

Study regulations of the FH Bachelor's course

Business Psychology & Management

To obtain the academic degree

Bachelor of Arts in Business
abbreviated BA

as an appendix to the statutes of the FH Kufstein Tirol

Organizational form: full-time

Duration: 6 semesters

Scope: 180 ECTS

Places for beginners per academic year: 25 full-time

Version 1

Contents based on the accreditation application dated 16.10.2024

Approved by AQ Austria by decision of 20.08.2025

Start with study year 2025/26

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1 OCCUPATIONAL PROFILES

1.1 Occupational fields

The bachelor's degree program in Business Psychology & Management offers a broad range of occupational fields for graduates, which are both in demand on the labor market and aligned with current trends in the world of work.

- **Occupational Psychology in Organizations**
Graduates can work in organizations as occupational psychologists to improve working conditions, promote employee motivation, and enhance workplace well-being.
- **Education & Training**
The field of education and training offers opportunities for business psychologists to design training sessions, develop continuing education programs, and create instructional materials tailored to learners' needs.
- **Change Management and Corporate Culture**
Business psychologists can support organizations in successfully managing change by analyzing corporate culture, developing change strategies, and guiding employees through the transformation process.
- **Coaching & Leadership**
In the area of coaching and leadership, graduates can serve as coaches and leaders to support individuals and teams in their professional and personal development and to foster effective leadership skills.
- **Aptitude & Organizational Diagnostics**
Business psychologists can assist companies in selecting the right employees by developing and implementing aptitude diagnostic procedures and conducting organizational analyses to identify strengths and weaknesses.
- **Marketing & Market Research**
In the field of marketing and market research, graduates can work as market research analysts to analyze consumer behavior, develop marketing strategies, and evaluate the effectiveness of advertising campaigns.
- **Organizational Consulting & Development**
Business psychologists can support companies as organizational consultants by analyzing organizational issues, planning and implementing change processes, and enhancing organizational effectiveness.
- **Human Resource Management & Development**
In the field of human resource management and development, graduates may be responsible for recruiting and selecting employees, designing and implementing employee development programs, and formulating HR policies tailored to employee needs.
- **Independent HR & Organizational Consulting**
In the field of HR and organizational consulting, graduates can apply their extensive expertise and practical experience to support companies in addressing diverse HR challenges and developing customized solutions.
- **Consumer Psychology & Behavior**
In the field of consumer psychology and behavior, graduates can help companies understand customer behavior, develop marketing strategies, and improve products and services to better meet consumer needs.

These various career paths offer graduates of the bachelor's degree program in Business Psychology & Management diverse opportunities and enable them to make a positive impact on organizations and

their employees. Given the high demand for professionals with interdisciplinary skills in business psychology and the future trends in the world of work, this degree program represents a promising option for students seeking a successful and fulfilling professional career.

1.2 Qualification profile

The qualification objectives and learning outcomes of the Bachelor's program in Business Psychology & Management correspond to both the academic and professional requirements and the following ISCED F 2013 classifications (International Standard Classification of Education, Level 6 Bachelor): 0313 (Psychology) and 0419 (Business Administration, not further defined). The content taught qualifies graduates for the professional fields of activity mentioned in the previous chapter.

Occupational field	Task	Description of competency	Type of competency	Curriculum module(s)
Occupational Psychologist	1. Design and improvement of working conditions & systems	Can carry out (business) psychological evaluations of workplaces in the company.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
	2. Employee motivation	Can develop recommendations for the design of work systems and communicate and present these.	Professional-scientific	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
	3. Workplace well-being & employee health and safety	Are able to conduct employee interviews to determine and evaluate motivation, well-being, etc.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
		Can advise and inform companies about employee health and safety.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
		Are able to develop and implement concepts for courses, training programs, and coaching sessions designed to promote team development and managerial skills.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
Instructor or Trainer	4. Design of training courses	Are familiar with didactic approaches to efficiently set up training and further education programs so that knowledge can be disseminated within organizations.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
	5. Development of further education programs	Can hold training courses, seminars, etc., on specific topics employing didactic strategies.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, PRA, SSK, SPR, VPS
	6. Creation of learning & teaching materials	Understand the concepts and relationships of business administration in order to develop suitable content for training courses and further education programs.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
Change Manager	7. Support, planning, and implementation of change processes & transformations in companies.	Can initiate, support, and communicate change processes.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
		Can resolve conflicts in the context of change processes & transformations.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, PRA, SSK, SPR, VPS

		Are familiar with ways to communicate, set up, and implement a communication strategy in the context of change processes and transformations	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, PRA, SSK, SPR, VPS
		Understand the concept and relationships of business administration, enabling them to develop suitable recommendations at a company-specific level.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
		Can set up, structure, and accompany a change process using (agile) project management.	Professional-scientific	ABP, BPR, GWP, GWI, PRA
Supervisor Manager	8. Independent management and organization of a department within a company.	Are able to structure and organize a department.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
	9. Budget responsibility			
	10. Responsibility for personnel	Understand business interrelationships within the company in order to be able to make well-founded decisions.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
		Can manage employees in the company and delegate tasks.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
		Can initiate, support, and communicate change processes.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
Aptitude & Organizational Diagnostician	11. Employee selection	Are familiar with models, instruments, and techniques of HR management and aptitude diagnostics, and can apply them for the selection of suitable employees.	Professional-scientific Personal/social	AAC, ASS, ABP, GWP, GWI, PRA, SSK, VPS
	12. Application of aptitude diagnostics procedures			
	13. Organizational analyses	Are familiar with the models, instruments, and techniques of organizational analysis and can apply them to specific companies.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
		Understand the concepts and relationships of business administration in order to be able to develop suitable recommendations at a company-specific level.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
Marketing Expert & Market Researcher Consumer Psychologist Consumer Researcher	14. Carrying out market research	Can set up, develop, and conduct qualitative and quantitative studies in a scientifically sound manner.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, QQM, VPS
	15. Analysis of consumer behavior			
	16. Development of marketing strategies			
	17. Development of effective advertising campaigns	Are able to process qualitative and quantitative data, analyze it statistically, and interpret the results from the perspective of business psychology and management.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, QQM, VPS
		Can apply marketing tools and techniques to carry out market	Professional-scientific	ABP, BPR, GWP, GWI, PRA, QQM, VPS

		analyses and develop a marketing strategy.		
		Can develop effective advertising campaigns taking into account aspects of business psychology.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, QQM, VPS
Organizational Consultant & Development Expert	18. Organizational & management consulting	Are able to identify problems and issues and structure a consulting mandate.	Professional-scientific Personal/social	AAC, ASS, ABP, GWI, PRA, SSK
		Can use a wide range of business psychology and management tools to create the necessary analyses.	Professional-scientific	AAC, ASS, ABP, GWI, GWP, PRA, VWP
		Understand the concepts and relationships of business administration in order to be able to develop suitable recommendations at a company-specific level.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
		Are familiar with models, tools, and techniques to develop organizations and are able to apply them to specific problems.	Professional-scientific	AAC, ASS, ABP, GWI, GWP, PRA, VWP
		Can initiate, support, and communicate change processes.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
HR Manager	19. Independent management and organization of a department within a company	Are able to structure and organize an HR department.	Professional-scientific Personal/social	AAC, ASS, ABP, GWP, GWI, PRA, SSK, VPS
	20. Development & implementation of employee development programs	Are familiar with models, tools, and techniques to develop HR management in organizations and are able to apply them to specific problems.	Professional-scientific Personal/social	AAC, ASS, ABP, GWP, GWI, PRA, SSK, VPS
	21. Competence & talent management	Understand business interrelationships within the company in order to be able to make well-founded decisions.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
	22. Strategic HR management			
	23. Acting as a business partner	Can resolve conflicts within the framework of HR management across companies.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, PRA, SSK, SPR, VPS
		Are able to implement strategic work within an HR department.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
Freelance HR & Organizational Consultant	24. Management consulting	Are able to identify problems and establish issues to be covered, and can structure a consulting mandate based on this.	Professional-scientific Personal/social	AAC, ASS, ABP, GWI, PRA, SSK
		Can use the varied instruments of business psychology and management to create the necessary analyses.	Professional-scientific	AAC, ASS, ABP, GWI, GWP, PRA, VWP
		Are familiar with models, tools, and techniques to develop HR management and drive organizational development, and are able to apply them to specific problems.	Professional-scientific Personal/social	AAC, ASS, ABP, GWP, GWI, PRA, SSK, VPS
		Understand the concepts and relationships of business administration in order to be able to	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS

develop suitable recommendations at a company-specific level.		
Can initiate, accompany, and communicate change processes.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS

The qualification objectives and learning outcomes of the bachelor's degree program in Business Psychology & Management meet relevant academic and professional requirements, as well as the requirements of ISCED level 07881 (International Standard Classification of Education). The content taught qualifies graduates for the occupational fields mentioned in the previous section.

Occupational field	Task	Description of competency	Type of competency	Curriculum module(s)
Occupational Psychologist	25. Design and improvement of working conditions & systems	Can carry out (business) psychological evaluations of workplaces in the company.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
	26. Employee motivation	Can develop recommendations for the design of work systems and communicate and present these.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
	27. Workplace well-being & employee health and safety	Are able to conduct employee interviews to determine and evaluate motivation, well-being, etc.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
		Can advise and inform companies about employee health and safety.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
		Are able to develop and implement concepts for courses, training programs, and coaching sessions designed to promote team development and managerial skills.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
Instructor or Trainer	28. Design of training courses	Are familiar with didactic approaches to efficiently set up training and further education programs so that knowledge can be disseminated within organizations.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
	29. Development of further education programs			
	30. Creation of learning & teaching materials	Can hold training courses, seminars, etc., on specific topics employing didactic strategies.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, PRA, SSK, SPR, VPS
		Understand the concepts and relationships of business administration in order to develop suitable content for training courses and further education programs.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
Change Manager	31. Support, planning, and implementation of change processes & transformations in companies.	Can initiate, support, and communicate change processes.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
		Can resolve conflicts in the context of change processes & transformations.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, PRA, SSK, SPR, VPS
		Are familiar with ways to communicate, set up, and implement a communication strategy in the	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, PRA, SSK, SPR, VPS

		context of change processes and transformations		
		Understand the concept and relationships of business administration, enabling them to develop suitable recommendations at a company-specific level.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
		Can set up, structure, and accompany a change process using (agile) project management.	Professional-scientific	ABP, BPR, GWP, GWI, PRA
Supervisor Manager	32. Independent management and organization of a department within a company.	Are able to structure and organize a department.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
	33. Budget responsibility	Understand business interrelationships within the company in order to be able to make well-founded decisions.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
	34. Responsibility for personnel	Can manage employees in the company and delegate tasks.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
		Can initiate, support, and communicate change processes.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
Aptitude & Organizational Diagnostician	35. Employee selection	Are familiar with models, instruments, and techniques of HR management and aptitude diagnostics, and can apply them for the selection of suitable employees.	Professional-scientific Personal/social	AAC, ASS, ABP, GWP, GWI, PRA, SSK, VPS
	36. Application of aptitude diagnostics procedures	Are familiar with the models, instruments, and techniques of organizational analysis and can apply them to specific companies.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
	37. Organizational analyses	Understand the concepts and relationships of business administration in order to be able to develop suitable recommendations at a company-specific level.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
Marketing Expert & Market Researcher Consumer Psychologist Consumer Researcher	38. Carrying out market research	Can set up, develop, and conduct qualitative and quantitative studies in a scientifically sound manner.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, QQM, VPS
	39. Analysis of consumer behavior			
	40. Development of marketing strategies			
	41. Development of effective advertising campaigns	Are able to process qualitative and quantitative data, analyze it statistically, and interpret the results from the perspective of business psychology and management.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, QQM, VPS
		Can apply marketing tools and techniques to carry out market analyses and develop a marketing strategy.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, QQM, VPS

		Can develop effective advertising campaigns taking into account aspects of business psychology.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, QQM, VPS
Organizational Consultant & Development Expert	42. Organizational & management consulting	Are able to identify problems and issues and structure a consulting mandate.	Professional-scientific Personal/social	AAC, ASS, ABP, GWI, PRA, SSK
		Can use a wide range of business psychology and management tools to create the necessary analyses.	Professional-scientific	AAC, ASS, ABP, GWI, GWP, PRA, VWP
		Understand the concepts and relationships of business administration in order to be able to develop suitable recommendations at a company-specific level.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
		Are familiar with models, tools, and techniques to develop organizations and are able to apply them to specific problems.	Professional-scientific	AAC, ASS, ABP, GWI, GWP, PRA, VWP
		Can initiate, support, and communicate change processes.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
HR Manager	43. Independent management and organization of a department within a company	Are able to structure and organize an HR department.	Professional-scientific Personal/social	AAC, ASS, ABP, GWP, GWI, PRA, SSK, VPS
	44. Development & implementation of employee development programs	Are familiar with models, tools, and techniques to develop HR management in organizations and are able to apply them to specific problems.	Professional-scientific Personal/social	AAC, ASS, ABP, GWP, GWI, PRA, SSK, VPS
	45. Competence & talent management	Understand business interrelationships within the company in order to be able to make well-founded decisions.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
	46. Strategic HR management	Can resolve conflicts within the framework of HR management across companies.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, PRA, SSK, SPR, VPS
	47. Acting as a business partner	Are able to implement strategic work within an HR department.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
Freelance HR & Organizational Consultant	48. Management consulting	Are able to identify problems and establish issues to be covered, and can structure a consulting mandate based on this.	Professional-scientific Personal/social	AAC, ASS, ABP, GWI, PRA, SSK
		Can use the varied instruments of business psychology and management to create the necessary analyses.	Professional-scientific	AAC, ASS, ABP, GWI, GWP, PRA, VWP
		Are familiar with models, tools, and techniques to develop HR management and drive organizational development, and are able to apply them to specific problems.	Professional-scientific Personal/social	AAC, ASS, ABP, GWP, GWI, PRA, SSK, VPS
		Understand the concepts and relationships of business administration in order to be able to develop suitable recommendations at a company-specific level.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS

Can initiate, accompany, and communicate change processes.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
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The qualification objectives and learning outcomes of the bachelor's degree program in Business Psychology & Management meet relevant academic and professional requirements, as well as the requirements of ISCED level 07882 (International Standard Classification of Education). The content taught qualifies graduates for the occupational fields mentioned in the previous section.

