

## **THE SCIENCE OF HAPPINESS**

### **Summer Semester 2024 (Bachelor's Course)**

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Prof. Dr. Shashi Matta  
Professor and Chair, [Innovation & Creativity](#)  
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Sessions on Fridays, 14:15-18:00 on Zoom\*  
Frist Session: Friday, April 26, 2024  
For IRJE Queries: Maximilian Bauer, M.Sc.  
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\*All classes sessions will be held on Zoom:

<https://kuei.zoom-x.de/j/64880703793?pwd=V3RiTC8zMy90YnRCUm12ZmRMUStadz09>

(Meeting ID: 648 8070 3793 | Passcode: 758853)

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### **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 eight disciplines (Business, Economics, Psychology, Philosophy, Sociology, Anthropology, Medicine, and Theology) and seven countries (Germany, USA, UK, India, 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.

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## Evaluation: Graded Components, Grading Scale, and Requirements

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### Grade Structure

5 Individual Reflections and Journal Entries (IRJEs) 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	63- 66.99	Poor Performance, with pervasive deficiencies
5.0	Below 63	Fail

### Individual Reflections and Journal Entries (IRJEs)

#### 100% of the Final Grade

Each student needs to complete 5 of the 10 IRJEs included in this course – at least one from IRJEs #1 and #2, at least one from IRJEs #3 and #4, at least one from IRJEs #5 and #6, at least one from IRJEs #7 and #8, and at least one from IRJEs #9 and #10. You are free to complete as many as you want, the best from each pair will be counted for your final 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 deadline (Wednesdays, 23:55). Late submissions will not be accepted nor graded. The template for an IRJE will be available on ILIAS and will be discussed in detail during class. The word limit for each IRJE submission is 600 words. **Please refer to the next page on the guidelines for and use of Generative AI in IRJEs.**

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## Guidelines for IRJEs, including use of Generative AI Tools

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1. The main skills for writing an IRJEs are - critical thinking, logical reasoning, analysis followed by synthesis, and sharp writing. Hence, please pay close attention to the discussion of the IRJE template in class and class discussions, prior to submitting an IRJE. These discussions will not be repeated.

2. An IRJE submission is NOT a mere rehash of the class slides or class discussions. It is meant to extend the topic / theme of the prompt statement into a coherently written assignment that draws from extant research and other published work on the topic and on related themes that can be effectively used to create a set of logical arguments and conclusions.

3. Every IRJE submission must also include AT LEAST TWO relevant points discussed during the Q&A and Open discussion in the class session with the professor who presented on that specific topic. These points should be woven into the logical reasoning and analysis on the IRJE prompt statement along with other references. Not including a minimum of TWO such discussion points will result in points being deducted in the grading of that IRJE submission.

4. All research referenced in the IRJE submission must be cited and referenced correctly using the APA style. All submissions will be checked with a plagiarism detection software, to check for plagiarism and improper citations and references. The references at the end the IRJE submission do not count in the word limit of 600 words.

5. Generative AI tools can be used for idea generation (prior to writing the IRJE submission), or for grammar and language enhancement (after writing the IRJE submission). These Generative AI tools cannot be used to write the IRJE submission itself. All submissions will be checked with a plagiarism detection software that also checks for Generative AI.

6. Any use of Generative AI tools in developing an IRJE submission must be fully acknowledged and made transparent in a separate paragraph at the end of the submission - for example, for what specific purpose was it used, and which specific sentences are directly copied from a Generative AI source. This paragraph is not counted in the word limit of 600 words.

7. Generative AI outputs that reference published research or books are known to "hallucinate," i.e., provide faulty and non-existent research papers as references, or cite research incorrectly. Any such instances found in IRJE submissions will result in heavy grade point penalty, with points being deducted in the grading of that IRJE submission.

