

Mandatory Electives in the Master's program (Business and Psychology M.Sc.)

SoSe/WiSe

1. According to § 9 of the examination regulations of the Master's program in Business Administration in the version of 20.05.2021
2. Scope of application for SoSe 2024
3. Decided by the Faculty Council of the Faculty of Business and Economics on 20.12.2023

Listing of the major fields of study

Main areas of study anchored in the Examination Regulations:

1. Business,
2. Psychology

Modules offered in the mandatory elective area

Advanced Topics in Consumer Psychology for a Better World (10 ECTS) Research Project and Report (not in summer 2024)

Cross-cultural Management (5 ECTS) Portfolio

Digital Marketing (5 ECTS) Portfolio

Human-Technology Interaction: Potential and Application (5 ECTS) Written exam or oral exam or portfolio

Innovation and Creativity in Individuals, Teams, and Organizations (5 ECTS) Portfolio

Job-Related Assessment (5 ECTS) Presentation or Portfolio or oral exam or portfolio

Leadership and Motivational Psychology (5 ECTS) Portfolio

Psychology of Responsibility, Justice, and Values (5 ECTS) Paper with presentation or written exam or oral exam or portfolio

Seminar International Management (5 ECTS) Portfolio

Electives: Module Offering

Module offer winter semester:

1. According to § 7 of the examination regulations of the Master's program in Business and Psychology in the version of 12.10.2020
2. Scope of application for WiSe 2023/2024
3. Decided by the Faculty Council of the Faculty of Business and Economics on 06.07.2023

Listing of the major fields of study

Main areas of study anchored in the Examination Regulations:

1. Business,
2. Psychology

Modules offered in the mandatory elective area

Current Trends in Psychological Assessment (5 ECTS) Presentation or Portfolio or oral exam or portfolio

Economics of Consumption: Theory and Experimental Evidence (5 ECTS) Seminar paper

Leadership and Communication in Global Business (3 ECTS) VHB

People Analytics: Data Science for Human Resources Management (6 ECTS) VHB

Personal development in voluntary and paid work (5 ECTS) Seminar paper with presentation or final exam or oral exam or portfolio

Research Methods in Psychology (5 ECTS) Exam

Quasi-experimental Policy Evaluation (5 ECTS) Seminar paper

Sales Management (5 ECTS) Exam and Case Study

Service Management (5 ECTS) Exam and Presentation

Electives: Module Offering