# Module Catalogue Business and Psychology

**WFI and PPF**

October 25, 2021

## Contents

### Mandatory Modules

<table>
<thead>
<tr>
<th>Module</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business and Psychology: Joint Seminar with Tandem Projects</td>
<td>3</td>
</tr>
<tr>
<td>(Prof. Dr. Simon Wiederhold)</td>
<td>3</td>
</tr>
<tr>
<td>Consumer Psychology and Decision Making</td>
<td>6</td>
</tr>
<tr>
<td>(Prof. Dr. Shashi Matta)</td>
<td></td>
</tr>
<tr>
<td>Empirical Research in Business and Psychology</td>
<td>9</td>
</tr>
<tr>
<td>(Prof. Dr. Elisabeth Kals)</td>
<td></td>
</tr>
<tr>
<td>Master thesis</td>
<td>11</td>
</tr>
<tr>
<td>Psychology of Social and Economic Processes</td>
<td>13</td>
</tr>
<tr>
<td>(Prof. Dr. Elisabeth Kals)</td>
<td></td>
</tr>
<tr>
<td>Strategic Human Resources Management</td>
<td>16</td>
</tr>
<tr>
<td>(Prof. Dr. Max Ringlstetter)</td>
<td></td>
</tr>
<tr>
<td>Work &amp; Health: Basics</td>
<td>19</td>
</tr>
<tr>
<td>(Prof. Dr. Joachim Thomas)</td>
<td></td>
</tr>
</tbody>
</table>

### Mandatory Electives

<table>
<thead>
<tr>
<th>Module</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Topics in Consumer Psychology for a Better World</td>
<td>22</td>
</tr>
<tr>
<td>(Prof. Dr. Shashi Matta)</td>
<td></td>
</tr>
<tr>
<td>Behavioral and Experimental Economics</td>
<td>26</td>
</tr>
<tr>
<td>(Prof. Dr. Simon Wiederhold)</td>
<td></td>
</tr>
<tr>
<td>Change Management</td>
<td>29</td>
</tr>
<tr>
<td>(Prof. Dr. Max Ringlstetter)</td>
<td></td>
</tr>
<tr>
<td>Coaching, Mediation and Diversity Management</td>
<td>32</td>
</tr>
<tr>
<td>(Prof. Dr. Elisabeth Kals)</td>
<td></td>
</tr>
<tr>
<td>Consumer Psychology for a Better World</td>
<td>35</td>
</tr>
<tr>
<td>(Prof. Dr. Shashi Matta)</td>
<td></td>
</tr>
<tr>
<td>Cross-cultural Management</td>
<td>38</td>
</tr>
<tr>
<td>(Prof. Dr. Katja Gelbrich)</td>
<td></td>
</tr>
<tr>
<td>Economics of Consumption: Theory and Experimental Evidence</td>
<td>41</td>
</tr>
<tr>
<td>(Prof. Dr. Alexander M. Danzer)</td>
<td></td>
</tr>
<tr>
<td>Ethics of digitization</td>
<td>44</td>
</tr>
<tr>
<td>(Prof. Dr. Kai Sandner)</td>
<td></td>
</tr>
<tr>
<td>Fundamentals Psychological Assessment (Test Theory and Test Construction)</td>
<td>47</td>
</tr>
<tr>
<td>(Prof. Dr. Joachim Thomas)</td>
<td></td>
</tr>
<tr>
<td>Innovation and Creativity in Individuals, Teams, and Organizations</td>
<td>49</td>
</tr>
<tr>
<td>(Prof. Dr. Shashi Matta)</td>
<td></td>
</tr>
<tr>
<td>Leadership and Motivational Psychology</td>
<td>54</td>
</tr>
<tr>
<td>(Dr. Jutta Gallenmüller-Roschmann)</td>
<td></td>
</tr>
<tr>
<td>Migration, Interculturality and Occupation</td>
<td>57</td>
</tr>
<tr>
<td>(Prof. Dr. Joachim Thomas)</td>
<td></td>
</tr>
<tr>
<td>Psychology of Engagement in Paid, Unpaid, and Voluntary Work</td>
<td>60</td>
</tr>
<tr>
<td>(Prof. Dr. Elisabeth Kals)</td>
<td></td>
</tr>
<tr>
<td>Psychology of Responsibility, Justice, and Values</td>
<td>64</td>
</tr>
<tr>
<td>(Prof. Dr. Elisabeth Kals)</td>
<td></td>
</tr>
<tr>
<td>Quasi-experimental Policy Evaluation</td>
<td>67</td>
</tr>
<tr>
<td>(Prof. Dr. Alexander Danzer)</td>
<td></td>
</tr>
</tbody>
</table>
Research Methods in Psychology (Prof. Dr. Marco Steinhauser) 70
Service Management (Prof. Dr. Jens Hogreve) 72
Work & Health: Methods (Prof. Dr. Joachim Thomas) 75

Electives 78
Behavioral Finance (Prof. Dr. Simon Wiederhold) 78
Business Administration I (Prof. Dr. Anton Burger) 82
Consumer Behavior and Market Research (Prof. Dr. Joachim Büschken) 85
From Idea to Commercialization: A Complete Blueprint for Innovators and Entrepreneurs (Prof. Dr. Shashi Matta) 88
Labour Law (Prof. Dr. Christian Heinrich) 92
Learning Agility (Prof. Dr. Max Ringlstetter) 95
Project-based course “Management and Leadership” (Prof. Dr. Max Ringlstetter) 98
Project in Service and Innovation Management (Prof. Dr. Jens Hogreve) 100
Return on Service Management (Prof. Dr. Jens Hogreve) 103
Business and Psychology: Joint Seminar with Tandem Projects (Studium.Pro: Pro.Diskurs) (Prof. Dr. Simon Wiederhold)

<table>
<thead>
<tr>
<th>Module title</th>
<th>Business and Psychology: Joint Seminar with Tandem Projects (Studium.Pro: Pro.Diskurs) (Prof. Dr. Simon Wiederhold)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module title German</td>
<td>Business and Psychology: Gemeinsames Seminar mit Tandemprojekten (Studium.Pro: Pro Diskurs) (Prof. Dr. Simon Wiederhold)</td>
</tr>
<tr>
<td>Module number</td>
<td>88-021-BAP01-H-0520</td>
</tr>
<tr>
<td>Level</td>
<td>Master module</td>
</tr>
<tr>
<td>Course rotation</td>
<td>Winter term</td>
</tr>
<tr>
<td>Degree program hosting the module</td>
<td>Business &amp; Psychology M.Sc.</td>
</tr>
<tr>
<td>Institutional anchoring</td>
<td>Ingolstadt School of Management</td>
</tr>
<tr>
<td>Subjects involved</td>
<td>BA and Service Management; BA, Organization and Human Resources; Innovation and Creativity; Psychological Diagnostics and Intervention Psychology with a focus on School Psychology; Social and Organizational Psychology; Economics, esp. Macroeconomics</td>
</tr>
<tr>
<td>Module Coordinator</td>
<td>Prof. Dr. Simon Wiederhold</td>
</tr>
<tr>
<td>Credit Points (ECTS)</td>
<td>5 ECTS</td>
</tr>
</tbody>
</table>

Learning outcomes:

- Students have an overview of the overlaps between business and psychology.
- They know the different disciplinary approaches of business and psychology in order to work on practical questions.
- They gather in-depth knowledge of how selected questions can be addressed from the perspectives of business and psychology and can reflect them with regards to a human value orientation.

Contents and Topics:

- (Different and common) approaches to business and psychology.
• Practice-relevant questions at the interface of business and psychology.

• Work on selected questions in interdisciplinary student tandems and small groups from different disciplinary perspectives.

Formal requirements for participation:

• None

Recommended requirements for participation:

• None

Teaching and examination language:

• English

Teaching methods/course types:

• Lectures
• Discussion
• Working in tandems/small groups
• Presentations

ECTS awarding criteria:

• Performance record rated at least “sufficient”: Seminar paper

• Students show that they are able to tackle practical economic problems in a genuinely interdisciplinary way.

Workload / Distribution of ECTS credits:

• 39 h = Time of attendance
• 111 h = Preparation and post-processing
• 150 h = Total workload

Modul grade:
• Seminar paper (12-15 pages) with presentation (20-35 min.) (100 %)

Polyvalence with other degree programs/accessibility notes: -

Remarks: -
Learning outcomes:

The main objectives of this course are to:

- Critically examine the fundamental concepts of consumer behavior and consumer psychology.

- Learn advanced concepts on how marketplace stimuli affect consumer attention and perception.

- Discuss low- and high-effort cognitive processes and understand how they can influence consumer attitudes.

- Learn the sequential and non-sequential steps in a consumer decision-making process.

- Understand the personal, social, and situational factors that influence consumer decision-making and post-decision processes.

- Study the most common heuristics and biases that affect consumer decision making.

- Understand how organizations, policy makers, and consumers can benefit from the understanding the psychological principles underlying consumer behavior.

Besides knowledge in consumer behavior and consumer psychology, students will gain soft skills such as teamwork and communication. As lectures and tutorials are held in English, students will also have an opportunity to enhance their English language skills in a professional setting.

Contents and Topics:
Consumer Psychology is an applied social science. At its core, it includes the study of why consumers behave the way they do in the marketplace. It has emerged a very powerful field that not only helps managers tailor their marketing in order to appeal to consumers, but also as a source of extensive knowledge that can help consumers help themselves and inform public policy.

Part I: Introduction to Consumer Psychology

• Consumer Psychology and its Origins

• Fundamental Frameworks and Theories in Consumer Psychology

Part II: Theories and Frameworks of Consumer Decision Making

• Sequential and Non-sequential Decision Making

• Effortful and Non-effortful Decision Making

Part III: Consumer Attitudes and Consumer Behavior

• Attitude Formation and Persuasion

• The Attitude – Behavior Link

Part IV: Personal, Social, and Situational Factors that Affect Consumer Behavior

• Individual Differences and Context (Situation): Compare and Contrast

• Social Influence, Social Norms, and Joint/Collective Decision Making

Part V: Heuristics and Biases that Affect Consumer Behavior

• Most Commonly Observed Heuristics and Biases that Affect Consumer Behavior

• The Art and Science of Nudging

Part VI: The Impact of Consumer Psychology

• Implications of Consumer Psychology for Organizations, Policy, and Consumers

• Examples of Organization and Public Policy Decisions shaped by Consumer Psychology

Formal requirements for participation:

• None

Recommended requirements for participation:

• None
Teaching and examination language:

- English

Teaching methods/course types:

- Lecture
- Tutorial

ECTS awarding criteria:

- Performance record rated at least “sufficient”: Final exam
- The final exam will be based on all the material discussed in the lectures and in the tutorials. It will be a 90-minutes, in-class exam.

Workload / Distribution of ECTS credits:

- 30 h = Time of attendance lecture
- 30 h = Time of attendance tutorials
- 24 h = Preparation and post-processing lecture
- 24 h = Preparation and post-processing tutorial
- 42 h = Assignments, project and exam preparation
- 150 h = Total workload

Modul grade:

- Final exam (100 %)

Polyvalence with other degree programs/accessibility notes:

- Business Administration M.Sc.

Remarks:

Readings:

- The required readings for this course include research articles on consumer behavior, which will be assigned in the detailed syllabus document.
Empirical Research in Business and Psychology (Prof. Dr. Elisabeth Kals)

<table>
<thead>
<tr>
<th>Module title</th>
<th>Empirical Research in Business and Psychology (Prof. Dr. Elisabeth Kals)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module title German</td>
<td>Interdisziplinäres Forschungsseminar (Prof. Dr. Elisabeth Kals)</td>
</tr>
<tr>
<td>Module number</td>
<td>88-021-BAP03-H-0520</td>
</tr>
<tr>
<td>Level</td>
<td>Master module</td>
</tr>
<tr>
<td>Course rotation</td>
<td>Winter/Summer (two-semester module) starting Winter term 2021</td>
</tr>
<tr>
<td>Degree program hosting the module</td>
<td>Business &amp; Psychology M.Sc.</td>
</tr>
<tr>
<td>Institutional anchoring</td>
<td>Ingolstadt School of Management</td>
</tr>
<tr>
<td>Subjects involved</td>
<td>Social and Organizational Psychology</td>
</tr>
<tr>
<td>Module Coordinator</td>
<td>Prof. Dr. Elisabeth Kals</td>
</tr>
<tr>
<td>Credit Points (ECTS)</td>
<td>10 ECTS</td>
</tr>
</tbody>
</table>

Learning outcomes:

- Students can apply theories and methods of the various economic and psychological disciplines to a current problem.

