (2017). Buying Time Promotes Happiness. *Proceedings from the National Academy of Sciences*, 114. 8523-8527.

Course Instructor Biography

Professor Dr. Shashi Matta

Professor and Chairholder, Innovation and Creativity
Vice Dean, Internationalization

Education:

Ph.D. (Bus. Admin.), University of Southern California, USA
PGDBM (MBA), XLRI Jamshedpur, India
Bachelors in Engineering, Osmania University, India

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Biography

Shashi Matta is Professor and Chairholder of [Innovation and Creativity](#), and Vice Dean of Internationalization at WFI Ingolstadt School of Management at the Catholic University of Eichstätt Ingolstadt (KU). He is a Founding Director of the KU Research Institute for Business and Economics in Service of Humanity ([BESH](#)), and also serves as Faculty Head of Marketing at WFI, and as Strategic Advisor for University Enrollments and Advancement at KU. Professor Matta joined KU in June 2018. His prior academic career includes positions as the Faculty Director of MBA Programs, and Professor of Marketing, at The Ohio State University Fisher College of Business in Columbus, Ohio, USA. Professor Matta is an award-winning researcher, teacher and mentor, and is dedicated to building strong bridges between academia, industry, and community. He engages extensively with industry through consulting, coaching, and keynote speaking engagements at several companies internationally in the areas of growth strategies, creativity & innovation, marketing strategy, branding & positioning, marketing metrics, return-on-investment, and customer experience. He has served as an expert in these subject areas, for media stories nationally in the United States.

Professor Matta's industry experience, prior to academia, includes positions in brand management, advertising, and marketing operations. He has taught at all levels, including in MBA programs, Masters programs, Bachelors programs, and Executive Education programs, and has won multiple teaching awards internationally. He is a visiting international professor at Toulouse Business School (TBS) in France, and at Bologna Business School (BBS) at the University of Bologna in Italy.

Professor Matta's research is in the areas of consumer behavior, innovation, branding, and creativity. His research has been published in top ranked academic journals including the *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Review of Marketing Research*, *Personality and Individual Differences*, and, *Emotion*.

Professor Matta has experience serving on the board of directors of for-profit and non-profit organizations, and has been commissioned as an expert witness in legal cases involving brand confusion and consumer behavior.