## COURSE TIMELINE

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### Session # 1: Friday, April 26, 2024

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**April 26**                      **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  
Instructor Expectations

**April 26**                      **16:15 - 18:00 on Zoom**

#### **Happiness from Multiple Perspectives and Disciplines: Professor Shashi Matta**

Concepts:                      Why Multiple Perspectives?  
The Richness and Complexity of a Multi-Disciplinary Approach  
Discussion of Happiness Team Assignment  
How to Succeed in this Class

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### Session # 2: Friday, May 03, 2024

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**May 03**                      **14:15 - 16:00 on Zoom**

#### **Practical Tools for Happiness, Part 1: Professor Shashi Matta**

Concepts:                      Practical Tools for Happiness  
Happiness in an Attention-Deficit World  
Template for Individual Reflection and Journal Entry (IRJE)

**May 03**                      **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

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Session # 3: Friday, May 10, 2024

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May 10 14:15 - 16:00 on Zoom

**Practical Tools for Happiness, Part 2: Professor Shashi Matta**

Concepts: Practical Happiness Tool based on Erik Angner's session  
Team Exercise  
Instructions for IRJE # 1  
**Deadline for IRJE # 1: Wednesday, May 15 (prior to midnight)**

May 10 16:15 - 18:00 on Zoom

**The Happiness Marketplace: Professor Shashi Matta (Business and Psychology)**

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

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Session # 4: Friday, May 17, 2024

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May 17 14:15 - 16:00 on Zoom

**Practical Tools for Happiness, Part 3: Professor Shashi Matta**

Concepts: Practical Happiness Tool based on "The Happiness Marketplace"  
Team Exercise  
Instructions for IRJE # 2  
**Deadline for IRJE # 2: Wednesday, May 22 (prior to midnight)**

May 17 16:15 - 18:00 on Zoom

**The Philosophy of Happiness: Professor Chris Kaczor (Philosophy, Theology)**

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

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Session # 5: Friday, May 24, 2024

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May 24 14:15 - 16:00 on Zoom

**Practical Tools for Happiness, Part 4: Professor Shashi Matta**

Concepts: Practical Happiness Tool based on Chris Kaczor's session  
Team Exercise  
Instructions for IRJE # 3  
**Deadline for IRJE # 3: Wednesday, May 29 (prior to midnight)**

May 24 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

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Session # 6: Friday, May 31, 2024

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May 31 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  
Practical Happiness Tool based on Chris Kaczor's session  
Instructions for IRJE # 4  
**Deadline for IRJE # 4: Wednesday, June 05 (prior to midnight)**

May 31 16:15 - 18:00 on Zoom

**Happiness and the Field of Medicine: Dr. Andreas Wechsler (Medicine, Pediatrics)**

Concepts: Happiness from a Medical Perspective  
Q&A with the International Guest Professor  
Active Discussion on the Presented Topic

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Session # 7: Friday, June 07, 2024

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June 07 14:15 - 16:00 on Zoom

**Practical Tools for Happiness, Part 5: Professor Shashi Matta**

Concepts: Practical Happiness Tool based on Andreas Wechsler's session  
Team Exercise  
Instructions for IRJE # 5  
**Deadline for IRJE # 5: Wednesday, June 12 (prior to midnight)**

June 07 16:15 - 18:00 on Zoom

**Happiness and Well-being at Work: 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

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Session # 8: Friday, June 14, 2024

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June 14 14:15 - 16:00 on Zoom

**Practical Tools for Happiness, Part 6: Professor Shashi Matta**

Concepts: Practical Happiness Tool based on Tobias Otterbring's session  
Team Exercise  
Instructions for IRJE # 6  
**Deadline for IRJE # 6: Wednesday, June 19 (prior to midnight)**

June 14 16:15 - 18:00 on Zoom

**Happiness Studies: Professor Iza Kavedžija (Medical Anthropology)**

Concepts: Purpose / Ikigai and Happiness  
Q&A with the International Guest Professor  
Active Discussion on the Presented Topic

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**Session # 9: Friday, June 21, 2024**

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**June 21**                      **14:15 - 16:00 on Zoom**