Occupational field	Task	Description of competency	Type of competency	Curriculum module(s)
Occupational Psychologist	49. Design and improvement of working conditions & systems	Can carry out (business) psychological evaluations of workplaces in the company.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
	50. Employee motivation	Can develop recommendations for the design of work systems and communicate and present these.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
	51. Workplace well-being & employee health and safety	Are able to conduct employee interviews to determine and evaluate motivation, well-being, etc.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
		Can advise and inform companies about employee health and safety.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
		Are able to develop and implement concepts for courses, training programs, and coaching sessions designed to promote team development and managerial skills.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
Instructor or Trainer	52. Design of training courses	Are familiar with didactic approaches to efficiently set up training and further education programs so that knowledge can be disseminated within organizations.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
	53. Development of further education programs			
	54. Creation of learning & teaching materials	Can hold training courses, seminars, etc., on specific topics employing didactic strategies.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, PRA, SSK, SPR, VPS
		Understand the concepts and relationships of business administration in order to develop suitable content for training courses and further education programs.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
Change Manager	55. Support, planning, and implementation of change processes & transformations in companies.	Can initiate, support, and communicate change processes.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
		Can resolve conflicts in the context of change processes & transformations.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, PRA, SSK, SPR, VPS
		Are familiar with ways to communicate, set up, and implement a communication strategy in the context of change processes and transformations	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, PRA, SSK, SPR, VPS

		Understand the concept and relationships of business administration, enabling them to develop suitable recommendations at a company-specific level.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
		Can set up, structure, and accompany a change process using (agile) project management.	Professional-scientific	ABP, BPR, GWP, GWI, PRA
Supervisor Manager	56. Independent management and organization of a department within a company.	Are able to structure and organize a department.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
	57. Budget responsibility	Understand business interrelationships within the company in order to be able to make well-founded decisions.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
	58. Responsibility for personnel	Can manage employees in the company and delegate tasks.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
		Can initiate, support, and communicate change processes.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
Aptitude & Organizational Diagnostician	59. Employee selection	Are familiar with models, instruments, and techniques of HR management and aptitude diagnostics, and can apply them for the selection of suitable employees.	Professional-scientific Personal/social	AAC, ASS, ABP, GWP, GWI, PRA, SSK, VPS
	60. Application of aptitude diagnostics procedures	Are familiar with the models, instruments, and techniques of organizational analysis and can apply them to specific companies.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
	61. Organizational analyses	Understand the concepts and relationships of business administration in order to be able to develop suitable recommendations at a company-specific level.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
Marketing Expert & Market Researcher Consumer Psychologist Consumer Researcher	62. Carrying out market research	Can set up, develop, and conduct qualitative and quantitative studies in a scientifically sound manner.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, QQM, VPS
	63. Analysis of consumer behavior			
	64. Development of marketing strategies			
	65. Development of effective advertising campaigns	Are able to process qualitative and quantitative data, analyze it statistically, and interpret the results from the perspective of business psychology and management.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, QQM, VPS
		Can apply marketing tools and techniques to carry out market analyses and develop a marketing strategy.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, QQM, VPS
		Can develop effective advertising campaigns taking into account aspects of business psychology.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, QQM, VPS

Organizational Consultant & Development Expert	66.	Organizational & management consulting	Are able to identify problems and issues and structure a consulting mandate.	Professional-scientific Personal/social	AAC, ASS, ABP, GWI, PRA, SSK
			Can use a wide range of business psychology and management tools to create the necessary analyses.	Professional-scientific	AAC, ASS, ABP, GWI, GWP, PRA, VWP
			Understand the concepts and relationships of business administration in order to be able to develop suitable recommendations at a company-specific level.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
			Are familiar with models, tools, and techniques to develop organizations and are able to apply them to specific problems.	Professional-scientific	AAC, ASS, ABP, GWI, GWP, PRA, VWP
			Can initiate, support, and communicate change processes.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
HR Manager	67.	Independent management and organization of a department within a company	Are able to structure and organize an HR department.	Professional-scientific Personal/social	AAC, ASS, ABP, GWP, GWI, PRA, SSK, VPS
	68.	Development & implementation of employee development programs	Are familiar with models, tools, and techniques to develop HR management in organizations and are able to apply them to specific problems.	Professional-scientific Personal/social	AAC, ASS, ABP, GWP, GWI, PRA, SSK, VPS
	69.	Competence & talent management	Understand business interrelationships within the company in order to be able to make well-founded decisions.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
	70.	Strategic HR management	Can resolve conflicts within the framework of HR management across companies.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, PRA, SSK, SPR, VPS
	71.	Acting as a business partner	Are able to implement strategic work within an HR department.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
Freelance HR & Organizational Consultant	72.	Management consulting	Are able to identify problems and establish issues to be covered, and can structure a consulting mandate based on this.	Professional-scientific Personal/social	AAC, ASS, ABP, GWI, PRA, SSK
			Can use the varied instruments of business psychology and management to create the necessary analyses.	Professional-scientific	AAC, ASS, ABP, GWI, GWP, PRA, VWP
			Are familiar with models, tools, and techniques to develop HR management and drive organizational development, and are able to apply them to specific problems.	Professional-scientific Personal/social	AAC, ASS, ABP, GWP, GWI, PRA, SSK, VPS
			Understand the concepts and relationships of business administration in order to be able to develop suitable recommendations at a company-specific level.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
			Can initiate, accompany, and communicate change processes.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS

The qualification objectives and learning outcomes of the bachelor's degree program in Business Psychology & Management meet relevant academic and professional requirements, as well as the requirements of ISCED level 07883 (International Standard Classification of Education). The content taught qualifies graduates for the occupational fields mentioned in the previous section.

Occupational field	Task	Description of competency	Type of competency	Curriculum module(s)
Occupational Psychologist	73. Design and improvement of working conditions & systems	Can carry out (business) psychological evaluations of workplaces in the company.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
	74. Employee motivation	Can develop recommendations for the design of work systems and communicate and present these.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
	75. Workplace well-being & employee health and safety	Are able to conduct employee interviews to determine and evaluate motivation, well-being, etc.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
		Can advise and inform companies about employee health and safety.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
		Are able to develop and implement concepts for courses, training programs, and coaching sessions designed to promote team development and managerial skills.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
Instructor or Trainer	76. Design of training courses	Are familiar with didactic approaches to efficiently set up training and further education programs so that knowledge can be disseminated within organizations.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
	77. Development of further education programs			
	78. Creation of learning & teaching materials	Can hold training courses, seminars, etc., on specific topics employing didactic strategies.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, PRA, SSK, SPR, VPS
		Understand the concepts and relationships of business administration in order to develop suitable content for training courses and further education programs.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
Change Manager	79. Support, planning, and implementation of change processes & transformations in companies.	Can initiate, support, and communicate change processes.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
		Can resolve conflicts in the context of change processes & transformations.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, PRA, SSK, SPR, VPS
		Are familiar with ways to communicate, set up, and implement a communication strategy in the context of change processes and transformations	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, PRA, SSK, SPR, VPS
		Understand the concept and relationships of business administration, enabling them to develop suitable recommendations at a company-specific level.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS

		Can set up, structure, and accompany a change process using (agile) project management.	Professional-scientific	ABP, BPR, GWP, GWI, PRA
Supervisor Manager	80. Independent management and organization of a department within a company.	Are able to structure and organize a department.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
	81. Budget responsibility	Understand business interrelationships within the company in order to be able to make well-founded decisions.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
	82. Responsibility for personnel	Can manage employees in the company and delegate tasks.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
		Can initiate, support, and communicate change processes.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
Aptitude & Organizational Diagnostician	83. Employee selection	Are familiar with models, instruments, and techniques of HR management and aptitude diagnostics, and can apply them for the selection of suitable employees.	Professional-scientific Personal/social	AAC, ASS, ABP, GWP, GWI, PRA, SSK, VPS
	84. Application of aptitude diagnostics procedures	Are familiar with the models, instruments, and techniques of organizational analysis and can apply them to specific companies.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
	85. Organizational analyses	Understand the concepts and relationships of business administration in order to be able to develop suitable recommendations at a company-specific level.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
Marketing Expert & Market Researcher Consumer Psychologist Consumer Researcher	86. Carrying out market research	Can set up, develop, and conduct qualitative and quantitative studies in a scientifically sound manner.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, QQM, VPS
	87. Analysis of consumer behavior			
	88. Development of marketing strategies			
	89. Development of effective advertising campaigns	Are able to process qualitative and quantitative data, analyze it statistically, and interpret the results from the perspective of business psychology and management.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, QQM, VPS
		Can apply marketing tools and techniques to carry out market analyses and develop a marketing strategy.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, QQM, VPS
		Can develop effective advertising campaigns taking into account aspects of business psychology.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, QQM, VPS
Organizational Consultant & Development Expert	90. Organizational & management consulting	Are able to identify problems and issues and structure a consulting mandate.	Professional-scientific Personal/social	AAC, ASS, ABP, GWI, PRA, SSK

		Can use a wide range of business psychology and management tools to create the necessary analyses.	Professional-scientific	AAC, ASS, ABP, GWI, GWP, PRA, VWP
		Understand the concepts and relationships of business administration in order to be able to develop suitable recommendations at a company-specific level.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
		Are familiar with models, tools, and techniques to develop organizations and are able to apply them to specific problems.	Professional-scientific	AAC, ASS, ABP, GWI, GWP, PRA, VWP
		Can initiate, support, and communicate change processes.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
HR Manager	91. Independent management and organization of a department within a company	Are able to structure and organize an HR department.	Professional-scientific Personal/social	AAC, ASS, ABP, GWP, GWI, PRA, SSK, VPS
	92. Development & implementation of employee development programs	Are familiar with models, tools, and techniques to develop HR management in organizations and are able to apply them to specific problems.	Professional-scientific Personal/social	AAC, ASS, ABP, GWP, GWI, PRA, SSK, VPS
	93. Competence & talent management	Understand business interrelationships within the company in order to be able to make well-founded decisions.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
	94. Strategic HR management			
	95. Acting as a business partner	Can resolve conflicts within the framework of HR management across companies.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, PRA, SSK, SPR, VPS
		Are able to implement strategic work within an HR department.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
Freelance HR & Organizational Consultant	96. Management consulting	Are able to identify problems and establish issues to be covered, and can structure a consulting mandate based on this.	Professional-scientific Personal/social	AAC, ASS, ABP, GWI, PRA, SSK
		Can use the varied instruments of business psychology and management to create the necessary analyses.	Professional-scientific	AAC, ASS, ABP, GWI, GWP, PRA, VWP
		Are familiar with models, tools, and techniques to develop HR management and drive organizational development, and are able to apply them to specific problems.	Professional-scientific Personal/social	AAC, ASS, ABP, GWP, GWI, PRA, SSK, VPS
		Understand the concepts and relationships of business administration in order to be able to develop suitable recommendations at a company-specific level.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
		Can initiate, accompany, and communicate change processes.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS

The qualification objectives and learning outcomes of the bachelor's degree program in Business Psychology & Management meet relevant academic and professional requirements, as well as the

requirements of ISCED level 07884 (International Standard Classification of Education). The content taught qualifies graduates for the occupational fields mentioned in the previous section.

Occupational field	Task	Description of competency	Type of competency	Curriculum module(s)
Occupational Psychologist	97. Design and improvement of working conditions & systems	Can carry out (business) psychological evaluations of workplaces in the company.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
	98. Employee motivation	Can develop recommendations for the design of work systems and communicate and present these.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
	99. Workplace well-being & employee health and safety	Are able to conduct employee interviews to determine and evaluate motivation, well-being, etc.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
		Can advise and inform companies about employee health and safety.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
		Are able to develop and implement concepts for courses, training programs, and coaching sessions designed to promote team development and managerial skills.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
Instructor or Trainer	100. Design of training courses	Are familiar with didactic approaches to efficiently set up training and further education programs so that knowledge can be disseminated within organizations.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
	101. Development of further education programs	Can hold training courses, seminars, etc., on specific topics employing didactic strategies.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, PRA, SSK, SPR, VPS
	102. Creation of learning & teaching materials	Understand the concepts and relationships of business administration in order to develop suitable content for training courses and further education programs.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
Change Manager	103. Support, planning, and implementation of change processes & transformations in companies.	Can initiate, support, and communicate change processes.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
		Can resolve conflicts in the context of change processes & transformations.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, PRA, SSK, SPR, VPS
		Are familiar with ways to communicate, set up, and implement a communication strategy in the context of change processes and transformations	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, PRA, SSK, SPR, VPS
		Understand the concept and relationships of business administration, enabling them to develop suitable recommendations at a company-specific level.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS

		Can set up, structure, and accompany a change process using (agile) project management.	Professional-scientific	ABP, BPR, GWP, GWI, PRA
Supervisor Manager	104. Independent management and organization of a department within a company.	Are able to structure and organize a department.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
	105. Budget responsibility	Understand business interrelationships within the company in order to be able to make well-founded decisions.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
	106. Responsibility for personnel	Can manage employees in the company and delegate tasks.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
		Can initiate, support, and communicate change processes.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
Aptitude & Organizational Diagnostician	107. Employee selection	Are familiar with models, instruments, and techniques of HR management and aptitude diagnostics, and can apply them for the selection of suitable employees.	Professional-scientific Personal/social	AAC, ASS, ABP, GWP, GWI, PRA, SSK, VPS
	108. Application of aptitude diagnostics procedures	Are familiar with the models, instruments, and techniques of organizational analysis and can apply them to specific companies.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
	109. Organizational analyses	Understand the concepts and relationships of business administration in order to be able to develop suitable recommendations at a company-specific level.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
Marketing Expert & Market Researcher Consumer Psychologist Consumer Researcher	110. Carrying out market research	Can set up, develop, and conduct qualitative and quantitative studies in a scientifically sound manner.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, QQM, VPS
	111. Analysis of consumer behavior			
	112. Development of marketing strategies			
	113. Development of effective advertising campaigns	Are able to process qualitative and quantitative data, analyze it statistically, and interpret the results from the perspective of business psychology and management.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, QQM, VPS
		Can apply marketing tools and techniques to carry out market analyses and develop a marketing strategy.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, QQM, VPS
		Can develop effective advertising campaigns taking into account aspects of business psychology.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, QQM, VPS
Organizational Consultant & Development Expert	114. Organizational & management consulting	Are able to identify problems and issues and structure a consulting mandate.	Professional-scientific Personal/social	AAC, ASS, ABP, GWI, PRA, SSK