- They are able to communicate the results of research papers and to discuss them critically from an interdisciplinary perspective.

Contents and Topics:

- Methodical, theoretical, and empirical content necessary for the Master’s thesis in the respective subject area, taking into account an interdisciplinary perspective.

Formal requirements for participation:

- None

Recommended requirements for participation:
• None

Teaching and examination language:

• English
• German

Teaching methods/course types:

• Lectures
• Discussion/group work
• Reading
• Presentations

ECTS awarding criteria:

• Performance record rated at least “sufficient”: Portfolio
• Passed/failed

Workload / Distribution of ECTS credits:

• 72 h = Time of attendance
• 228 h = Preparation and post-processing
• 300 h = Total workload

Modul grade:

• Seminar paper (18-22 pages) with presentation (20-35 min.) (100 %)

Polyvalence with other degree programs/accessibility notes:

• Psychology M.Sc.

Remarks: -
Master thesis

<table>
<thead>
<tr>
<th>Module title</th>
<th>Master thesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module title German</td>
<td>Masterarbeit</td>
</tr>
<tr>
<td>Module number</td>
<td>-</td>
</tr>
<tr>
<td>Level</td>
<td>Master module</td>
</tr>
<tr>
<td>Course rotation</td>
<td>Winter and summerterm</td>
</tr>
<tr>
<td>Degree program hosting the module</td>
<td>Business &amp; Psychology M.Sc.</td>
</tr>
<tr>
<td>Institutional anchoring</td>
<td>Ingolstadt School of Management</td>
</tr>
<tr>
<td>Subjects involved</td>
<td>The responsible subject representative can be any person authorized to conduct examinations according to § 8 (1) APO, who offers at least one course in the mandatory, mandatory elective or in the elective area of study</td>
</tr>
<tr>
<td>Module Coordinator</td>
<td>Chair of the board of examiners in “Business and Psychology”</td>
</tr>
<tr>
<td>Credit Points (ECTS)</td>
<td>30 ECTS</td>
</tr>
</tbody>
</table>

Learning outcomes:

- The aim of the Master’s thesis consists in enabling the student to compile an economic research.

- The students shall be able to structure a research question, to link different scientific perspectives and hence develop implications how to act.

Contents and Topics:

- Self-contained work on an economic topic.

- Verbalization of a research question.

- Research and formulation of the current state of research.

- Work on the Problem, which has been stated in the research question.

- Formulation of a scientific founded judgement.

Formal requirements for participation:
• Basic requirement is the completion of the 2. master term.

Recommended requirements for participation:
• None

Teaching and examination language:
• German
• English

Teaching methods/course types:
• Self-contained scientific work

ECTS awarding criteria:
• During six month, the student has to work self-contained on a scientific topic and write a paper about it (70 pages +/- 10 %). This will be graded by the mentor.

Workload / Distribution of ECTS credits:
• 300 h = Research
• 600 h = Preparation paper
• 900 h = Total workload

Modul grade:
• Paper (100 %)

Polyvalence with other degree programs/accessibility notes: -

Remarks: -
Psychology of Social and Economic Processes (Prof. Dr. Elisabeth Kals)

<table>
<thead>
<tr>
<th><strong>Module title</strong></th>
<th>Psychology of Social and Economic Processes (Prof. Dr. Elisabeth Kals)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Module title German</strong></td>
<td>Psychologie sozialer und wirtschaftlicher Prozesse (Prof. Dr. Elisabeth Kals)</td>
</tr>
<tr>
<td><strong>Module number</strong></td>
<td>88-021-BAP04-H-0520</td>
</tr>
<tr>
<td><strong>Level</strong></td>
<td>Master module</td>
</tr>
<tr>
<td><strong>Course rotation</strong></td>
<td>Winter term</td>
</tr>
<tr>
<td><strong>Degree program hosting the module</strong></td>
<td>Business &amp; Psychology M.Sc.</td>
</tr>
<tr>
<td><strong>Institutional anchoring</strong></td>
<td>Faculty of Philosophy and Education</td>
</tr>
<tr>
<td><strong>Subjects involved</strong></td>
<td>Social and Organizational Psychology</td>
</tr>
<tr>
<td><strong>Module Coordinator</strong></td>
<td>Prof. Dr. Elisabeth Kals</td>
</tr>
<tr>
<td><strong>Credit Points (ECTS)</strong></td>
<td>5 ECTS</td>
</tr>
</tbody>
</table>

Learning outcomes:

- The students are familiar with the limits of (functional) rationality and can critically reflect on similarities and differences in the psychological and economic view of man.

- They have an overview of topics and questions in organizational psychology.

- They are familiar with socio-psychological theories and results on selected topics such as social cognitions, heuristics, emotion theories, group processes, and justice judgments.

- They know a wide variety of social psychological methods currently used in research.

- They will be able to apply socio-psychological knowledge to the organizational context and to critically reflect on strategies and methods in organizational psychology.

- They can analyze social and economic processes in various contexts and can develop and evaluate proposed solutions.

- They can relate the course content to job satisfaction, leadership skills, and other design measures.

Contents and Topics:

- The limits of (functional) rationality.
• Fundamentals, theories, and concepts of Organizational Psychology.

• Fundamentals, theories, and concepts of Social Psychology and application to the context of organizations.

• Social-psychological methods and organizational-psychological strategies and methods.

• Social-psychological and business-psychological problems in organizations and solutions of them.

• Evaluation of problem-solving strategies in organizations.

**Formal requirements for participation:**

• None

**Recommended requirements for participation:**

• None

**Teaching and examination language:**

• English

**Teaching methods/course types:**

• Lecture

• Discussion/work in groups

• Reading

**ECTS awarding criteria:**

• Performance record rated at least “sufficient”: Written exam (multiple-choice) with open questions.

**Workload / Distribution of ECTS credits:**

• 36 h = Time of attendance

• 24 h = Preparation and post-processing

• 90 h = Exam preparation
• 150 h = Total workload

Modul grade:

• Written exam (45 min.) (100 %)

Polyvalence with other degree programs/accessibility notes: -

Remarks:

Literatur:


### Strategic Human Resources Management (Prof. Dr. Max Ringlstetter)

<table>
<thead>
<tr>
<th>Module title</th>
<th>Strategic Human Resources Management (Prof. Dr. Max Ringlstetter)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module title German</td>
<td>Strategic Human Resources Management (Prof. Dr. Max Ringlstetter)</td>
</tr>
<tr>
<td>Module number</td>
<td>88-021-BAP05-H-0520</td>
</tr>
<tr>
<td>Level</td>
<td>Master module</td>
</tr>
<tr>
<td>Course rotation</td>
<td>Winter term</td>
</tr>
<tr>
<td>Degree program hosting the module</td>
<td>Business Administration M.Sc.</td>
</tr>
<tr>
<td>Institutional anchoring</td>
<td>Ingolstadt School of Management</td>
</tr>
<tr>
<td>Subjects involved</td>
<td>BA, Organisation and Human Resources</td>
</tr>
<tr>
<td>Module Coordinator</td>
<td>Prof. Dr. Max Ringlstetter</td>
</tr>
<tr>
<td>Credit Points (ECTS)</td>
<td>5 ECTS</td>
</tr>
</tbody>
</table>

**Learning outcomes:**

*Students will be able to:*

- critically reflect on functions of and trends in HRM,
- analyze interdependencies of strategic corporate governance and HRM as well as evaluate effects of different measures from both perspectives,
- recognize the importance of an HR department given its implementation into the organization,
- not only analyze tasks of HRM and contextual challenges, but also to develop and critically reflect on context-specific measures,
- reduce complex information to its essential core and to develop and summarize recommendations for the management in the form of an executive summary.

**Contents and Topics:**

*The course is structured into five sections:*

- The “Introduction” will give you insights into fundamentals such as strategy and HRM. Further, it will introduce an approach towards strategic HRM.
- In “Functions of HRM” you will get taught in performance measurement as well as in (re-)structuring functions of HRM.
• Why employees can be seen as strategic resources and how the HR strategy can be aligned with the corporate strategy, is what you will learn in “Strategy orientation in HRM”.

• In “Professional strategic HRM” we will take a closer look on how to professionalize HRM by discussing the development of professional knowledge, conceptual models of HRM, organizational institutionalization, and controlling.

• The last section is about "Frameworks and trends in strategic HRM”. Here you will get insights in how globalization, demography, society, and technology influence HRM.

Formal requirements for participation:
• None

Recommended requirements for participation:
• Human resource management (HRM)
• Business strategy

Teaching and examination language:
• English

Teaching methods/course types:
• Virtual lecture

ECTS awarding criteria:
• Performance record rated at least “sufficient”: Seminar paper (consisting of 4 case study solutions to be submitted during the semester).

Workload / Distribution of ECTS credits:
• 36 h = Time of attendance
• 72 h = Preparation and post-processing
• 42 h = Exam preparation
• 150 h = Total workload
Modul grade:

- Seminar paper (100 %)

Polyvalence with other degree programs/accessibility notes:

- Business & Psychology

Remarks: -
Work & Health: Basics (Prof. Dr. Joachim Thomas)

<table>
<thead>
<tr>
<th>Module title</th>
<th>Work &amp; Health: Basics (Prof. Dr. Joachim Thomas)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module title German</td>
<td>Arbeit und Gesundheit: Grundlagen (Prof. Dr. Joachim Thomas)</td>
</tr>
<tr>
<td>Module number</td>
<td>88-021-BAP06-H-0520</td>
</tr>
<tr>
<td>Level</td>
<td>Master module</td>
</tr>
<tr>
<td>Course rotation</td>
<td>Winter term</td>
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<td>Institutional anchoring</td>
<td>Faculty of Philosophy and Education</td>
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<tr>
<td>Subjects involved</td>
<td>Psychological Diagnosis and Intervention with a focus on School Psychology</td>
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<tr>
<td>Module Coordinator</td>
<td>Prof. Dr. Joachim Thomas</td>
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<tr>
<td>Credit Points (ECTS)</td>
<td>5 ECTS</td>
</tr>
</tbody>
</table>

Learning outcomes:

- Students have acquired deepened knowledge of theories, models and findings of occupational health psychology. They are informed about the current state of research.

- They can apply and critically reflect diagnostic methods and prevention and intervention instruments on issues in working life and occupational rehabilitation.

- They are able to develop research questions by means of current theories and models.

Contents and Topics:

- Health psychological theories and models
- Individual and organizational influence factors on occupational health
- Diagnostic of relevant constructs
- Health psychological prevention and intervention, addiction at work
- Occupational rehabilitation
- Diversity and inclusion at work
Formal requirements for participation:

- Keine

Recommended requirements for participation:

- Keine

Teaching and examination language:

- Englisch

Teaching methods/course types:

- Lecture
- Discussion of scientific texts
- Discussion/group work

ECTS awarding criteria:

- Performance record graded at least "sufficient": Written exam (with open and multiple choice questions, 90 min.) or oral exam (15 min.) or portfolio (analysis of a hypothetical case study).

Workload / Distribution of ECTS credits:

- 36 h = Time of attendance lecture
- 72 h = Preparation and postprocessing
- 42 h = Exam preparation
- 150 h = Total workload

Modul grade:

- Final exam (written or oral) or portfolio (100 %)

Polyvalence with other degree programs/accessibility notes: -

Remarks:
Readings:

### Advanced Topics in Consumer Psychology for a Better World (Prof. Dr. Shashi Matta)

<table>
<thead>
<tr>
<th>Module title</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Module title German</td>
<td>Advanced Topics in Consumer Psychology for a Better World (Prof. Dr. Shashi Matta)</td>
</tr>
<tr>
<td>Module number</td>
<td>88-021-MS28-H-0220</td>
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<tr>
<td>Level</td>
<td>Master module</td>
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<tr>
<td>Course rotation</td>
<td>Summer term</td>
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<td>Business Administration M.Sc.</td>
</tr>
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</tr>
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<td>Innovation and Creativity</td>
</tr>
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</tr>
<tr>
<td>Credit Points (ECTS)</td>
<td>10 ECTS</td>
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</tbody>
</table>

**Learning outcomes:**

This course on Advanced Topics in Consumer Psychology for a Better World is designed for students who want a deep dive into consumer psychology research and are prepared for designing, conducting, analyzing, and reporting original, primary consumer research.