**Practical Tools for Happiness, Part 7: Professor Shashi Matta**

Concepts:                      Practical Happiness Tool based on Iza Kavedžija's session  
Team Exercise  
Instructions for IRJE # 7  
**Deadline for IRJE # 7: Wednesday, June 26 (prior to midnight)**

**June 21**                      **16:15 - 18:00 on Zoom**

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

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

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**Session # 10: Friday, June 28, 2024**

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**June 28**                      **14:15 - 16:00 on Zoom**

**Practical Tools for Happiness, Part 8: Professor Shashi Matta**

Concepts:                      Practical Happiness Tool based on Angela Knobel's session  
Team Exercise  
Instructions for IRJE # 8  
**Deadline for IRJE # 8: Wednesday, July 10 (prior to midnight)**

**June 28**                      **16:15 - 18:00 on Zoom**

**A Psychological Review of Happiness: Professor Tim Wadsworth (Sociology)**

Concepts:                      Insights from Sociology Research: The Role of Context  
Q&A with the International Guest Professor  
Active Discussion on the Presented Topic

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**Session # 11: Friday, July 5, 2024**

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**July 05**                      **14:15 - 16:00 on Zoom**

**IRJE Consultation Session for all Students: Practical Examples**



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Session # 12: Friday, July 12, 2024

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July 12                      14:15 - 16:00 on Zoom

**Practical Tools for Happiness, Part 9: Professor Shashi Matta**

Concepts:                      Practical Happiness Tool based on Tim Wadsworth's session  
Team Exercise  
Instructions for IRJE # 9  
**Deadline for IRJE # 9: Wednesday, July 17 (prior to midnight)**

July 12                      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

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Session # 13: Friday, July 19, 2024

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July 19                      14:15 - 16:00 on Zoom

**Practical Tools for Happiness, Part 10: Professor Shashi Matta**

Concepts:                      Guiding Principles from 12 Weeks of Happiness Learnings  
Practical Tool based on Kostadin Kushlev's session  
Instructions for IRJE # 10  
**Deadline for IRJE # 10: Wednesday, July 24 (prior to midnight)**

July 19                      16:15 - 18:00 on Zoom

**Practicing a Life of Bliss: 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 a Happy and Blissful Life  
Q&A with the Visiting Monk

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## Recommended Happiness Readings for Those Who Want More

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### 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.

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## Course Instructor Biography

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### Professor Dr. Shashi Matta

Professor and Chairholder, Innovation and Creativity  
Vice Dean for Internationalization, WFI Ingolstadt

#### Education:

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

#### Contact Information:

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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*, *Psychology & Marketing*, *AMS Review*, *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.

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## Co-Instructor Biography

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### **Maximilian Bauer, M.Sc.**

Doctoral Candidate and MBA Program Manager

#### **Education:**

M.Sc., WFI – Ingolstadt School of Management

B.Sc., WFI – Ingolstadt School of Management

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### **Biography**

Maximilian Bauer is a Doctoral Candidate at the Chair of Innovation and Creativity, and the MBA Program Manager, at WFI - Ingolstadt School of Management at the Catholic University of Eichstätt Ingolstadt (KU).

He has a Bachelor's degree in Business Administration with a major in International Management, and a Master's degree in Business Administration with a major in Market-oriented Management from WFI. He studied abroad at the Pontificia Universidad Javeriana in Cali, Colombia during his Bachelor's, and was part of the MBA Program at the University of California at Davis during his Master's degree.

His research objective is to develop managerially relevant theory and recommendations in the areas of innovation and growth strategies, entrepreneurship models, digital transformation, and well-being. His expertise is in Open Innovation and Innovation Strategies in Small and Medium-Sized Enterprises (SMEs) as well as Responsible Innovation in multinational organizations.

Maximilian's industry experience, prior to starting his doctoral program, includes working student positions and internships as a Sales Manager for a Recruitment Company in Munich, Germany, working in the departments of Strategic Marketing, International Marketing, and Product & Alliances International of MediaMarktSaturn in Munich, Germany, as an in-house consultant for Deutsche Bahn in Berlin, Germany, and as a consultant at Achtzig20 in Ingolstadt, Germany.