		Can use a wide range of business psychology and management tools to create the necessary analyses.	Professional-scientific	AAC, ASS, ABP, GWI, GWP, PRA, VWP
		Understand the concepts and relationships of business administration in order to be able to develop suitable recommendations at a company-specific level.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
		Are familiar with models, tools, and techniques to develop organizations and are able to apply them to specific problems.	Professional-scientific	AAC, ASS, ABP, GWI, GWP, PRA, VWP
		Can initiate, support, and communicate change processes.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS
HR Manager	115. Independent management and organization of a department within a company	Are able to structure and organize an HR department.	Professional-scientific Personal/social	AAC, ASS, ABP, GWP, GWI, PRA, SSK, VPS
	116. Development & implementation of employee development programs	Are familiar with models, tools, and techniques to develop HR management in organizations and are able to apply them to specific problems.	Professional-scientific Personal/social	AAC, ASS, ABP, GWP, GWI, PRA, SSK, VPS
	117. Competence & talent management	Understand business interrelationships within the company in order to be able to make well-founded decisions.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
	118. Strategic HR management			
	119. Acting as a business partner	Can resolve conflicts within the framework of HR management across companies.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, PRA, SSK, SPR, VPS
		Are able to implement strategic work within an HR department.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
Freelance HR & Organizational Consultant	120. Management consulting	Are able to identify problems and establish issues to be covered, and can structure a consulting mandate based on this.	Professional-scientific Personal/social	AAC, ASS, ABP, GWI, PRA, SSK
		Can use the varied instruments of business psychology and management to create the necessary analyses.	Professional-scientific	AAC, ASS, ABP, GWI, GWP, PRA, VWP
		Are familiar with models, tools, and techniques to develop HR management and drive organizational development, and are able to apply them to specific problems.	Professional-scientific Personal/social	AAC, ASS, ABP, GWP, GWI, PRA, SSK, VPS
		Understand the concepts and relationships of business administration in order to be able to develop suitable recommendations at a company-specific level.	Professional-scientific	ABP, BPR, GWP, GWI, PRA, VPS
		Can initiate, accompany, and communicate change processes.	Professional-scientific Personal/social	AAC, ASS, ABP, BPR, GWP, GWI, PRA, SSK, VPS

2 CURRICULUM

2.1 Curriculum Data

	Full-time	Comments, if any
Year of first implementation (YYYY/YYYY ₊₁)	2025/26	
Standard duration of program (Number of semesters)	6	
SWS (Semester Hours) (Total of all semesters)	81.5	In the full-time program, courses completed at the respective partner universities as part of the semester abroad are credited towards the total SWS workload.
ECTS Points (Total of all semesters)	180	
Start of Winter Term (CW = Calendar Week)	CW 40	
End of Winter Term (CW = Calendar Week)	CW 5	
Start of Summer Term (CW = Calendar Week)	CW 11	
End of Summer Term (CW = Calendar Week)	CW 28	
Number of weeks in Winter Term	15	
Number of weeks in Summer Term	15	
Compulsory semester abroad	5th semester	
Language of instruction	German/ English	The proportion of professional-scientific courses taught in English amounts to 21% of semester hours (SWS).
Internship	6th semester At least 500 hours	

2.2 Curriculum matrix

The curriculum matrix of the bachelor's degree program in Business Psychology is shown below. The numbers do not include the workload for the supervision of bachelor's theses. A supervision workload of 0.2 SWS is planned for each supervised thesis, i.e., an additional ASWS workload of 4 ASWS for 20 accredited study places. This results in a total of 107.5 ASWS across all 6 semesters, including the supervision of bachelor's theses.

1. Semester

Course no.	Course title	LV-Typ	T	E	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
GW11	Fundamentals of Business Administration & Economics I	ILV			5	1	5	75	GW1	6
GW12	Fundamentals of Business Administration & Economics II	ILV			4	1	4	60	GW1	6
GWP1	Fundamentals of business psychology	ILV			3	1	3	45	GWP	6
QQM1	Quantitative Methods I: Descriptive Statistics & Scientific Work	ILV			5	1	5	75	QQM	6
SPR 1	Foreign Language I	ILV			4.5	2	9.0	135.0	SPR	6
Total line:					21.5		26.0	390.0		30
Course hours = Total WSH x course weeks					322.5					

2. Semester

Course no.	Course title	LV-Typ	T	E	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
GWP2	General Psychology I: Perception, memory, thinking & decision-making	ILV			4	1	4	60	GWP	6
GWP3	Fundamentals of work and organizational psychology	ILV			4	1	4	60	GWP	6
QQM2	Quantitative methods II: Inferential statistics & test procedures	ILV			4	1	4	60	QQM	6
SPR 2	Foreign Language II	ILV			4.5	2	9.0	135.0	SPR	6
VWP1	Social psychology: Social foundations, behavior and experience	ILV			4	1	4	60	VWP	6
Total line:					20.5		25.0	375.0		30
Course hours = Total WSH x course weeks					307.5					

3. Semester

Course no.	Course title	LV-Typ	T	E	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
GWP4	General Psychology II: Learning, Emotion, Motivation & Knowledge	ILV			4	1	4	60	GWP	6
PRA 1	Practical project I: Experimental market research	PT			2	4	8	120	PRA	4
QQM3	Qualitative methods & experimental design	ILV		X	4	1	4	60	QQM	6
SSK1	Conflict management & mediation	ILV			1.5	1	1.5	22.5	SSK	2
VWP2	Differential psychology, personality psychology & diagnostics	ILV			4	1	4	60	VWP	6
VWP3	Market & Consumer Psychology	ILV		X	4	1	4	60	VWP	6
Total line:					19.5		25.5	382.5		30
Course hours = Total WSH x course weeks					292.5					

4. Semester

Course no.	Course title	LV-Typ	T	E	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
PRA 2	Practical project II: People and Organization	PT			2	4	8	120	PRA	4
SSK2	Fundamentals of Change Management	ILV		X	1.5	1	1.5	22.5	SSK	2
VPS5	Neuromarketing & Behavioral Psychology	ILV			4	1	4	60	VWP	6
VWP4	Psychology of Advertising & Media	ILV		X	4	1	4	60	VWP	6
VWP6	Specialization in occupational psychology	ILV			4	1	4	60	VWP	6
VWP7	Specialization in Organizational Psychology & Organizational Development	ILV			4	1	4	60	VWP	6
Total line:					19.5		25.5	382.5		30
Course hours = Total WSH x course weeks					292.5					

5. Semester

Course no.	Course title	LV-Typ	T	E	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
AAC	Consolidation Area Studies & Cultures	ILV			0	1	0	0	AAC	6
ABP	Specialization in Business Psychology	ILV			0	1	0	0	ABP	16
ASS	Consolidation Social Skills	ILV			0	1	0	0	ASS	8
Total line:					0		0	0		30
Course hours = Total WSH x course weeks					0					

6. Semester

Course no.	Course title	LV-Typ	T	E	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
BAS 1	Bachelor thesis seminar	SE			0.5	3	1.5	22.5	BAS	10
BPR 1	Internship	BPR			0	1	0	0	BPR	20
Total line:					0.5		1.5	22.5		30
Course hours = Total WSH x course weeks					7.5					

Abbreviations	
E	Lecture in English language
ECTS	ECTS – Credit points
LV	Course
LVS	Course hour(s)
WSH	Weekly semester hour(s)
T	Lecture with technical background
WP	Elective subject

Summary curriculum data

Description	WSH	ASWS	ALVS	ECTS
Total number of courses over all semesters	81.5	103.5	1552.5	180
Total number of courses in 1st year of study	42	51	765	60
Total number of courses in 2nd year of study	39	51	765	60
Total number of courses in 3rd year of study	0.5	1.5	22.5	60
Total number of technical events over all semesters				
Percentage of technical courses over all semesters based on WSH / ECTS*				
Total number of courses in English over all semesters	13.5			20
Proportion of courses in English over all semesters based on WSH / ECTS	18.62 %			11.9 %

* These calculations were prepared manually. The basis for the calculation is 72.5 SWS (168 ECTS) [81.5 SWS (180 ECTS) minus 2 x 4.5 SWS (6 ECTS) each, which are allocated to the language modules in the 1st and 2nd semesters]. The course "Marketing (E)" is integrated into the module "Fundamentals of Economics II," which is held in English and has a workload of 2 SWS (3 ECTS), but cannot be marked independently in the system. If these 2 SWS are added to the 13.5 SWS marked in the system, then the proportion of courses taught in English amounts to a total of 15.5 SWS. In relation to the base of 72.5 SWS, this corresponds to **21.38%** of total semester hours (SWS). As regards ECTS points, the corrected value would be 23 ECTS points, which in relation to the base of 168 ECTS points corresponds to a proportion of **13.69%**.

