

## THE SCIENCE OF HAPPINESS

### Summer Semester 2021 (Master's Course)

Prof. Dr. Shashi Matta  
Professor and Chair, Innovation & Creativity  
Office: NB 321  
Email: shashi.matta@ku.de

Sessions on Fridays, 14:15-18:00 on Zoom\*  
First Session: Friday, April 16, 2021  
Final Session: Friday, July 09, 2021  
Office Hours: Zoom, by prior appointment

\* All classes and tutorials will be held on Zoom <https://kuei.zoom.us/j/97517257410>

### 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% 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

1. Individual Reflections and Journal Entries	50%
2. Happiness Team Assignment (Hausarbeit)	50%
<hr/>	
Total	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)

#### 50% of the Final Grade

Each student needs to choose any 5 of the 10 IRJEs included in this course. 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. 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 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.

### Happiness Team Assignment

#### 50% of the Final Grade

**The Happiness Team Assignment is due by 18:00 h on Friday, July 30, 2021**

Each team, assigned by the course instructor, will assume the role of a “Happiness Coaching Academy” and design a coaching presentation (a PowerPoint deck with a maximum of 15 slides excluding the title and references) that incorporates any three of the practical happiness tools learned in class. The audience for this coaching is a group of employees of an organization. You can decide on the specific organization, and the size of the audience, and mention this in on the title slide. One student from each team should upload the deck by the deadline on ILIAS. Further details will be discussed during class.

## Course Timeline

---

### Session # 1: Friday, April 16, 2021

---

**April 20                      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 20                      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, April 23, 2021

---

**April 23                      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)

**April 23                      16:15 – 18:00 on Zoom**

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

Pre-reads:                      <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 # 3: Friday, April 30, 2021

---

April 30                      14:15 – 16:00 on Zoom

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

Concepts:                      Practical Tool for Happiness based on Erik Angner's session  
Team Exercise  
Instructions for IRJE # 1  
**Deadline for IRJE # 1: Thursday, May 06 (prior to midnight)**

April 30                      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

---

Session # 4: Friday, May 07, 2021

---

May 07                      14:15 – 16:00 on Zoom

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

Concepts:                      Practical Tool based on The Happiness Marketplace  
Team Exercise  
Instructions for IRJE # 2  
**Deadline for IRJE # 2: Thursday, May 13 (prior to midnight)**

May 07                      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 # 5: Friday, May 14, 2021

---

May 14 14:15 – 16:00 on Zoom

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

Concepts: Practical Tool for Happiness based on Chris Kaczor's session  
Team Exercise  
Instructions for IRJE # 3  
**Deadline for IRJE # 3: Thursday, May 20 (prior to midnight)**

May 14 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 # 6: Tuesday, May 21, 2021

---

May 21 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, May 27 (prior to midnight)**

May 21 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, May 28, 2021

---

May 28 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 03 (prior to midnight)**

May 28 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 # 8: Friday, June 04, 2021

---

June 04 14:15 – 16:00 on Zoom

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

Concepts: Practical Tool for Happiness based on Angela Knobel's session  
Team Exercise  
Instructions for IRJE # 6  
**Deadline for IRJE # 6: Thursday, June 10 (prior to midnight)**

June 04 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 # 9: Friday, June 11, 2021

---

June 11                      14:15 – 16:00 on Zoom

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

Concepts:                      Practical Tool for Happiness based on Brent Strawn's session  
Team Exercise  
Instructions for IRJE # 7  
**Deadline for IRJE # 7: Thursday, June 17 (prior to midnight)**

June 11                      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 # 10: Friday, June 18, 2021

---

June 18                      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, June 24 (prior to midnight)**

June 18                      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 # 11: Friday, June 25, 2021**

---

**June 25                      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 01 (prior to midnight)**

**June 25                      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 # 12: Friday, July 02, 2021**

---

**July 02                      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 08 (prior to midnight)**

**July 02                      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 # 13: Friday, July 09, 2021**

---

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

---

**July 09                      14:00 – 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.

Raghuathan, 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

#### Education:

PhD (Bus. Admin.), University of Southern California, USA

PGDBM (MBA), XLRI Jamshedpur, India

Bachelors in Engineering, Osmania University, India

#### Contact Information:

E-mail: shashi.matta@ku.de

Phone: +49 841 93721943



### 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*, 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.