The main objectives of this course are to:

- **Critically investigate advanced theories in consumer psychology, through an immersive research project on a substantive topic on consumption.**
- **Acquire skills for developing and executing an intensive consumer psychology research project that examines a complex issue in consumption.**
- **Identify and examine factors that influence ethical and moral consumer behavior.**
- **Develop and synthesize theories on how to motivate consumers to behave sustainably.**
- **Identify and be able to explain different dimensions of consumer well-being and their relation.**
- **Learn and apply theories and frameworks on what drives activism and organized group behavior.**
- **Learn how to design implementable interventions for a better world using consumer psychology.**
Besides knowledge on advance topics in consumer psychology, students will gain soft skills such as teamwork and communication. As lectures and tutorials are held in English, and students have to write a detailed research report in English, students will have the opportunity to enhance their language skills in a professional, research setting.

**Contents and Topics:**

**Part I: Introduction to Consumer Psychology for a Better World**

- Consumer Psychology and its Public Policy Impact
- Designing Marketplace Interventions using Consumer Psychology

**Part II: Consumer Psychology and Marketplace Morality**

- Ethical and Moral Behaviors in the Marketplace
- What Affects Consumer Ethics? Can Ethics be Primed or Trained?

**Part III: Consumer Psychology and Sustainable Behaviors**

- What affects (and motivates) consumers to behave sustainably?
- Can Individual Differences and Social Norms predict Sustainable behavior?

**Part IV: Consumer Psychology and Well-Being**

- Defining Well-Being and Understanding Dimensions of Consumer Well-Being
- Are Physical and Financial Well-Being related? How?

**Part V: Consumer Psychology and Activism**

- The Consumer Psychology of Political Beliefs
- Activism and Group Behavior shaped by Consumer Psychology

**Formal requirements for participation:**

- None

**Recommended requirements for participation:**

- Successful completion of Consumer Psychology and Decision Making.

**Teaching and examination language:**
Teaching methods/course types:

- Lecture
- Tutorial

ECTS awarding criteria:

- Performance record graded at least "sufficient":
  - 50 % of the report will consist of a team deliverable, and
  - 50 % of the report will consist of an individual deliverable for each student.
  - Students are required to form teams (4 students) for the Advanced Consumer Psychology Research Project. Teams will be given a choice of advanced research topics to choose from, all of which will be related to the course theme of Consumer Psychology for a Better World. Student teams will present their findings and detailed research report (30 pages, 1.5 space) during the last week of the course. Each student will submit their report which will consist of a common, team deliverable, and an individual deliverable, each valued at 50 % of the total examination points.

Workload / Distribution of ECTS credits:

- 64 h = Time of attendance lecture and tutorial
- 96 h = Preparation and post-processing lecture and tutorial
- 140 h = Structured research project
- 300 h = Total workload

Modul grade:

- Advanced Consumer Psychology Research Project and Report (100 %)

Polyvalence with other degree programs/accessibility notes:

- Business & Psychology M.Sc.

Remarks:

Readings:
The required readings for this course include research articles published in A and A+ research journals in consumer psychology and social psychology, which will be assigned based on the choice of research topic by each student team.
Behavioral and Experimental Economics (Prof. Dr. Simon Wiederhold)

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<thead>
<tr>
<th>Module title</th>
<th>Behavioral and Experimental Economics (Prof. Dr. Simon Wiederhold)</th>
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<tbody>
<tr>
<td>Module title German</td>
<td>Behavioral and Experimental Economics (Prof. Dr. Simon Wiederhold)</td>
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<tr>
<td>Module number</td>
<td>88-021-BE01-H-0620</td>
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<tr>
<td>Level</td>
<td>Master module</td>
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<td>Course rotation</td>
<td>Summer term</td>
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<tr>
<td>Degree program hosting the module</td>
<td>Business &amp; Psychology M.Sc.</td>
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<tr>
<td>Institutional anchoring</td>
<td>Ingolstadt School of Management</td>
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<tr>
<td>Subjects involved</td>
<td>Economics, esp. Macroeconomics</td>
</tr>
<tr>
<td>Module Coordinator</td>
<td>Prof. Dr. Simon Wiederhold</td>
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<tr>
<td>Credit Points (ECTS)</td>
<td>5 ECTS</td>
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</table>

Learning outcomes:

- Students of the course deepen their knowledge and understanding about how psychological insights and experimental methods have been influencing economic thinking.
- Students develop detailed and reflected views on potential biases in decision-making.
- They are able to understand which research questions are well-suited to be studied experimentally.
- Students acquire knowledge of experimental studies and how to critically assess the design of existing experiments.
- Students are able to apply the gathered knowledge to design own experiments.

Contents and Topics:

- Experiments as gold-standard
- Lab vs. field experiments
- Treatment
- Methodological issues: Design
- Methodological issues: Analysis
• The do’s and don’ts of experimental research
• Examples of research in behavioural and experimental economics

Formal requirements for participation:
• None

Recommended requirements for participation:
• Basics in Microeconomics and Statistics

Teaching and examination language:
• English

Teaching methods/course types:
• Lectures
• Term paper
• Presentation
• Discussion

ECTS awarding criteria:
• Performance record rated at least ”sufficient”: Portfolio
• In their presentation, students have to show that they are able to understand a scientific paper in the field of behavioural/experimental economics in terms of its core messages and its methodology. It is expected that they can summarize these aspects in their own words in a clear and concise manner. In particular, students should describe and critically assess the experimental design of the paper.

Workload / Distribution of ECTS credits:
• 42 h = Time of attendance
• 24 h = Preparation and post-processing
• 84 h = Preparation of presentation/written documentation
• 150 h = Total workload

Modul grade:

• Seminar paper (15 pages) and presentation (25 min.) (100 %)

Polyvalence with other degree programs/accessibility notes: -

Remarks:
Readings:


• John A. List, Sally Sadoff, Mathis Wagner: So you want to run an experiment, now what? Some simple rules of thumb for optimal experimental design. Experimental Economics.

• Further remarks will be announced during the lecture.
Change Management (Prof. Dr. Max Ringlstetter)

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<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Module title German</td>
<td>Change Management (Prof. Dr. Max Ringlstetter)</td>
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<tr>
<td>Module number</td>
<td>88-021-UF04-H-0408</td>
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<td>Level</td>
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<td>Business Administration M.Sc.</td>
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<td>Ingolstadt School of Management</td>
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<td>Subjects involved</td>
<td>BA, Organisation and Human Resources</td>
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<tr>
<td>Module Coordinator</td>
<td>Prof. Dr. Max Ringlstetter</td>
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<tr>
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</table>

Learning outcomes:

- Students of the course can evaluate the basic theories of change management (including barriers and success factors of a change management process).
- Students can also apply practice-relevant methods for initiating and implementing change management processes.
- In addition, students can develop structured problem solutions for practice examples in the field of change management.
- After completing the course, students can assess theoretical and practical change management skills.

Contents and Topics:

- Basic Theories of Change Management
- Practical view through external real case experiences (Change Agent)
- Consulting methodology
- Work with Cases

Formal requirements for participation:
Recommended requirements for participation:

• None

Teaching and examination language:

• English

Teaching methods/course types:

• Lecture
• Speeches
• Discussion

ECTS awarding criteria:

• Performance record rated at least “sufficient”: Written exam
• A written exam (90 min.) will be part of the total types of examination and grading at the end of the lecturing period. Therefore, the given literature, discussed topics within the lectures and the case studies are relevant for the final exam.

Workload / Distribution of ECTS credits:

• 18 h = Attendance of Lecture
• 32 h = Preparation and post-processing
• 100 h = Exam preparation
• 150 h = Total Workload

Modul grade:

• Final Exam (100 %)

Polyvalence with other degree programs/accessibility notes:
Remarks:
Readings:

- Andrej Vizjak: (Be)come The First in the World (2017)
- Andrej Vizjak: Innovation Excellence in Central and Eastern Europe: A PwC Experience (2012)
Coaching, Mediation and Diversity Management (Prof. Dr. Elisabeth Kals)

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<tr>
<td>Module title German</td>
<td>Coaching, Mediation und Umgang mit Diversität (Prof. Dr. Elisabeth Kals)</td>
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<tr>
<td>Module number</td>
<td>88-021-B002-H-0620</td>
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<td>Business &amp; Psychology M.Sc.</td>
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<td>Faculty of Philosophy and Education</td>
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<td>Subjects involved</td>
<td>Social and Organizational Psychology</td>
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<tr>
<td>Module Coordinator</td>
<td>Prof. Dr. Elisabeth Kals</td>
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Learning outcomes:

- Students have advanced knowledge on the methods of coaching and psychological conversation and are able to apply those methods.

- Students have in-depth knowledge on business mediation based on psychology and are able to apply this knowledge.

- They deepen their knowledge about different negotiation models.

- Students have detailed knowledge about the concept of diversity management and are able to apply the knowledge in practice.

- Students are able to analyze problems in a business context using theories from Social and Organizational Psychology and develop recommendations for solutions on the basis of the acquired knowledge.

Contents and Topics:

- Coaching and mentoring

- Psychological conversation
• Business mediation based on psychology
• Negotiation models
• Diversity management
• Application of acquired knowledge in practical problem situations

Formal requirements for participation:
• None

Recommended requirements for participation:
• None

Teaching and examination language:
• English

Teaching methods/course types:
• Lecture
• Interactive application of knowledge in an organizational context and on personal communication behavior
• Discussion
• Panel presentation
• Individual and group work
• Active participation in practical courses

ECTS awarding criteria:
• Performance record rated at least “sufficient”: Presentation task (15-30 min. of presentation) with written documentation or written exam (45 min.; multiple choice and open questions) or oral exam (15 min.) or portfolio (elaboration of exercises; documentation of a didactical appraisal; documentation of different stages of a project).

Workload / Distribution of ECTS credits:
• 32 h = Time of attendance

• 38 h = Preparation and post-processing

• 80 h = Exam preparation

• 150 h = Total workload

Modul grade:

• Seminar paper (12-15 pages) and presentation (15-30 min.) or final exam (written or oral) or portfolio (100 %)

Polyvalence with other degree programs/accessibility notes: -

Remarks:

• Participation limit 15

• Readings:


Learning outcomes:
The main objectives of this course are:

- Critically examine the fundamental concepts of consumer psychology in general, and consumer decision making in particular, that can be used to influence consumers to make better (healthier and more sustainable) choices and decisions.

- Students learn advanced concepts on the science of “Nudging” in consumer behavior and the different categories of nudges that have been used to affect consumers’ behavior and choices.

- Students investigate the role of behavioral economics and its application in consumer behavior.

- Students gain deep insights into current empirical research on how consumer psychology experiments are conducted and how these insights are applied in policy and industry.

Contents and Topics:
Part I: Advanced Consumer Psychology and Consumer Decision Making

- Definitions and understanding Motivation, Perception, Attitude Formation, and Behavior

- Consumer Decision Making: Elaborate, Habitual and Impulsive

- Basics of Empirical (Experimental) Research in Consumer Psychology
Part II: The Science of Nudging in Consumer Behavior

• Definition and Basics of Nudging and Choice Architecture
• Nudging to Encourage Healthy Food Consumption
• Nudging to Improve Financial Decision Making
• Nudging to Encourage Green Behavior

Part III: Application of Consumer Psychology to Public Policy and Industry

Formal requirements for participation:

• None

Recommended requirements for participation:

• None

Teaching and examination language:

• English

Teaching methods/course types:

• Lecture
• In-class team learning and exercises

ECTS awarding criteria:

• Performance record assessed with at least "sufficient": Final exam
• Students will answer questions in a 30-minute exam during the exam period of the Summer School.

Workload / Distribution of ECTS credits:

• 18 h = Time of attendance lecture
• 27 h = Preparation and post-processing lecture
• 30 h = Exam preparation
• 75 h = Total workload

Modul grade:

• Written exam (100 %)

Polyvalence with other degree programs/accessibility notes:

• Business & Psychology M.Sc.