2.3 Module descriptions

Module number:	Fundamentals of Economics	Scope:	
GW1		12	ECTS
Degree program	University of Applied Sciences Bachelor's Program Business Psychology & Management full-time		
Position in the curriculum	1. Semester		
Level	1. Semester: Bachelor		
Previous knowledge	1. Semester: None		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
	<u>Fundamentals of Business Administration & Economics I /ILV / LV-Nr: GW11 / 1.Semester / ECTS: 6</u> <ul style="list-style-type: none"> • Breyer, F. (2020). Mikroökonomik: Eine Einführung. Berlin-Heidelberg: Springer Verlag. • Clement, R., Terlau, W., Kiy, M., & Gehring, A. (2023). Angewandte Makroökonomie: Makroökonomie, Wirtschaftspolitik und nachhaltige Entwicklung. München: Verlag Franz Vahlen. • Dillerup, R., & Stoi, R. (2022). Unternehmensführung: Erfolgreich durch modernes Management & Leadership. München: Verlag Franz Vahlen. • Edling, H. (2023). Volkswirtschaftslehre - Schnell erfasst. Berlin-Heidelberg: Springer Verlag. • Egger, A., Egger, W., & Schauer, R. (2016). Einführung in die Allgemeine Betriebswirtschaftslehre. Wien: Linde. • Forner, A. (2022). Volkswirtschaftslehre: Eine praxisorientierte Einführung. Wiesbaden: Springer Verlag. • Kolmar, M. (2021). Grundlagen der Mikroökonomik: Ein integrativer Ansatz. Berlin-Heidelberg: Springer Verlag. • Vahs, D., & Schäfer-Kunz, J. (2021). Einführung in die Betriebswirtschaftslehre. Stuttgart: Schäffer-Poeschel 		
Literature recommendation	<u>Fundamentals of Business Administration & Economics II /ILV / LV-Nr: GW12 / 1.Semester / ECTS: 6</u> <ul style="list-style-type: none"> • Coenenberg, A. G., Haller, A., & Schultze, W. (2021). Einführung in das Rechnungswesen: Grundlagen der Buchführung und Bilanzierung. Stuttgart: Schäffer-Poeschel Verlag. • Bruhn, M. (2022). Marketing: Grundlagen für Studium und Praxis. Wiesbaden: Springer Verlag. • Grbenic, S., & Zunk, B. (2021). Buchhaltung Grundlagen: Buchhaltung und Bilanzierung Band 1. Wien: Linde Verlag. • Kotler, P., Keller, K. L., Chernev, A. (2022). Marketing management. Harlow, UK: Pearson. • Kotler, P., Armstrong, G., Harris, L. C., & He, H. (2022). Grundlagen des Marketing. Hallbergmoos: Pearson. • Kreutzer, R. T. (2022). Praxisorientiertes Marketing: Grundlagen – Instrumente – Fallbeispiele. Wiesbaden: Springer Verlag. • Weber, J., & Weißenberger, B. E. (2021). Einführung in das Rechnungswesen: Bilanzierung und Kostenrechnung. Stuttgart: Schäffer-Poeschel Verlag. • Wöhe, G., & Kußmaul, H. (2022). Grundzüge der Buchführung und Bilanztechnik. München: Verlag Franz Vahlen. 		
Acquisition of skills	<u>Fundamentals of Business Administration & Economics I /ILV / LV-Nr: GW11 / 1.Semester / ECTS: 6</u> <p>Business Administration Section:</p> <p>-----</p> <p>The students:</p> <ul style="list-style-type: none"> • are familiar with the various subfields of business economics. • understand the structure of a business and typical operational processes and are acquainted with the fundamental constitutive factors of a business. • recognize the interconnections in terms of the diverse relationships between business economic functions. • can clearly distinguish between central business economic concepts. • are familiar with the most important constitutional and functional business decisions. • understand the basics and tools of strategic management. • know and understand the interconnections of business economics at various decision-making and action levels. • are capable of analyzing current market, environmental, and surrounding conditions in the area of small and medium-sized enterprises. • are aware of the essential principles and discussions of business and economic ethics, especially in the area of corporate governance debate. • know the process for implementing a business strategy using selected business economic tools. <p>Economics Section:</p> <p>-----</p> <p>The students are capable of:</p> <ul style="list-style-type: none"> • naming the essential components of a market model and discussing market equilibrium as an interaction of supply and demand. • identifying the determinants of consumer demand and explaining the reaction to external factors such as changes in income. • explaining both the potential and limitations of market models based on real markets such as the housing or labor market, and enhancing abstract models with increased reality relevance. • understanding production decisions in companies and interpreting the influence of market forms on pricing. • examining and critically evaluating current developments based on models. • naming the essential components and institutions of an economy and explaining how they function. • identifying macroeconomic indicators such as Gross Domestic Product or Consumer Price Index and explaining them in content. • independently researching indicators for economic growth and inflation and presenting current developments. 		

	<p><u>Fundamentals of Business Administration & Economics II /ILV / LV-Nr: GWI2 / 1.Semester / ECTS: 6</u></p> <p>Marketing Section:</p> <p>-----</p> <p>The students:</p> <ul style="list-style-type: none"> • are familiar with issues and solution approaches in marketing management. • master the tools of the marketing mix. • understand the basics of consumer behavior and critically evaluate marketing approaches from an ethical perspective.
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Acquisition of skills	<ul style="list-style-type: none"> comprehend the impact of digital marketing on corporate strategy. <p>Accounting & Financial Management Section:</p> <p>-----</p> <p>The students:</p> <ul style="list-style-type: none"> know the basics of representing business decisions within the accounting system. are familiar with and understand the basic concepts and subdivisions of accounting. understand the technique and internal structure of double-entry bookkeeping. can assess the structure of an accounting system and the characteristics of different account types. are able to perform simple business transactions on asset and income accounts and create accounting entries. recognize the significant effects of business transactions on the balance sheet and profit and loss statement. know the task areas and solution approaches of cost and revenue accounting with its subsystems (cost type, cost center, and cost carrier accounting). can differentiate between the terms payments – disbursements, receipts – expenditures, revenue – expense. can describe the organizational structure of cost accounting and explain the essential cost accounting systems in basic terms. are familiar with the systems of cost accounting (partial and full cost accounting).
Course contents	<p><u>Fundamentals of Business Administration & Economics I /ILV / LV-Nr: GW11 / 1.Semester / ECTS: 6</u></p> <p>Business Administration Section:</p> <p>-----</p> <p>Part A: Overview and Analysis of Interconnections among Key Business Economics Areas</p> <ul style="list-style-type: none"> Characteristics of business enterprises and the scope of business economics. Decision theory in business economics. Operational functional areas. Basics of management and ethics. <p>Part B: Fundamentals of Business Economics</p> <ul style="list-style-type: none"> Constitutive business decisions such as legal forms, location decisions, types of business mergers/acquisitions, and choice of business field. Functional business decisions: materials management, production management, marketing. Fundamentals of business value creation processes and functions (value creation architecture and structure). Basics of market-, process-, and strategy-oriented management. <p>Part C: Strategic Management</p> <ul style="list-style-type: none"> Definition and distinction between strategy vs. business model; Mintzberg's 5 Ps. Strategic management process and relevant analyses (vision & mission; environmental analysis, external and internal company analysis, resource analysis, and Porter's value chain, competitor analysis, SWOT, etc.). Strategic vs. operational goals. Generic strategies by Porter (focus on differentiation, differentiation, cost focus, cost leadership) and by Treacy & Wiersema (product leadership, operational excellence, customer intimacy). <p>Economics Section:</p> <p>-----</p> <p>Part A: Core Topics</p> <ul style="list-style-type: none"> Economic thinking and marginal analysis. Efficient allocation of scarce resources. Market model and market equilibrium. Macroeconomic variables (GDP, inflation, and unemployment) and their interrelations. <p>Part B: Selected Economic Issues</p> <ul style="list-style-type: none"> Elasticity and welfare. Cost functions and optimal company production. Pricing and market structures. Short-term economic fluctuations: business cycles. Money, the ECB, and inflation. Long-term economic growth. International relations and trade.

