

Degree program description for the
Interdisciplinary Master's program in "Business and Psychology"
(MSc)
at the Catholic University of Eichstätt-Ingolstadt

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A. General structure of the degree program

The name of the degree program is

Interdisciplinary Master's degree program in "Business and Psychology"

Responsible faculty:

Ingolstadt School of Management

Involved faculty/faculties:

Faculty of Philosophy and Education

Successful graduates of the degree program are awarded the academic degree:

Master of Science, MSc

Mode of study:

- Full-time program
- Part-time program
- Full- and part-time program
- Cooperative study program
- Distance learning program

Type of degree program:

- Undergraduate program
- Consecutive program
- Professional development program

(Only applicable to Master's degree programs):

- Application and research-oriented
- Research-oriented

Standard length of the program:

4 semesters (full-time)

Start of the program:

- Summer semester
- Winter semester
- Every semester

Number of ECTS credits to be awarded:

120 ECTS credits

Tuition fees:

- No
- Yes, € per semester

B. Description of the degree program

1. The degree program in three sentences

The Master's degree program in "Business and Psychology" provides the methodological foundations for analyzing and critically evaluating problems in the areas of leadership, management and organizational behavior. The program takes an insight into internal structures in organizations and companies with an emphasis on leadership, especially employee leadership, and management within organizations, and also provides a cross-organizational perspective describing behavior in markets.

2. Target group

The Master's degree program is aimed at prospective German and international students with a Bachelor's degree in business administration, economics or psychology.



C. Degree program concept

1. Degree program structure

1.1. Admission requirements

Students must have acquired a Bachelor's degree mentioned under B.2. or a comparable Bachelor's degree as their first university degree qualifying them for a profession. In addition, they must demonstrate skills in the areas of mathematics/statistics (10 ECTS credits), general business administration and psychology (5 ECTS credits each). If they fail to provide proof of these specific skills, the board of examiners can stipulate corresponding conditions for required skills up to the extent of 10 ECTS credits.

In addition, language certificates in German (A2 level) and English (B2 level) must be provided.

1.2. Qualification objectives

The aims of the degree program are to offer research and teaching at the intersection of business and psychology, enable international exchange, provide networking possibilities for both students and lecturers, and teaching students how to apply acquired interdisciplinary knowledge to the context of organizations. The degree program is designed in such a way that students have the opportunity to acquire skills in five core areas: Skills in the field of (1) human resources management and personnel psychology, (2) organizational behavior, (3) market and competition, (4) economic processes and behavior and (5) methodological skills. Graduates of the Master's degree program are thus qualified to identify and solve problems arising in organizational and business practice. The majority of graduates will contribute their skills and knowledge in an organizational context. They will be trained to hold responsible management positions as executives, personnel managers, marketing and product managers and consultants. They are thus ideally suited to take on positions that require a combination of knowledge and skills from the fields of economics and psychology.

1.3. Opportunities for further qualification

Students who are interested in pursuing an academic career are ideally prepared for applying their knowledge and skills acquired in the Master's program to a career in research and continue in a doctoral program, for example at the KU. The courses in the third and fourth semester of the Master's program are specifically developed to meet these requirements, for example the interdisciplinary research seminar that is completed over the course of the two semesters.

1.4. Labor market situation and professional fields

The world of work and the ways of working in organizations are subject to constant change, caused by new technologies, increasing competition as a result of globalization and constantly changing organizations. For executives and managers with high responsibility in organizations, this means that the complexity of their tasks is also increasing. Fulfilling leadership tasks in a responsible manner requires multi- and interdisciplinary knowledge comprising both economic and psychological skills. Our Master's degree program ideally prepares students for this range of tasks and challenges in a targeted way through its interdisciplinary approach. The fact that the program can be studied in English, the additional German-language teaching offer and an interdisciplinary student group ensures that future professional fields are not limited to German-speaking countries but also include professions in international organizations and enterprises.

2. Program structure

2.1. Fundamental program structure

The degree program offers modules from the five topic areas “Human Resource Management and Personnel Psychology“, “Behavior in Organizations“, “Market and Competition“, “Behavioral Economics“ and “Methodological Foundations“. These topic areas can be understood as a possibility to choose individual focus areas rather than mandatory fields and thus provide students with a large range of choice. The degree program consists of required modules, required electives and elective modules. It also includes an interdisciplinary research seminar that is closely connected to the Master’s thesis. This ensures that despite its complexity, the degree program still largely corresponds to the structure of standard Master’s degree programs at the Ingolstadt School of Management (WFI). The allocation of topics to modules taught in German or English is designed in such a way that all required courses are held in English and both German and international students have a wide range of choice between German and English courses in the required elective and elective area.

2.2. Required area

There are five required modules worth 25 ECTS credits in total. In line with the ideal study plan, it is recommended that students take these required modules right at the beginning of their studies to ensure that all students of the program acquire the same fundamental knowledge in all five focus areas. Furthermore, the program includes an additional required interdisciplinary research seminar worth 10 ECTS credits. The seminar is completed in the third and fourth semesters and is offered by all professors who teach required courses in the program. If there are several professorships teaching in similar subject areas, they can also offer the seminar together. The research seminar is closely connected to the Master’s thesis that is worth another 30 ECTS credits.