Remarks:

Readings:


• Further literature will be announced in advance.
Cross-cultural Management (Prof. Dr. Katja Gelbrich)

<table>
<thead>
<tr>
<th>Module title</th>
<th>Cross-cultural Management (Prof. Dr. Katja Gelbrich)</th>
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<tbody>
<tr>
<td>Module title German</td>
<td>Interkulturelles Management (Prof. Dr. Katja Gelbrich)</td>
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<tr>
<td>Module number</td>
<td>88-021-IM02-H-0408</td>
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<td>Level</td>
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<td>Course rotation</td>
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<tr>
<td>Degree program hosting the module</td>
<td>Betriebswirtschaftslehre M.Sc.</td>
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<td>Institutional anchoring</td>
<td>Ingolstadt School of Management</td>
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<tr>
<td>Subjects involved</td>
<td>BA and International Management</td>
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<tr>
<td>Module Coordinator</td>
<td>Prof. Dr. Katja Gelbrich</td>
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<tr>
<td>Credit Points (ECTS)</td>
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</table>

**Learning outcomes:**

In the course of the lecture, students deal with the challenges of cross-cultural business. For this purpose, they first learn about a number of pitfalls that international managers face when dealing with cultural diversity. Students acquire the ability to cope with these pitfalls and to manage the diversity of customers, managers, and employees in organizations.

For this purpose, students

- are sensitized to societal culture as an important characteristic of economic agents,
- are enabled to understand the definition and function of societal culture and to understand two pertinent measurement concepts of societal culture,
- learn how managers may solve specific marketing and management tasks in order to successfully market products and services across cultures.

In the adjunct tutorial, students repeat and deepen the knowledge gained in the lecture and apply it to real world examples. Students reflect upon these applications and discuss alternative solutions in class. These discussions improve their abilities to reflect upon solutions and to resolve conflicts.

**Contents and Topics:**

- From international to cross-cultural management
- Definition and function of societal culture
- Measuring culture
• Customer relationship management across cultures
• Corporate and societal culture
• Formal structures and societal culture
• Informal systems and societal culture
• Cross-cultural negotiations
• Cross-cultural leadership and motivation
• Cross-cultural teams
• Cross-cultural dispute resolution
• Overseas assignment

Formal requirements for participation:
• None

Recommended requirements for participation:
• Bachelor degree in economics or business administration or in related fields.

Teaching and examination language:
• English

Teaching methods/course types:
• Lecture
• Tutorial

ECTS awarding criteria:
• Performance record rated at least “sufficient”: Written exam
• The final exam consists of a number of questions that need to be answered in a written form. It is based on the content presented during the lecture and the tutorial.

Workload / Distribution of ECTS credits:
• 22.5 h = Time of attendance lecture
• 39 h = Preparation and post-processing lecture
• 22.5 h = Time of attendance tutorial
• 21 h = Preparation and post-processing tutorial
• 45 h = Exam preparation
• 150 h = Total workload

Modul grade:
• Written exam (90 min.) on the content of the lecture (60 %) and tutorial (40 %)

Polyvalence with other degree programs/accessibility notes:
• Business & Psychology M.Sc.

Remarks:
• Participation limit 45
• Readings:
  – Further literature will be announced in class.
Economics of Consumption: Theory and Experimental Evidence (Prof. Dr. Alexander M. Danzer)

<table>
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<tr>
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<tbody>
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<td>Economics of Consumption: Theory and Experimental Evidence (Prof. Dr. Alexander M. Danzer)</td>
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<tr>
<td>Module number</td>
<td>88-021-WM02-H-0719</td>
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<td>Level</td>
<td>Master module</td>
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<td>Winter term</td>
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<td>Business Administration M.Sc.</td>
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<td>Institutional anchoring</td>
<td>Ingolstadt School of Management</td>
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<tr>
<td>Subjects involved</td>
<td>Economics, esp. Microeconomics</td>
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<tr>
<td>Module Coordinator</td>
<td>Prof. Dr. Alexander M. Danzer</td>
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Learning outcomes:

- **Students of the course deepen their knowledge and understanding about advanced microeconomic theories of consumption.**

- **Students develop detailed and reflected views on potential biases in consumption choices and consumer research.**

- **They are able to understand the challenge of scientifically test consumer theories taking into account scientific considerations.**

- **Students acquire knowledge of experimental studies and integrate the existing and new knowledge to implement a consumption experiment under guidance.**

Contents and Topics:

- **Experimental approaches**
  - Experiments as gold-standard
  - Lab vs. field experiments
  - Treatment
• Advanced consumption theories
  – Inter-temporal consumption: Time discounting
  – Decisions under uncertainty: Nudging, cognitive load
  – Overconsumption
  – Ethical consumer behavior

**Formal requirements for participation:**
• None

**Recommended requirements for participation:**
• Basics in Microeconomics and Statistics

**Teaching and examination language:**
• English

**Teaching methods/course types:**
• Lectures
• Tutorials
• Practical implementation of an experiment

**ECTS awarding criteria:**
• Performance record rated at least “sufficient”: Term paper

**Workload / Distribution of ECTS credits:**
• 30 h = Time of attendance lecture
• 30 h = Preparation and post-processing lecture
• 20 h = Time of attendance tutorial
• 70 h = Term paper
• 150 h = Total workload
Modul grade:

• Term paper (15 pages) (100 %)

Polyvalence with other degree programs/accessibility notes:

• Business & Psychology M.Sc.

Remarks:

Readings:

• Glenn W. Harrison and John A. List: Field Experiments, Journal of Economic literature

• Stefano DellaVigna: Psychology and Economics: Evidence from the Field, Journal of Economic literature

## Ethics of digitization (Prof. Dr. Kai Sandner)

<table>
<thead>
<tr>
<th>Module title</th>
<th>Ethics of digitization (Prof. Dr. Kai Sandner)</th>
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<tbody>
<tr>
<td>Module title German</td>
<td>Ethik der Digitalisierung (Prof. Dr. Kai Sandner)</td>
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<tr>
<td>Module number</td>
<td>88-021-HP01-H-0620</td>
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<td>Level</td>
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<td>Business &amp; Psychology M.Sc.</td>
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<td>Ingolstadt School of Management</td>
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<tr>
<td>Subjects involved</td>
<td>Economic Ethics, esp. Corporate Governance</td>
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<td>Prof. Dr. Kai Sandner</td>
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### Learning outcomes:

- **Understanding of technological change in a capitalist system; example: digitization.**
- **Derivation of needs that result for the individual in their practical life.**
- **Necessity of a psychological foundation of ethics explained at the example of humanism.**
- **Derivation of common features and needs of the human psyche.**
- **Strengthening the awareness of the tension between the limits of individual freedom by economic systems and the prerequisites for individual personal development.**
- **Questioning and weighing the possible short-term positive consequences of technological change against the long-term negative consequences for the individual and their practical life.**
- **Common critical reflection on possibilities of dealing with this tension and its possible solution.**
- **Application of this knowledge in working on current case studies concerning topics in the field of the digitization megatrend.**

### Contents and Topics:

- **Humanistic psychology and ethics**
  - The humanistic approach to psychology
  - The significance for ethics
– Implications for the human psyche

• Economic systems and philosophy
  – Philosophical origins of business administration
  – Development and rationality of capitalism
  – Consequences of capitalism for the individual

• Digitization and ethics
  – Needs following from both paradigms
  – Digitization as an example
  – Implications for ethics and the individual

Formal requirements for participation:
  • None

Recommended requirements for participation:
  • None

Teaching and examination language:
  • German

Teaching methods/course types:
  • Presentation
  • Case studies
  • Control questions and discussions

ECTS awarding criteria:
  • Performance record rated at least “sufficient”: Portfolio
  • The lecture is devised as a readings course. After an introduction the participants, possibly in teams of two, will study intensively selected literature and then will present it. Every student should read all the texts. All contents will be studied intensively in class discussions.
• Each topic will be studied by groups of two. Then the groups will present their results to the class.

• Finally, each participant, or each team of two, will work at home on their case study.

Workload / Distribution of ECTS credits:
• 44 h = Time of attendance (work in group and discussions)
• 53 h = Preparation of presentation
• 53 h = Work on case studies
• 150 h = Total workload

Modul grade:
• Portfolio exam with the following elements:
  – Presentation (50 %)
  – Written work on a case study (50 %)

Polyvalence with other degree programs/accessibility notes:

Remarks:
• Participation limit 18

• Readings:
  – Literature will be announced during the lecture.
Fundamentals Psychological Assessment (Test Theory and Test Construction) (Prof. Dr. Joachim Thomas)

<table>
<thead>
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<tr>
<td>Module title German</td>
<td>Grundlagen der psychologischen Diagnostik (Testtheorie &amp; Testkonstruktion) (Prof. Dr. Joachim Thomas)</td>
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<td>88-021-MY02-H-0620</td>
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<td>Business &amp; Psychology M.Sc.</td>
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<td>Institutional anchoring</td>
<td>Faculty of Philosophy and Education</td>
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<tr>
<td>Subjects involved</td>
<td>Psychological Diagnosis and Intervention with a focus on School Psychology</td>
</tr>
<tr>
<td>Module Coordinator</td>
<td>Prof. Dr. Joachim Thomas</td>
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<tr>
<td>Credit Points (ECTS)</td>
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Learning outcomes:

- Students have a general overview of diagnostic methods in work psychology and occupational psychology.

- They have in-depth knowledge of data sources in psychological assessment (questionnaires, behavioural observation, interviews, psychological tests, etc.).

- They will be able to understand the structure of diagnostic procedures and to assess them on basis of test theory and quality criteria.

- They know basic areas and procedures of work and personnel psychological diagnostics.

Contents and Topics:

- Trait and behavioural diagnostics

- Fields of application of occupational psychology diagnostics

- Classical test theory and test quality criteria
Fundamentals of test construction

Formal requirements for participation:
- None

Recommended requirements for participation:
- None

Teaching and examination language:
- English

Teaching methods/course types:
- Lecture

ECTS awarding criteria:
- Performance record rated at least “sufficient”: Written exam (multiple choice and open questions) or oral exam.

Workload / Distribution of ECTS credits:
- 36 h = Time of attendance
- 24 h = Preparation, post-processing, and practice
- 90 h = Exam preparation
- 150 h = Total workload

Modul grade:
- Final written exam (90 min.) or oral exam (15 min.)

Polyvalence with other degree programs/accessibility notes: -

Remarks: -
Learning outcomes:

_Innovation and Creativity are the key drivers of success for an organization. Companies that have experienced substantial gains in shareholder value, particularly over the last decade, have done so based on a culture of creativity and innovation. Innovation and creativity in can be successfully managed in organizations to create a sustainable competitive advantage. This course addresses the fundamental question of how to successfully manage and facilitate innovation and creativity in organizations._

_The primary objectives of this course are to:_

- Understand why Innovation matters in organizations, and how it is related to Creativity
- Identify and learn about the various drivers, sources, and types of Innovation
- Recognize the role of strategy, organization structure and teams in Innovation
- Develop a framework for managing strategic Innovation in organizations
- Identify and tackle challenges to, and barriers of, Innovation
- Understand what Creativity is – research and frameworks on Creativity
- Learn personal and managerial tools and techniques for enhancing individual and team Creativity
• Examine the role of Creativity in Innovation and problem solving

• Apply Creativity and design thinking to a real-world business problem on Innovation

• Provide the theoretical foundation and a set of managerial tools to facilitate, manage and sustain Innovation and Creativity in organizations

Besides technical skills in Innovation and Creativity students gain soft skills such as teamwork, communication, and professional presentation to company executives. Additionally, students enhance their analytical skills with rigorous discussions of published and real-life case studies in class. They learn how to analyze, discuss and critically question industry practices in Innovation and Creativity. Since the lecture and tutorials are held in English, students will have an opportunity to enhance their English language skills in a professional setting.

Contents and Topics:

Part I: Introduction to Innovation and Creativity

• What is Innovation? What is Creativity?

• How are they related in an individual and organization context?

Part II: Drivers and Sources of Innovation

• Organizational factors that enable and fuel Innovation

• How are Strategy and Innovation related?

Part III: Managing Innovation in organizations

• Developing an Innovation Framework for organizations

• Barriers and challenges to Innovation

Part IV: Creativity and Problem Solving

• Frameworks on Creativity

• How to foster individual and team Creativity?