	<p><u>Fundamentals of Business Administration & Economics II /ILV / LV-Nr: GWI2 / 1.Semester / ECTS: 6</u></p> <p>Marketing Section:</p> <p>-----</p> <ul style="list-style-type: none"> • Teaching the fundamentals of marketing under the following aspects: • Definition and applications of marketing • Importance and roles of marketing in the 21st century • Social responsibility and ethics in marketing • Strategic marketing / Market segmentation • Analysis of consumer behavior in consumer goods markets • Marketing mix (4P) • International marketing • Market orientation in corporate culture and leadership • Future perspectives of marketing <p>Accounting & Finance Section:</p> <p>-----</p> <p>Part A: External Accounting</p> <ul style="list-style-type: none"> • Structure of accounting • Basics of corporate accounting: tasks, subdivisions, and fundamental concepts • System of commercial bookkeeping: from inventory to opening balance sheet • System of double-entry bookkeeping: recording business transactions in asset and income accounts • Organization of accounting (chart of accounts, VAT, etc.) • Principle of period integrity and accruals • Principles of proper accounting • Valuation of balance sheet items (fixed assets, current assets, highest and lowest value principle) and • valuation methods (FIFO, LIFO, HIFO, KIFO, constant value method, etc.)
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Course contents	Part B: Internal Accounting <ul style="list-style-type: none"> • Objectives and basic concepts of cost and revenue accounting • Fundamentals of cost and revenue accounting: tasks, components, and subdivisions • Structure of cost accounting (types of costs, cost centers, cost units) • Contribution margin accounting
Teaching and learning methods	<u>Fundamentals of Business Administration & Economics I /ILV / LV-Nr: GWI1 / 1.Semester / ECTS: 6</u> 40% of the course is covered through eLearning, which utilizes a combination of online phases (inductive method for independent knowledge acquisition and practicing tasks) and face-to-face phases (deductive method, where support is provided in the learning process and knowledge is imparted through lectures).
	<u>Fundamentals of Business Administration & Economics II /ILV / LV-Nr: GWI2 / 1.Semester / ECTS: 6</u> 40 % of the course will be covered through eLearning. This will involve a combination of online phases (inductive method for independent knowledge acquisition and practicing tasks) and face-to-face phases (deductive method, where support is provided in the learning process and knowledge is imparted through lectures).
Evaluation Methods Criteria	<u>Fundamentals of Business Administration & Economics I /ILV / LV-Nr: GWI1 / 1.Semester / ECTS: 6</u> <ul style="list-style-type: none"> • Midterm exam • Case study analysis • Quizzes • Final exam
	<u>Fundamentals of Business Administration & Economics II /ILV / LV-Nr: GWI2 / 1.Semester / ECTS: 6</u> <ul style="list-style-type: none"> • Quizzes • Final exam

Module number:	Languages	Scope:	
SPR		12	ECTS
Degree program	University of Applied Sciences Bachelor's Program Business Psychology & Management full-time		
Position in the curriculum	1. Semester		
	2. Semester		
Level	1. Semester: Bachelor / 2. Semester: Bachelor		
Previous knowledge	1. Semester: • Modules at levels A1-A2: No prior knowledge in the target language required and a confirmed B2 level in English. • Modules at levels B1-B2: A confirmed A2 level in the target language or recommendation for supportive measures and a confirmed B2 level in English. • Modules at levels B2-C1: A confirmed B1 level in English or recommendation for supportive measures. • Modules at levels C1-C2: A confirmed B2 level in English. / 2. Semester: • Modules at levels A1-A2: Foreign Language 1 at A1-A2 level in the target language and a secured B2 level in English. • Modules at levels B1-B2: Foreign Language 1 at B1-B2 level in the target language. • Modules at levels B2-C1: Foreign Language 1 at B2-C1 level in the target language. • Modules at levels C1-C2: Foreign Language 1 at C1-C2 level in the target language.		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Foreign Language I /ILV / LV-Nr: SPR 1 / 1.Semester / ECTS: 6</u> Coursebook – as agreed upon; authentic materials, such as magazines (including professional journals), newspapers, and online media in the target language.		
	<u>Foreign Language II /ILV / LV-Nr: SPR 2 / 2.Semester / ECTS: 6</u> Coursebook – as agreed; authentic materials such as magazines (including professional journals), newspapers, and online media in the target language.		
Acquisition of skills	<u>Foreign Language I /ILV / LV-Nr: SPR 1 / 1.Semester / ECTS: 6</u> The modules are structured according to the Common European Framework of Reference for Languages (CEFR). In these modules, students will acquire the language skills and develop the competencies necessary for a business-oriented professional or academic activity. The following competencies, as outlined by the CEFR, will be imparted, meaning that upon completion of the module, successful graduates will master the following activities in the target language: • A1-A2: Basic communication skills • B1-B2: Advanced language use and communication skills • B2-C1: Independent language use to proficient language skills and communication abilities • C1-C2: Expert language skills to fluent, competent communication abilities.		
	<u>Foreign Language II /ILV / LV-Nr: SPR 2 / 2.Semester / ECTS: 6</u> The modules are designed according to the Common European Framework of Reference for Languages (CEFR). As part of the modules, students will acquire language skills and develop abilities necessary for a business-oriented professional or academic activity. The following competencies are imparted according to the CEFR, meaning that upon completion of the module, successful graduates will master the following activities in the target language: • A1-A2 Basic communication skills • B1-B2 Advanced language use and communication skills • B2-C1 Independent language use to proficient language skills and communication abilities • C1-C2 Expert language skills to fluent, competent communication abilities		
Course contents	<u>Foreign Language I /ILV / LV-Nr: SPR 1 / 1.Semester / ECTS: 6</u>		