The required area consists of the following modules:

1. Business and Psychology: Joint Seminar with Tandem Projects (5 ECTS credits) in the context of Studium.Pro: Pro Discourse
2. Consumer Psychology and Decision Making (5 ECTS credits)
3. Empirical Research in Business and Psychology (10 ECTS credits)
4. Psychology of Social and Economic Processes (5 ECTS credits)
5. Strategic Human Resource Management (5 ECTS credits)
6. Work & Health – Basics (5 ECTS credits)

2.3. Required elective area

The required elective area aims to allow students to choose their focus areas as flexibly as possible. However, required elective modules must cover the two disciplines of business and economics and psychology. In the current module structure, this corresponds to seven different required elective modules. In the course of the program, they are mainly offered during the

second semester in order to facilitate students a stay abroad during the third semester, if they wish to integrate a stay abroad in their program.

The required elective area consists of the following modules:

Business and Economics:

1. Advanced Topics in Consumer Psychology for a Better World (10 ECTS credits)
2. Behavioral and Experimental Economics (5 ECTS credits)
3. Change Management (5 ECTS credits)
4. Consumer Psychology for a Better World (WFI Summer School) (2,5 ECTS credits)
5. Cross-Cultural Management (5 ECTS credits)
6. Economics of Consumption: Theory and Experimental Evidence (5 ECTS credits)
7. Ethics of Digitalization (5 ECTS credits)
8. Innovation and Creativity for Individuals, Teams, and Organizations (5 ECTS credits)
9. People Analytics (5 ECTS credits)
10. Service Management (5 ECTS credits)
11. Quasi-experimental Policy Evaluation (5 ECTS credits)

Psychology:

12. Coaching, Mediation and Dealing with Diversity (5 ECTS credits)
11. Fundamentals Psychological Assessment (Test Theory and Test Construction) (5 ECTS credits)
12. Migration, Interculturality and Occupation (5 ECTS credits)
13. Leadership and Motivational Psychology (5 ECTS credits)
14. Psychology of Engagement in Paid, Unpaid and Voluntary Work (5 ECTS credits)
15. Psychology of Responsibility, Justice and Values (5 ECTS credits)
16. Work & Health – Methods (5 ECTS credits)

2.4. Elective area

The student must complete elective modules worth 20 ECTS credits in total. Specific elective modules can exclusively be offered for this degree program. In general, required elective modules can also be completed as elective modules but not vice versa. Here as well, the aim is to provide a broad offer both for German and international students.

The elective area consists of the following modules:

1. Labor Law (5 ECTS credits)
2. Behavioral Finance (5 ECTS credits)
3. Research Methods in Psychology (5 ECTS credits)
4. From Idea to Commercialization: A Complete Blueprint for Innovators and Entrepreneurs (10 ECTS credits)
5. Business Administration I (5 ECTS credits)
6. Consumer Behavior and Market Research (5 ECTS credits)
7. Learning Agility (5 ECTS credits)
8. Management Control Systems (5 ECTS credits)
9. Project in Service and Innovation Management (5 ECTS credits)
10. Project-based course Management & Leadership (5 ECTS credits)
11. Qualitative Methods (5 ECTS credits)
12. Return on Service Management (5 ECTS credits)

In addition, students can also have modules of the annual WFI Summer School credited to their program as elective modules, unless they are already included in the required elective area.

2.5. Studium.Pro

The interdisciplinary English-language required module “Business and Psychology: Joint Seminar with Tandem Projects” held in the first semester is a module that meets the requirements of Studium.Pro: Pro Discourse. This means that the Studium.Pro offer is covered in the subject area.

2.6. Practical approach

The study program is both application and research-oriented. The transfer between theory and practice that is necessary for the application-oriented character of the program is already established in the first semester through the seminar with tandem projects. Right at the beginning of the program, this underlines the relevance of the knowledge acquired in the Master's program for the later professional practice of a manager or a person bearing great responsibility in an organization. In addition, the orientation towards this professional practice has been considered in the planning of the required and required elective modules and made explicit in all required modules. In addition, the practical relevance is promoted by the internationalization described below.

2.7. Implementation of the internationalization strategy

The bilingual degree program is aimed at German and international students. As described above, courses are taught in English or German. Required courses are exclusively offered in English. In any case, all students benefit from the international orientation of students and lecturers. At the same time, working in international groups will ideally prepare students for workforce diversity in their future professional careers. Like this, the Master's program prepares future executives for the range of challenges that will face them in their future careers. Furthermore, students can also complete a semester abroad. In general, this degree program requires collaborations with international universities – not least to win international students of such partner universities for our program (“incoming students”). Many collaborations with foreign universities have already been established. Others are currently being set up specifically with those universities that have university programs both in business and economics and psychology.

D. How does the degree program contribute to enhancing the KU's profile?

The specific profile of the KU is taken into account as regards contents of the program by ensuring that the Master's program takes up and reflects on the social responsibility of managers and meets this responsibility through a multi- and interdisciplinary approach. In addition, the already existing collaborations between the fields of economics and psychology will be enhanced further in a way that has been widely called for but, to our knowledge, has not yet been implemented at any university in the form of a joint degree program. In our opinion, this form of collaboration and the associated willingness to engage with other subject cultures is also a contribution to the further development of the KU's profile in a positive way.

Annex:

Ideal study plan

Diploma Supplement (English, German)

Supplement on degree program description