Part V: Creativity and Design Thinking

• Definition and Framework for Design Thinking

• Applying Design Thinking to solve business problems

Part VI: Innovative and Creative Organizations

• Mindset of Innovators and Creators
• **Typology of Innovators and Creators**

**Formal requirements for participation:**

• None

**Recommended requirements for participation:**

• None

**Teaching and examination language:**

• English

**Teaching methods/course types:**

• Lecture

• Tutorial (including published and real-life case studies and live exercises)

**ECTS awarding criteria:**

• Performance record rated at least “sufficient”: Portfolio

• Innovation Team Project and Presentation (50 %)
  
  – Students are required to form teams (5 – 6 students) for the Innovation Team Project and Presentation. Each team is required to work as a “consulting team” on an Innovation Project that will be announced during the first tutorial session. This will be a “live” project provided by a well-known company. Student teams will work on this 12-week, semester-long, “applied” project by applying all course learnings to this project. Student teams will make their final presentations to company executives during the last tutorial session.

• Final Exam (50 %)
  
  – The final exam will be based on all the material discussed in the lectures and in the tutorials. It will be a 50 minute, in-class exam, with preparation time of 70 minutes immediately prior to the exam.

• There are two elements in the assessment criteria – a team element, and an individual element. There is a strong reason for this – Innovation in organizations is not carried out by any one individual. In any organization, innovation is a shared task and innovation is led and executed
in teams. There are different dynamics involved in achieving innovation in teams and how a team can perform creatively despite individuals with distinct creative capabilities and aptitudes. Learning that, and being able to execute that in a "real world" project is an invaluable and irreplaceable component of this class. Further, being able to successfully develop and undertake innovation projects requires individual competencies and aptitude, and knowledge of theories and frameworks, which are also taught in this class. Hence, the assessments in this class consist of two elements – a team deliverable, and an individual deliverable. The title of this course module makes it abundantly clear that it is about innovation and creativity at the level of the individual, team, and organization.

Workload / Distribution of ECTS credits:

- 24 h = Time of attendance lectures
- 36 h = Time of attendance tutorials
- 30 h = Preparation and post-processing lecture
- 30 h = Preparation and post-processing tutorial
- 42 h = Project and exam preparation
- 150 h = Total workload

Modul grade:

- There are two graded deliverables for this class – an Innovation Team Project and Presentation in cooperation with a company (50 %) and a Final Exam (50 %).

Polyvalence with other degree programs/accessibility notes:

- Business & Psychology M.Sc.

Remarks:

- The readings for this course include select articles and cases published by Harvard Business Publishing.

- Readings:

• Simulations:

Leadership and Motivational Psychology (Dr. Jutta Gallenmüller-Roschmann)

<table>
<thead>
<tr>
<th>Module title</th>
<th>Leadership and Motivational Psychology (Dr. Jutta Gallenmüller-Roschmann)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module title German</td>
<td>Psychologie der Führung und Motivierung (Dr. Jutta Gallenmüller-Roschmann)</td>
</tr>
<tr>
<td>Module number</td>
<td>88-021-HP02-H-0620</td>
</tr>
<tr>
<td>Level</td>
<td>Master module</td>
</tr>
<tr>
<td>Course rotation</td>
<td>Summer term</td>
</tr>
<tr>
<td>Degree program hosting the module</td>
<td>Business &amp; Psychology M.Sc.</td>
</tr>
<tr>
<td>Institutional anchoring</td>
<td>Faculty of Philosophy and Education</td>
</tr>
<tr>
<td>Subjects involved</td>
<td>Social and Organizational Psychology</td>
</tr>
<tr>
<td>Module Coordinator</td>
<td>Dr. Jutta Gallenmüller-Roschmann</td>
</tr>
<tr>
<td>Credit Points (ECTS)</td>
<td>5 ECTS</td>
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</tbody>
</table>

Learning outcomes:

- **Students are familiar with central approaches and methods in leadership and motivational psychology.** They have acquired scientifically substantiated, in-depth founded knowledge in the field of leadership, leadership skills, motivation, and personal training.

- **They systematically analyze scientific literature, deepen their understanding for leadership and gain differentiated insights into the key components of motivation.**

- **They are able to describe leadership and motivational concepts and give recommendations for action in connection with the analysis, intervention, and evaluation.**

- **They assess practical and research contributions and develop their own perspectives and points of view.**

- **They investigate practical questions on the basis of scientific theories.** They develop their ability of conceptualizing, implementing and documenting leadership training elements. They are able to present and defend their work results in the class.

- **They are consciously aware of their strengths and weaknesses and are able to assess alternatives for action and critically discuss different interventions.**

Contents and Topics:
• Concepts of leadership and motivational psychology
• Leadership tools and motivational strategies
• Training elements

Formal requirements for participation:
• None

Recommended requirements for participation:
• None

Teaching and examination language:
• German

Teaching methods/course types:
• Introduction to the subject
• Panel presentation of the students to a specific topic and feedback
• Active participation in practical courses (training elements, diagnoses, role play)

ECTS awarding criteria:
• Performance record rated at least “sufficient”: Portfolio
• The examination/assessed work comprises a presentation task (50 min. of presentation) with written documentation.

Workload / Distribution of ECTS credits:
• 31.5 h = Time of attendance
• 31.5 h = Preparation and post-processing
• 87 h = Exam preparation
• 150 h = Total workload
Modul grade:

- Presentation (50 min.) and written documentation (100 %)

Polyvalence with other degree programs/accessibility notes: -

Remarks:

- Participation limit 15

- Readings:
  - Ergänzende Literatur zur individuellen Fragestellung wird in der Veranstaltung bekannt gegeben.
Migration, Interculturality and Occupation (Prof. Dr. Joachim Thomas)

<table>
<thead>
<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Module title German</td>
<td>Migration, Interkulturalität und Beruf (Prof. Dr. Joachim Thomas)</td>
</tr>
<tr>
<td>Module number</td>
<td>88-021-MC04-H-0820</td>
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<td>Level</td>
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<td>Course rotation</td>
<td>Winter term</td>
</tr>
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<td>Business &amp; Psychology M.Sc.</td>
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<td>Subjects involved</td>
<td>Psychological Diagnosis and Intervention with a focus on School Psychology</td>
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<td>Module Coordinator</td>
<td>Prof. Dr. Joachim Thomas</td>
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<td>5 ECTS</td>
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</table>

Learning outcomes:

- **Students have acquired deepened knowledge of central theories, models and findings of migration research and intercultural psychology.**

- **They are able to identify specific implications of personality psychology concerning cultural diversity and discuss them critically.**

- **They are able to adopt methods of cross-cultural psychology on migration research and on occupational questions.**

Contents and Topics:

- **Psychological models and theories of migration and interculturality**

- **Methods of cross-cultural psychology**

- **Psychology of acculturation**

- **Etic and emic approaches in personality research**

- **Intercultural competency**
• Methods of intercultural learning
• Cultural diversity at the workplace

Formal requirements for participation:
• None

Recommended requirements for participation:
• None

Teaching and examination language:
• English

Teaching methods/course types:
• Lecture
• Discussion of scientific texts
• Case studies
• Group work

ECTS awarding criteria:
• Performance record rated at least “sufficient”: Written exam (multiple choice and open questions) or oral exam.

Workload / Distribution of ECTS credits:
• 36 h = Time of attendance lecture
• 72 h = Preparation and post-processing
• 42 h = Exam preparation
• 150 h = Total workload

Modul grade:
• Final written exam (90 min.) or oral exam (15 min.)

Polyvalence with other degree programs/accessibility notes: -

Remarks:

Readings:


Psychology of Engagement in Paid, Unpaid, and Voluntary Work (Prof. Dr. Elisabeth Kals)

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Module title German</td>
<td>Psychologie des Arbeits- und Freiwilligenengagements (Prof. Dr. Elisabeth Kals)</td>
</tr>
<tr>
<td>Module number</td>
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<td>Module Coordinator</td>
<td>Prof. Dr. Elisabeth Kals</td>
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Learning outcomes:

- Students have deepened knowledge about service learning and third mission at universities.

- Students deepen their knowledge about the scope, relevance and forms of voluntary work in society and the professional world and in profitable and non-profit organizations.

- They have detailed knowledge about the pluralistic motivational foundations of human behavior, in particular of voluntary commitment in professional contexts and society.

- They are able to discuss in detail theoretical and empirical differences and similarities in the fundamental motives, conditions and possible forms of implementation of paid and voluntary work.

- Students have detailed knowledge for gaining and maintaining engagements in professional contexts and society, amongst others with regard to specific ways of dealing with conflicts.

- They can reflect and apply their knowledge on the change of voluntary work over time and the connected necessary transformations in (voluntary) organizations.

- Students are familiar with current trends in the world of work (e.g., blurring boundaries between work and leisure, digitization) and can reflect on them in terms of recruiting, developing, and retaining voluntary and paid staff.
• Students are able to apply their knowledge for promoting and shaping voluntary commitment both in paid and voluntary work.

Contents and Topics:
• Service learning and third mission at universities
• Voluntary commitment in society (voluntary work, honorary office) and the professional world (OCB, extra-role performance etc.)
• Changes of voluntary commitment in society and in organizations
• Motive pluralism as a basis of human behavior
• Motivational basics of paid and voluntary work in organizations and in society
• Comparison of paid and voluntary work
• Changes of voluntary commitment in society and in organizations
• Trends in the world of work (e.g., blurring boundaries of work and leisure, digitization) and their consequences for recruiting, developing, and retaining
• Promotion of voluntary commitment and conflict resolution in paid and voluntary work

Formal requirements for participation:
• None

Recommended requirements for participation:
• None

Teaching and examination language:
• German

Teaching methods/course types:
• Lecture
• Interactive application of knowledge in an organizational context
• Discussion
• Panel presentation
• Individual and group work
• Active participation in practical courses

ECTS awarding criteria:
• Performance record rated at least “sufficient”: Presentation task (15-30 min. of presentation) with written documentation or written exam (45 min.; multiple choice and open questions) or oral exam (15 min.) or portfolio (elaboration of exercises; documentation of a didactical appraisal; documentation of different stages of a project).

Workload / Distribution of ECTS credits:
• 36 h = Time of attendance
• 34 h = Preparation and post-processing
• 80 h = Exam preparation
• 150 h = Total workload

Modul grade:
• Seminar paper (12-15 pages) and presentation (15-30 min.) or final exam (written or oral) or portfolio (100 %)

Polyvalence with other degree programs/accessibility notes: -

Remarks:
• Participation limit 15

Readings:
Psychology of Responsibility, Justice, and Values (Prof. Dr. Elisabeth Kals)

<table>
<thead>
<tr>
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<tr>
<td>Module title German</td>
<td>Psychologie der Verantwortung, Gerechtigkeit und Werte (Prof. Dr. Elisabeth Kals)</td>
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<tr>
<td>Level</td>
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<td>Subjects involved</td>
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<tr>
<td>Module Coordinator</td>
<td>Prof. Dr. Elisabeth Kals</td>
</tr>
<tr>
<td>Credit Points (ECTS)</td>
<td>5 ECTS</td>
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</tbody>
</table>

Learning outcomes:

• **Students have deepened knowledge about responsibility- and justice related action models.**

• **They are familiar with the relevance of fundamental cognitive and emotional motives for human behavior and are able to reflect this knowledge.**

• **Students have a systematic and reflected overview of empirical research in the fields of justice, responsibility and trust.**

• **Students have detailed knowledge about the different forms of responsible and justice-oriented judgments and behavior within society and in organizations.**

• **Students have in-depth knowledge of models and research on organizational culture, climate and values as well as their impact and possible forms of implementation within organizational contexts.**

• **They have in-depth insights into organizational justice and actions of justice in organizations as well as into ecological justice and sustainable behavior.**

Contents and Topics:
• Psychological action models
• Cognitions and emotions as the basis of human behavior
• Empirical research in the fields of justice, responsibility and trust
• Organizational justice and behavior of justice in organizations
• Ecological justice and sustainable behavior
• Organizational culture, climate, and values

Formal requirements for participation:
• None

Recommended requirements for participation:
• None

Teaching and examination language:
• English

Teaching methods/course types:
• Lecture
• Interactive application of knowledge in an organizational context
• Discussion
• Panel presentation
• Individual and group work
• Active participation in practical courses

ECTS awarding criteria:
• Performance record rated at least “sufficient”: Presentation task (15-30 min. of presentation) with written documentation or written exam (45 min.; multiple choice and open questions) or oral exam (15 min.) or portfolio (elaboration of exercises; documentation of a didactical appraisal; documentation of different stages of a project).
Workload / Distribution of ECTS credits:

- 32 h = Time of attendance
- 28 h = Preparation and post-processing
- 90 h = Exam preparation
- 150 h = Total workload

Modul grade:

- Seminar paper (12-15 pages) with presentation (15-30 min.) or final exam (written or oral) or portfolio (100 %)

Polyvalence with other degree programs/accessibility notes: -

Remarks:

- Participation limit 15
- Readings:
  
  
  
  
  
Quasi-experimental Policy Evaluation (Prof. Dr. Alexander Danzer)

<table>
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<tr>
<td>Module number</td>
<td>88-021-BAP06-H-0520</td>
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<tr>
<td>Level</td>
<td>Master module, Doctoral module</td>
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<td>Course rotation</td>
<td>Winter term</td>
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<td>Degree program hosting the module</td>
<td>PhD</td>
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<td>Institutional anchoring</td>
<td>Ingolstadt School of Management</td>
</tr>
<tr>
<td>Subjects involved</td>
<td>Economics, esp. Microeconomics</td>
</tr>
<tr>
<td>Module Coordinator</td>
<td>Prof. Dr. Alexander Danzer</td>
</tr>
<tr>
<td>Credit Points (ECTS)</td>
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</table>

Learning outcomes:

- Students of the course acquire detailed knowledge about the economics and econometrics of policy evaluation.
- Students learn about key debates and problems in the economics of policy evaluation.
- They are able to apply quantitative techniques and reproduce the results of a published empirical paper which evaluates actual policy interventions in particular fields of economics.
- Students have developed the facility to apply economic models and quantitative techniques to evaluate actual policy interventions.

Contents and Topics:

- Introduction: Research methods to identify causal effects in the economics of policy evaluation
- Randomized experiments
- Quasi experiments:
  - Diff-in-Diff
  - Regression discontinuity design
– Regression kink design

• Matching
• Synthetic control groups
• Two stage estimation
  – Instrumental variables
  – Heckman selection model

Formal requirements for participation:
• None

Recommended requirements for participation:
• Mathematics, Statistics

Teaching and examination language:
• English

Teaching methods/course types:
• Lectures
• Group discussions
• Practical work assignment (re-estimation)

ECTS awarding criteria:
• Performance record rated at least “sufficient”: Term paper
• The assessment is based on a term paper which contains a simple re-estimation exercise using one of the presented econometric techniques. Students are required to present the outline and econometric approach of their term paper in a brief presentation in class.

Workload / Distribution of ECTS credits:
• 25 h = Time of attendance
• 25 h = Preparation and post-processing

• 100 h = Term paper

• 150 h = Total workload

Modul grade:

• Term paper (100 %)

Polyvalence with other degree programs/accessibility notes:

• Business & Psychology M.Sc.

Remarks:

• Participation limit 10

• Readings:


Research Methods in Psychology (Prof. Dr. Marco Steinhauser)

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Module title German</td>
<td>Forschungsmethoden in der Psychologie (Prof. Dr. Marco Steinhauser)</td>
</tr>
<tr>
<td>Module number</td>
<td>88-021-MY03-H-0620</td>
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<tr>
<td>Level</td>
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<td>Winter term</td>
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<td>Business &amp; Psychology M.Sc.</td>
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<td>Institutional anchoring</td>
<td>Faculty of Philosophy and Education</td>
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<td>Subjects involved</td>
<td>General Psychology</td>
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<tr>
<td>Module Coordinator</td>
<td>Prof. Dr. Marco Steinhauser</td>
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<tr>
<td>Credit Points (ECTS)</td>
<td>5 ECTS</td>
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</tbody>
</table>

Learning outcomes:

- Students are able to develop research designs based on specific research questions and can select appropriate advanced statistical analysis methods to analyze the resulting data.

- They know and understand statistical methods based on the General Linear Model.

- They know about the limits of classical null hypothesis significance testing and have a basic understanding of alternative methods such as Bayesian testing.

Contents and Topics:

- Various types of research designs are described using exemplary studies and possible further applications are discussed.

- Based on multiple linear regression, the General Linear Model is introduced.

- Methods such as analysis of variance and analysis of covariance are described within the framework of the General Linear Model.

- Rationale and limits of classical null hypothesis significance testing are discussed, and Bayesian testing is introduced as an alternative method.
Formal requirements for participation:
  • None

Recommended requirements for participation:
  • None

Teaching and examination language:
  • German (current)
  • English (planned)

Teaching methods/course types:
  • Lecture

ECTS awarding criteria:
  • Performance record rated at least “sufficient”: Written exam (multiple-choice)

Workload / Distribution of ECTS credits:
  • 24 h = Time of attendance
  • 36 h = Preparation and post-processing
  • 90 h = Exam preparation
  • 150 h = Total workload

Modul grade:
  • Written exam (45 min.) (100 %)

Polyvalence with other degree programs/accessibility notes: -

Remarks:
Readings:
Service Management (Prof. Dr. Jens Hogreve)

<table>
<thead>
<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Module title German</td>
<td>Service Management (Prof. Dr. Jens Hogreve)</td>
</tr>
<tr>
<td>Module number</td>
<td>88-021-MS13-H-0408</td>
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<td>Level</td>
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<td>Course rotation</td>
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<td>Degree program hosting the module</td>
<td>Business Administration M.Sc.</td>
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<td>Institutional anchoring</td>
<td>Ingolstadt School of Management</td>
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<td>Subjects involved</td>
<td>BA and Service Management</td>
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<td>Module Coordinator</td>
<td>Prof. Dr. Jens Hogreve</td>
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**Learning outcomes:**

- The lecture provides deeper insights into the concepts and principle of service management and marketing.

- After completing the course students have a broader knowledge in terms of the various instruments that are needed for the analysis of issues and challenges in the service context.

- Working in groups, students apply the concepts discussed in class to case studies and thus experience a direct transfer of knowledge.

- In addition, students acquire knowledge of quantitative and qualitative research methods. As part of their group work students finally answer current questions in the area of service management and marketing by using these methods themselves.

- During the presentation of the group work in class students broaden their communication and presentation skills. Additionally, working in groups promotes students’ team spirit and abilities.

**Contents and Topics:**

- During the course, students receive an insight into the new perspectives of service marketing, as well as the design of the customer experience.

- In addition, students learn methods for a successful customer relationship management and the development of customer loyalty.
• The design of an effective complaint management and service process are also part of the Module Content.

• In addition, the special features of a service-oriented human resource management and insight into the management of industrial services will be provided.

• Finally, students receive an outlook on current innovations in the field of service management.

Formal requirements for participation:

• None

Recommended requirements for participation:

• None

Teaching and examination language:

• English

Teaching methods/course types:

• Lecture: Teaching the theoretical foundations of service management

• Exercise: Deepening the content of the lecture through case studies and practical examples that are discussed in the context of group work, followed by group presentation

ECTS awarding criteria:

• Performance record rated at least “sufficient”:

  – Final exam (60 min.): The students must answer several essay questions on the Module Content in written form.

  – Group project: The students will be divided into groups. Each group develops a research question based on a predefined topic in the area of service management. The students are expected to design and conduct a qualitative or quantitative study to answer this research question. The results will be handed in in a final report.

  – Group presentation (30 min.).

Workload / Distribution of ECTS credits:
• 45 h = Time of attendance
• 55 h = Preparation and post-processing
• 50 h = Exam preparation
• 150 h = Total workload

Modul grade:
• Group project (60 %)
• Final exam (40 %)

Polyvalence with other degree programs/accessibility notes:
• Business & Psychology M.Sc.

Remarks: -
Work & Health: Methods (Prof. Dr. Joachim Thomas)

<table>
<thead>
<tr>
<th>Module title</th>
<th>Work &amp; Health: Methods (Prof. Dr. Joachim Thomas)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module title German</td>
<td>Arbeit und Gesundheit: Methoden (Prof. Dr. Joachim Thomas)</td>
</tr>
<tr>
<td>Module number</td>
<td>88-021-BO01-H-0620</td>
</tr>
<tr>
<td>Level</td>
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<td>Module Coordinator</td>
<td>Prof. Dr. Joachim Thomas</td>
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<tr>
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</table>

Learning outcomes:

- Students have acquired deepened knowledge about work and health with regards to content and research methods.
- They know theoretical and practical aspects of currently up-to-date research methods in the field of health at work.
- They can derive research questions from literature and plan, execute and evaluate an empirical study.
- They are able to classify findings to models and theories and derive theoretical and practical implications.

Contents and Topics:

- Problems of health psychology in assessment, theory and practice
- Prevention, intervention and rehabilitation at the workplace
- Data collection and data analysis in health psychology

Formal requirements for participation:
None

**Recommended requirements for participation:**
- Successful participation in Work & Health: Basics

**Teaching and examination language:**
- English

**Teaching methods/course types:**
- Lecture
- Discussion of scientific texts
- Group work: planning, conducting and analyzing a research project

**ECTS awarding criteria:**
- Performance record graded at least "sufficient": Written exam (multiple choice and open questions) or oral exam (15 min.) or portfolio (documentation of an empirical study).

**Workload / Distribution of ECTS credits:**
- 36 h = Time of attendance
- 42 h = Preparation and post-processing
- 72 h = Exam preparation
- 150 h = Total workload

**Modul grade:**
- Final exam (written or oral) or portfolio

**Polyvalence with other degree programs/accessibility notes:** -

**Remarks:**
- Participation limit 15
• Readings:


Behavioral Finance (Prof. Dr. Simon Wiederhold)

<table>
<thead>
<tr>
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</thead>
<tbody>
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<td>Module number</td>
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<td>Business Administration B.Sc.</td>
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<td>Institutional anchoring</td>
<td>Ingolstadt School of Management</td>
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<tr>
<td>Subjects involved</td>
<td>Economics, esp. Macroeconomics</td>
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<tr>
<td>Module Coordinator</td>
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<td>5 ECTS</td>
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</tbody>
</table>

**Learning outcomes:**

- Behavioral finance uses insights from psychology to understand how human behavior influences the decisions of individual and professional investors, markets, and managers. Some decisions are simple, day-to-day choices, such as how hard we are going to study for the next test, or what brand of soda we are going to buy, but others significantly impact our financial wellbeing, such as whether we should buy a particular stock, or how we should allocate our money among various investment funds. The purpose of this lecture is to present what we have learned about financial decision-making from behavioral finance research.

- Students will refresh the foundations of modern finance: expected utility theory, asset pricing (CAPM), the efficient market hypothesis, and agency relationships.

- Students will become aware of the inability of these standard tools to account for various paradoxes and anomalies, leading to the genesis of behavioral finance as reflected in prospect theory. Students will be provided the theoretical foundation of this concept.

- Students will learn the psychological foundations of Behavioral Finance: cognitive limitations and heuristics, overconfidence, and emotion.

- Armed with this psychological background, students will learn how psychology impacts financial decision making at the level of the individual. For instance, the lecture will investigate the extent to which the faulty use of heuristics leads to suboptimal financial decision-making (e.g., familiarity bias can lead to excessive domestic and local investment; availability bias pushes people into concentrating investments in securities where information is freely available).
• Students will become aware of the behavioral foundations of some central stock-market puzzles. For instance, in 1987 the Dow Jones fell by almost one quarter without any apparent reason. In this context, the recent financial crisis will also be discussed.

• Students will also learn how psychological biases have the potential to impact the behavior of managers. The lecture will discuss a heuristic model, which shows that rational managers in a world with irrational investors have conflicts between short-run and long-run goals. These conflicts can lead to choices that maximize price rather than value. Moreover, the lecture will also investigate with the potential for suboptimal financial decisions by corporate decision-makers and entrepreneurs. Students will also gather insights into Behavioral Controlling, that is, how irrational behavior affects controlling decisions.

– A guest lecture with PwC representatives will familiarize students with the behavior and thinking of various stakeholders (banks, investors, employees) when a firm tumbles into crisis. Based on the insights from this lecture, students will themselves develop strategies to rescue crisis-laden firms in a case study.

• Finally, students will gain insights into neurofinance. Neurofinance researchers use neurotechnology to examine how the brain behaves while a person is making financial decisions. Potential insights include information regarding which kinds of responses are controlled and which are automatic.

Contents and Topics:

• Foundations of Neoclassical Finance

  – Expected Utility Theory
  – Asset Pricing, Market Efficiency, and Agency Relationships

• Theoretical Foundations of Behavioral Finance

  – Prospect Theory
  – Framing, and Mental Accounting

• Psychological Foundations of Behavioral Finance

  – Heuristics and Biases
  – Overconfidence

• Investor Behavior

  – Implications of Heuristics and Biases for Financial Decision-Making
– Implications of Overconfidence for Financial Decision-Making
– Individual Investors and the Force of Emotion

• Market Outcomes
  – Behavioral Explanations for Anomalies
  – Do Behavioral Factors Explain Stock Market Puzzles?

• Corporate Finance
  – Behavioral Corporate Finance and Managerial Decision-Making
  – Behavioral Controlling
  – Case Study PwC

• Neurofinance and the Trader’s Brain

Formal requirements for participation:
  • None

Recommended requirements for participation:
  • Basic knowledge in Microeconomics and Finance

Teaching and examination language:
  • English

Teaching methods/course types:
  • Lecture
  • Tutorial
  • Case Study

  – The topic of the case study is a firm that enters a severe crisis (e.g., risk of bankruptcy). From the perspective of a consultancy, students will develop strategies to rescue the firm, which at the same time meet the expectations of the stakeholders (e.g., banks and employees).
  – Successfully finishing the case study also requires a number of soft skills, such as the ability to work in a team and presentation skills.
ECTS awarding criteria:

• Performance record rated at least “sufficient”: Written exam (90 min.) at the end of the term.

Workload / Distribution of ECTS credits:

• 28 h = Time of attendance lecture
• 30 h = Preparation and post-processing lecture
• 28 h = Time of attendance tutorial
• 30 h = Preparation and post-processing tutorial (including the case study)
• 30 h = Exam preparation
• 146 h = Total workload

Modul grade:

• Final exam (100 %)

Polyvalence with other degree programs/accessibility notes:

• Business Administration M.Sc.
• Business & Psychology M.Sc.

Remarks:

• Main readings:

• Further readings:
Business Administration I (Prof. Dr. Anton Burger)

<table>
<thead>
<tr>
<th>Module title</th>
<th>Business Administration I (Prof. Dr. Anton Burger)</th>
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<tr>
<td>Module title German</td>
<td>Grundlagen der Allgemeinen Betriebswirtschaftslehre I (Prof. Dr. Anton Burger)</td>
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<tr>
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<td>Subjects involved</td>
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<td>Prof. Dr. Anton Burger</td>
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<td>Credit Points (ECTS)</td>
<td>5 ECTS</td>
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</table>

Learning outcomes:

- The students should be introduced to the business management way of thinking (e.g. general rational principle of business administration, goal and purpose rationality, homo oeconomicus etc.) and become familiar with basic business management terms and models (e.g. description, explanation and design models).

- In addition, students should strengthen their analytical skills (e.g. through the economic interpretation of the profit, financial and asset situation, through key figure analyses, through the analysis of stakeholder relationships, through strategic portfolio analyses, through the introduction to decision models, etc.).

Contents and Topics:

- Subject and methods of business administration

- Shareholder and stakeholder approach

- Corporate Governance

- Corporate goals

- Planning and decision-making

- Organization
• Leadership
  • Information management and controlling
  • Constitutive management decisions

**Formal requirements for participation:**
• None

**Recommended requirements for participation:**
• None

**Teaching and examination language:**
• German

**Teaching methods/course types:**
• Lecture

**ECTS awarding criteria:**
• Performance record evaluated with at least "sufficient": Written exam at the end of the semester

**Workload / Distribution of ECTS credits:**
• 60 h = Time of attendance
• 70 h = Preparation and post-processing
• 20 h = Exam preparation
• 150 h = Total workload

**Modul grade:**
• Written exam (100 %)

**Polyvalence with other degree programs/accessibility notes:**
• Business & Psychology M.Sc.

• Teaching

Remarks:
Readings:

• Wöhe, G.: Einführung in die Allgemeine Betriebswirtschaftslehre, aktuelle Auflage, München (+ Arbeitsbuch).

Learning outcomes:

- After the successful completion of this module, students have a basic knowledge of market research methods. The methodological competence learned comprises data collection and data analysis.

- Knowledge on elementary methods in multivariate data analysis enables students to analyze data sets and to interpret the results.

- By conducting their own research project, participants are able to apply the subject matter in practice.

Contents and Topics:
This course covers fundamental theoretical concepts of consumer behavior and covers relevant methods of data acquisition and analysis with respect to consumer behavior in market research.

- Basics of Market Research

- Modeling Consumer Decisions: Discrete Choice-Analysis

- After-purchase evaluation: Customer Satisfaction

- Measuring latent constructs in consumer behavior

- Needs and purchase decision motives
• Customer Segmentation

• Information acquisition and information processing

Formal requirements for participation:
• None

Recommended requirements for participation:
• Completion of the module “Principles of Marketing”
• Basic statistics knowledge

Teaching and examination language:
• German

Teaching methods/course types:
• Lecture containing fundamental concepts and methods.
• Exercises containing tasks and empirical analysis to practically apply the learned theory and methods.

ECTS awarding criteria:
• Performance record rated at least “sufficient”: Written exam
• At the end of the term students have to write a written exam (90 min.). All contents of the lectures are relevant to the examination. The written exam accounts for 100 % of the total examination.

Workload / Distribution of ECTS credits:
• 36 h = Time of attendance lecture
• 36 h = Preparation and post-processing lecture
• 28 h = Time of attendance tutorial
• 50 h = Exam preparation
• 150 h = Total workload
Modul grade:

• Written exam (100 %)

Polyvalence with other degree programs/accessibility notes:

• Business Administration M.Sc.

• Business & Psychology M.Sc.

Remarks:

• Basic literature:


• Complementary literature:


From Idea to Commercialization: A Complete Blueprint for Innovators and Entrepreneurs (Prof. Dr. Shashi Matta)

<table>
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<th>Module title</th>
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<tr>
<td>Module title German</td>
<td>From Idea to Commercialization: A Complete Blueprint for Innovators and Entrepreneurs (Prof. Dr. Shashi Matta)</td>
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<td>Module number</td>
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<td>Level</td>
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<td>Ingolstadt School of Management</td>
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<td>Subjects involved</td>
<td>Innovation and Creativity</td>
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<td>Module Coordinator</td>
<td>Prof. Dr. Shashi Matta</td>
</tr>
<tr>
<td>Credit Points (ECTS)</td>
<td>10 ECTS</td>
</tr>
</tbody>
</table>

Learning outcomes:

- **Innovation teams in large or medium sized organizations, and entrepreneurs setting up a startup venture, face a set of common challenges, and challenges that are unique to their respective situation.** This course aims to provide a comprehensive blueprint for students aspiring to join innovation teams in large or medium sized companies and those aspiring to start their own ventures. **From idea generation to commercialization, from funding mechanisms to innovation pitches, and from scalability to exit strategies, this course will provide students the opportunity to understand the start-to-end process and work on a “live” capstone project in partnership with either an innovation team in a large or medium sized corporation, or with a startup. They will be provided options to choose the type of partner they want to cooperate with for this capstone project.** This blend of strong theory and frameworks with applied, experiential learning will ensure deep learning of the complete blueprint developed for this class.

- **Besides technical skills for Innovators and Entrepreneurs, students gain soft skills such as intense teamwork, communication, ability to receive and process critical feedback, and pitching to company executives, investors and VCs. Additionally, students enhance their analytical skills with rigorous discussions of published and real-life case studies in class.** They learn how to analyze,
discuss and to critically question business models and innovations. Since the lecture and tutorials are held in English, students will have an opportunity to enhance their English language skills in a professional setting.

**Contents and Topics:**

**Part I: Ideation, Iteration, and Business Models for Innovators and Entrepreneurs**
- Business Idea Generation in Innovation Teams, and in Startups
- Design Thinking Applied to Business Ideas

**Part II: Creating the Culture for Innovation Teams and Startups**
- Leadership Models and Team Formation
- Problem Solving Techniques for Innovation Teams, and for Startups

**Part III: Prototyping and Funding Mechanisms**
- What is Prototyping? Prototype Testing, Prototype to Final Product
- Funding for Innovations in Large Organizations, and Funding Mechanisms for Startups

**Part IV: Principles for Execution in Innovation Teams and Startups**
- The Lean Startup and Agile Methods
- Scrum

**Part V: Commercialization**
- Go-to-Market Strategies
- Launch Plan and Execution

**Part VI: Innovation and Startup Scalability**
- How to scale an Innovation or a Startup Venture
- Competing, Failing, and Plan B

**Part VII: Challenges and Learning, Exit Strategies**
- Challenges and Learning for Large Companies
- Unique Challenges and Learning for Startups, Exit Strategies

**Formal requirements for participation:**
Recommended requirements for participation:

- None

Teaching and examination language:

- English

Teaching methods/course types:

- Lecture

- Tutorial (including published and real-life case studies and live exercises)

- Capstone Project Teamwork

ECTS awarding criteria:

- Performance record rated at least “sufficient”: Portfolio

- Capstone Team Project and Presentation 100 % (50% of the report will consist of a team deliverable, and 50% of the report will consist of an individual deliverable for each student).

- Students are required to form teams (5 – 6 students) for the Capstone Team Project and Presentation. Each team is required to work as an “innovation team within a large company” or a “team of startup co-founders”, on an Idea-to-Commercialization Capstone Project in cooperation with various partners which include large companies (such as Procter & Gamble and MediaMarkt) and startups (from three startup hubs - brigk in Ingolstadt, Werk1 in Munich, and Wayra in Munich). Each team will be assigned their project with a partner depending on whether they wish to work as an “innovation team” or a “startup team”. Student teams will work on this project by applying all course learnings to this project. Each team will participate in extensive consultation meetings with the instructor (8-10 hours per team in total spread over the duration of the course). Student teams will make their final presentations to their partner organization and the class.

- Each student will submit their report which will consist of a common, team deliverable, and an individual deliverable, each valued at 50 % of the total examination point.

Workload / Distribution of ECTS credits:
• 64 h = Time of attendance lecture and tutorial

• 96 h = Preparation and post-processing lecture and tutorial

• 140 h = Capstone project teamwork

• 300 h = Total workload

**Modul grade:**

• There is one graded deliverable for this class – an Innovation Team Project and Presentation in cooperation with various companies and startups (100 %).

**Polyvalence with other degree programs/accessibility notes:**

• Business & Psychology M.Sc.

**Remarks:**

*Readings:*

• The readings for this course include journal articles, select chapters from books, reference articles, simulations and cases published by Harvard Business Publishing, and will be provided in the detailed syllabus.
Labour Law (Prof. Dr. Christian Heinrich)

<table>
<thead>
<tr>
<th>Module title</th>
<th>Labour Law (Prof. Dr. Christian Heinrich)</th>
</tr>
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<tbody>
<tr>
<td>Module title German</td>
<td>Arbeitsrecht (Prof. Dr. Christian Heinrich)</td>
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<tr>
<td>Module number</td>
<td>82-021-AP02-H-0507</td>
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<td>Level</td>
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<td>Ingolstadt School of Management</td>
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<tr>
<td>Subjects involved</td>
<td>Civil Law, Civil Procedural Law &amp; Insolvency Law</td>
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<tr>
<td>Module Coordinator</td>
<td>Prof. Dr. Christian Heinrich</td>
</tr>
<tr>
<td>Credit Points (ECTS)</td>
<td>5 ECTS</td>
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</table>

Learning outcomes:

- After completing the module, students have extensive knowledge which is relevant for the provision of services by employees in relation to the employer.

- Students learn a proper handling with the legal texts of Labour Law. Important principles of the German Labour Law and remaining options for contracts and parties will be shown.

- They are in a position to analyze and solve specific law cases of the everyday working life based on legal texts and dispensation of justice, especially in the law of dismissal.

- Furthermore, students are made aware of the conflicts of interest in the employment relationship.

Contents and Topics:

- Function and basics of labour law

- The concept of worker (with references to social security and tax law)

- Classification of three party work relations

- The employment contract (conclusion of employment contracts, rights and obligations of the Parties, effect of service disruptions, liability and termination of employment)

- Basics of collective labour law (collective and company agreements)

Formal requirements for participation:
• None

Recommended requirements for participation:

• Basic Knowledge in Private Law (Private Law I and II)

Teaching and examination language:

• German

Teaching methods/course types:

• Lecture
• Tutorial

ECTS awarding criteria:

• Performance record graded at least "sufficient": Written exam at the end of semester

Workload / Distribution of ECTS credits:

• 30 h = Attendance lecture
• 30 h = Attendance tutorial
• 30 h = Post-processing lecture
• 30 h = Preparation tutorial
• 30 h = Exam preparation
• 150 h = Total workload

Modul grade:

• Final exam (90 min.) (100 %)

Polyvalence with other degree programs/accessibility notes:

• Business Administration M.Sc.
• Business & Psychology M.Sc.
Remarks:

Readings:

• *Arbeitsgesetze, Beck-Texte im dtv, 92. Auflage 2018* (obligatory)

• *Dütz/Thüising, Arbeitsrecht, 22. Auflage 2017*

• *Junker, Grundkurs Arbeitsrecht, 17. Auflage 2018*

• *Löwisch/Caspers/Klumpp, Arbeitsrecht, 11. Auflage 2017*

• *Preis, Arbeitsrecht, 5. Auflage 2017*
Learning Agility (Prof. Dr. Max Ringlstetter)

<table>
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<th>Module title</th>
<th>Learning Agility (Prof. Dr. Max Ringlstetter)</th>
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<td>Module number</td>
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<td>Ingolstadt School of Management</td>
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<td>Subjects involved</td>
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<tr>
<td>Module Coordinator</td>
<td>Prof. Dr. Max Ringlstetter</td>
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<td>5 ECTS</td>
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</table>

**Learning outcomes:**

In the course of the lecture, students will deepen their understanding of the concept of Learning Agility. For this purpose, they will first learn about why – in an ever-changing world driven by digitalization and fast-changing customer demands and thereby competition – Learning Agility is becoming the competency for leaders and individuals to develop. Students will then gain differentiated insights and knowledge about what are the key components as well as multidimensional levels of Learning Agility. Finally, students will investigate how Learning Agility can be developed, in themselves and in others. These results will be presented and discussed in group presentations.

**Additional Learnings:**

- Students will understand and critically reflect theories and concepts covered within the class, especially in comparison to practical examples from the corporate world. In doing so, students will develop their ability to solve complex and practical issues in the area of people development, independently as well as in teams, through critical reflection and evaluation.

- In addition, students will work on developing their analytical skill sets as well as theoretical and research-based knowledge, with the aim of enabling students to transfer and to apply this knowledge in a broader and diverse practical context.

- Next to that, students are supposed to expand their knowledge in the area of how to conduct a systematic literature review based on state-of-the-art methodologies as well as how to read and to interpret the outcomes of research papers reviewed – i.e., statistic outcomes (e.g., structural equation models, descriptive, bi- and multivariate analyses).
• Students will also learn how to present and defend their results in front of the class.

Contents and Topics:

• VUCA and Global Megatrends
• Agile Organizations
• Agile Leadership
• Agile Individuals
• Growth Mindset
• Grit
• Emotional Agility
• Intellectual Agility

Formal requirements for participation:

• None

Recommended requirements for participation:

• Business English I & II or equivalent; skill level B2+

Teaching and examination language:

• English

Teaching methods/course types:

• Mix of lectures and interactive course (hands-on methods)
• Group work and presentation
• Independent follow-up work of the lectures and exercises

ECTS awarding criteria:

• Performance record rated at least “sufficient”: Portfolio
The participants work in groups on the relevant theoretical basics, which they present and discuss in front of the course. The practical decision-making problem is also developed in groups. The solution is discussed before the course as well as with external representatives. The intermediate presentation serves to secure the students with regard to the chosen solution approach and forms the basis of the final presentation. The Management Summary provides a written summary of the most important procedures and central results and serves to annotate the presented documents.

Workload / Distribution of ECTS credits:

- 42 h = Time of attendance
- 108 h = Independent case study preparation (incl. Management Summary)
- 150 h = Total workload

Modul grade:

- Portfolio (Interim and final project presentation and documenting management summary) (100 %)

Polyvalence with other degree programs/accessibility notes:

- Business & Psychology M.Sc.

Remarks:

- Participation limit 20

Readings:

Project-based course “Management and Leadership” (Prof. Dr. Max Ringlstetter)

<table>
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<tr>
<th>Module title</th>
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<tr>
<td>Module title German</td>
<td>Projektstudium „Management und Führung“ (Prof. Dr. Max Ringlstetter)</td>
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<td>Ingolstadt School of Management</td>
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<td>Subjects involved</td>
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<td>Module Coordinator</td>
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</table>

Learning outcomes:

• Students transfer their theoretical knowledge to real-world issues.

• Students get insights into decision making in companies and processes and evaluate them.

• Students create new solutions to complex decisions.

Contents and Topics:

• As the seminar mainly includes the solution of a genuine operational problem, the content of the seminar varies every term. Seminars in the past focused on a broad variation of topics such as human resources management, management of a product portfolio, reorganization etc.

Formal requirements for participation:

• None

Recommended requirements for participation:

• Knowledge in Corporate Development, Organizational Theory and Change Management.
Teaching and examination language:
- German

Teaching methods/course types:
- Teamwork under coordination of the lecturers

ECTS awarding criteria:
- Performance record rated at least “sufficient”: Portfolio
- The participants work in groups on the relevant theoretical basics, which they present and discuss in front of the course. The practical decision-making problem is also developed in groups. The solution is discussed before the course as well as with external representatives. The intermediate presentation serves to secure the students with regard to the chosen solution approach and forms the basis of the final presentation. The Management Summary provides a written summary of the most important procedures and central results and serves to annotate the presented documents.

Workload / Distribution of ECTS credits:
- 30 h = Time of attendance
- 80 h = Preparation and post-processing
- 40 h = Exam preparation
- 150 h = Total workload

Modul grade:
- Portfolio (Interim and final project presentation and documenting management summary) (100 %)

Polyvalence with other degree programs/accessibility notes:
- Business & Psychology M.Sc.

Remarks:
- Participation limit 15
Project in Service and Innovation Management (Prof. Dr. Jens Hogreve)

<table>
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<tr>
<th>Module title</th>
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<td>Prof. Dr. Jens Hogreve</td>
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Learning outcomes:
Students will learn to combine conceptual and practical research activities based on a relevant problem in practice or research. In connection with an empirical research study, students will deepen their knowledge on and their understanding of the development and implementation of a research design.

- The main focus lies on real life market research that will be conducted in cooperation with a practice partner. Students will learn to analyze the collected data according to scientific standards using appropriate programs.
- In order to develop these skills, teamwork and collective decision-making are paramount.

Contents and Topics:

- Course content will differ each semester due to changing research topics and partner companies. However, students will always receive keynote lectures on market research tools and methods. The research topic for the upcoming semester will be communicated in due time on the departments website. Research topics that have been analyzed in previous semesters as a consulting case include: The positioning of a Big-Data service provider, the design of public and civic services, or the measurement of service quality in an insurance company.
- Due to the changing research topics and project partners each semester, students can take and credit the course several times during their studies.
Formal requirements for participation:

- None

Recommended requirements for participation:

- None

Teaching and examination language:

- English

Teaching methods/course types:

- Keynote lectures as an introduction to market research
- Empirical research project in work groups (development of a research question, development of an empirical research design, data collection, and data analysis)
- Presentation and discussion of results and implications in class

ECTS awarding criteria:

- Performance record assessed with at least "sufficient": Portfolio

- Final report
  - We expect students to compose a final report that details the proceedings and results of the complete project. This report will be made available to the partner company.

- Interim and final presentation
  - We expect students to present their current findings and progress within regular feedback rounds and to critically discuss the results of each sub-project in class. A special focus lies on the quality and completeness of the documents and the presentation skills.
  - We expect students to present and defend their results in front of a group of relevant stakeholders. A special focus will be on the quality and completeness of the documents and the presentation skills.

- In-Group participation
  - We expect students to continuously engage in the development of their group’s sub-project. Besides the quality of these contributions, the emphasis lies on a respectful and polite interaction with fellow students and an equal participation and sharing of the workload.
Workload / Distribution of ECTS credits:

- 45h = Time of attendance
- 20h = Desk Research
- 35h = Preparation and post-processing of interviews
- 20h = Interviews
- 30h = Final report
- 150h = Total workload

Modul grade:

- Final report (50 %)
- Evaluation of the overall project (30 %)
- In-group participation (20 %)

Polyvalence with other degree programs/accessibility notes:

- Business & Psychology M.Sc.

Remarks:

- Participation limit 20
Return on Service Management (Prof. Dr. Jens Hogreve)

<table>
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<tr>
<th>Module title</th>
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</thead>
<tbody>
<tr>
<td>Module title German</td>
<td>Return on Service Management (Prof. Dr. Jens Hogreve)</td>
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<tr>
<td>Module number</td>
<td>88-021-MS20-H-0408</td>
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<tr>
<td>Level</td>
<td>Master module</td>
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<tr>
<td>Course rotation</td>
<td>Summer term</td>
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<tr>
<td>Degree program hosting the module</td>
<td>Business &amp; Psychology M.Sc.</td>
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<tr>
<td>Institutional anchoring</td>
<td>Ingolstadt School of Management</td>
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<tr>
<td>Subjects involved</td>
<td>BA and Service Management</td>
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<tr>
<td>Module Coordinator</td>
<td>Prof. Dr. Jens Hogreve</td>
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<tr>
<td>Credit Points (ECTS)</td>
<td>10 ECTS</td>
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</table>

**Learning outcomes:**

This course develops your strategic understanding of analytical techniques and offers you hands-on assignments in assessing whether service management initiatives positively contribute to a firm’s bottom-line.

The objectives of this course are:

- You will gain knowledge of perceptual and behavioral metrics that can be used to evaluate the effectiveness and efficiency of management strategies in a national and international context.

- You will improve your methodological competence by the intensive and autonomous usage of advanced statistical methods in SPSS.

- In this vein, you will learn how statistical methods can be applied to derive managerial implications.

- All in all, you strengthen a broad range of skills such as presentation, analysis, and time-management skills.

**Contents and Topics:**

- Return on Service Management refers to the long-term financial outcomes of management actions (e.g., investments into nurturing a service climate or customer satisfaction management).
• The course is based on selected articles from first-class international peer-reviewed journals. The specific articles are chosen in a way that a specific service management instrument (e.g., service quality, service climate) will be covered both from a theoretical as well as from a management lens. The articles will be presented and discussed in class. Therefore the students are expected to be well prepared for class discussions by thoroughly reading the assigned articles prior to each class session. The final list of articles will be communicated in the syllabus and will be made available as well as on the website of the department. Moreover, the course contains an empirical final case study in which you apply both the service management and statistic tools. In an intensive SPSS tutorial (i.e., advanced functions only) you get to deepen your knowledge about mediation and moderation analysis that should be utilized in the consulting case.

Formal requirements for participation:
  • None

Recommended requirements for participation:
  • Empirical Management Research
  • Advanced knowledge in IBM SPSS Statistics

Teaching and examination language:
  • English

Teaching methods/course types:
  • Lecture
  • Group Work
  • Individual Assignments

ECTS awarding criteria:
  • Performance record assessed with at least "sufficient": Portfolio
  • In-group participation evaluation (10% of the final grade)
    – Students are expected to contribute to group work in a professional manner. Therefore, students evaluate other group members’ efforts and contributions.
• **In-class Presentation (40 % of the final grade)**
  
  – Students are required to present the condensed insights of a specific article covered in the class and act as a moderator for a specific session.

• **Consulting Case 50 % of the final grade**
  
  – The case will entail strategy and implementation of recommendations related to achieving excellence in the practice of managing the returns on service investments.

**Workload / Distribution of ECTS credits:**

• 42 h = Time of attendance lecture and tutorial

• 108 h = Preparation and post-processing lecture and tutorial

• 150 h = Group Project

• 300 h = Total workload

**Modul grade:**

• In-group participation evaluation (10 %)

• In-class presentation (40 %)

• Consulting case (50 %)

**Polyvalence with other degree programs/accessibility notes:**

• *Business & Psychology M.Sc.*

**Remarks:**

• Participation limit 25