	<p>The study-integrated language modules offered are designed following the methodological principles of a communicative, action-oriented approach.</p> <p>The competence levels of the module offerings align with the Common European Framework of Reference for Languages (CEFR), with a central goal being that students improve their communication competence by at least one level.</p> <p>Additionally, there is a strong focus on acquiring academic and business-oriented skills in the target language:</p> <ul style="list-style-type: none"> • A1-A2: Basic communication skills • B1-B2: Advanced language use and communication skills • B2-C1: Independent language use up to proficient language skills and communication abilities • C1-C2: Expert language skills up to fluent, competent communication abilities.
	<p><u>Foreign Language II /ILV / LV-Nr: SPR 2 / 2.Semester / ECTS: 6</u></p> <p>The study-integrated language modules offered are designed according to the methodological principles of a communicative, action-oriented approach.</p> <p>The competency levels of the module offerings are aligned with the Common European Framework of Reference for Languages (CEFR), and a central goal is for students to improve their communication competence by at least one level.</p> <p>Additionally, there is a clear focus on acquiring academic and business-oriented skills in the target language:</p> <ul style="list-style-type: none"> • A1-A2: Basic communication skills • B1-B2: Advanced language use and communication skills • B2-C1: Independent language use to proficient language skills and communication abilities • C1-C2: Expert language skills to fluent, competent communication abilities.

Teaching and learning methods	<u>Foreign Language I /ILV / LV-Nr: SPR 1 / 1.Semester / ECTS: 6</u> Blended Learning
	<u>Foreign Language II /ILV / LV-Nr: SPR 2 / 2.Semester / ECTS: 6</u> Blended Learning
Evaluation Methods Criteria	<u>Foreign Language I /ILV / LV-Nr: SPR 1 / 1.Semester / ECTS: 6</u> Portfolio with various components: • Various performance assessments (reading comprehension, listening comprehension, written expression, oral expression) • Various assignments and proofs of performance, including contributions to group work, course units, and critical reflection regarding learning outcomes.
	<u>Foreign Language II /ILV / LV-Nr: SPR 2 / 2.Semester / ECTS: 6</u> Portfolio with various components: • Various performance assessments (reading comprehension, listening comprehension, written expression, oral expression) • Various tasks and proof of performance, including contributions to group work, course units, and critical reflection regarding learning outcomes.

Module number:	Fundamentals of (Business-)Psychology	Scope:	
GWP		24	ECTS
Degree program	University of Applied Sciences Bachelor's Program Business Psychology & Management full-time		
Position in the curriculum	1. Semester		
	2. Semester		
	3. Semester		
Level	1. Semester: Bachelor / 2. Semester: Bachelor / 3. Semester: Bachelor		
Previous knowledge	1. Semester: None / 2. Semester: None / 3. Semester: None		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Fundamentals of business psychology /ILV / LV-Nr: GWP1 / 1.Semester / ECTS: 6</u> <ul style="list-style-type: none"> • Brinkmann, R. (2018) (Hrsg.). Angewandte Wirtschaftspsychologie. Hallbergmoos: Pearson. • Fichter, C. (2018) (Hrsg.). Wirtschaftspsychologie für Bachelor. Berlin: Springer. • Wiswede, G. (2021). Einführung in die Wirtschaftspsychologie. München: Ernst Reinhardt GmbH & Co. KG. 		
	<u>General Psychology I: Perception, memory, thinking & decision-making /ILV / LV-Nr: GWP2 / 2.Semester / ECTS: 6</u> <ul style="list-style-type: none"> • Bak, P. M. (2020). Wahrnehmung, Gedächtnis, Sprache, Denken: Allgemeine Psychologie I – das Wichtigste, prägnant und anwendungsorientiert. Berlin: Springer. • Becker-Carus, C., & Wendt, M. (2017). Allgemeine Psychologie: Eine Einführung. Berlin: Springer. • Hergovich, A. (2022). Allgemeine Psychologie: Wahrnehmung und Emotion. Wien: Facultas. 		
	<u>Fundamentals of work and organizational psychology /ILV / LV-Nr: GWP3 / 2.Semester / ECTS: 6</u> <ul style="list-style-type: none"> • Kauffeld, S. (2019) (Hrsg.). Arbeits-, Organisations- und Personalpsychologie für Bachelor. Berlin: Springer. • Kluge, A. (2021). Arbeits- und Organisationspsychologie. Stuttgart: W. Kohlhammer. • Nerdinger, F. W., Blickle, G., & Schaper, N. (2019). Arbeits- und Organisationspsychologie. Berlin: Springer. • Wiese, B. S., & Stertz, A. M. (). Arbeits- und Organisationspsychologie: Ein Überblick für Psychologiestudierenden und -interessierte. Berlin: Springer. 		
	<u>General Psychology II: Learning, Emotion, Motivation & Knowledge /ILV / LV-Nr: GWP4 / 3.Semester / ECTS: 6</u> <ul style="list-style-type: none"> • Bak, P. M. (2019). Lernen, Motivation und Emotion. Allgemeine Psychologie II – das Wichtigste, prägnant und anwendungsorientiert. Berlin: Springer • Becker-Carus, C., & Wendt, M. (2017). Allgemeine Psychologie: Eine Einführung. Berlin: Springer. • Hergovich, A. (2021). Allgemeine Psychologie: Denken und Lernen. Wien: Facultas. 		
Acquisition of skills	<u>Fundamentals of business psychology /ILV / LV-Nr: GWP1 / 1.Semester / ECTS: 6</u> <p>The students</p> <ul style="list-style-type: none"> • are familiar with the history, development, and sub-disciplines of economic psychology, as well as the peculiarities of economic behavior and the issues surrounding rational behavior. • understand the role of the human image in economic psychology and can explain its influence on economic psychological theories. • can articulate the fundamental theories of economic psychology in their own words and explain their application in various economic psychological contexts. • recognize and describe the connection between psychological concepts at the individual and interpersonal levels and their impact on organizational and economic processes. • apply psychological concepts to macro- and microeconomic processes by analyzing the psychological aspects of economic developments such as industrialization, internationalization, and business cycles. • develop solution strategies for real-world scenarios by applying knowledge from economic psychology. 		
	<u>General Psychology I: Perception, memory, thinking & decision-making /ILV / LV-Nr: GWP2 / 2.Semester / ECTS: 6</u> <p>The students</p> <ul style="list-style-type: none"> • are familiar with the fundamentals of psychology including its history, objectives, research methods, and experimental design. • understand the biological and physiological bases of behavior, including the functioning of the nervous system and genetic influences on behavior. • can describe concepts of perception and states of consciousness, including the mechanisms of visual, auditory, and multimodal perception as well as the significance of sleep and dreaming. • recognize and explain the processes and systems of memory, from sensory input to long-term memory, and apply learning strategies to improve memory. • understand the basics of action control, including the physiological and cognitive aspects of motor skills and executive functions. • can apply theoretical models and research findings on thinking, problem-solving, and decision-making and implement them in practical or hypothetical scenarios. 		

	<p><u>Fundamentals of work and organizational psychology /ILV / LV-Nr: GWP3 / 2.Semester / ECTS: 6</u></p> <p>The students</p> <ul style="list-style-type: none">• are familiar with the historical and modern developments in work and organizational psychology, including various perspectives on human nature and the evolution of modern work environments such as Industry 4.0 and agility.• understand classical and contemporary organizational theories as well as the dynamics of organizational structures, networks, cultures, and climates.• can apply theories and practices for managing organizational change, including • understanding episodic and continuous changes, field theory, as well as the importance of participation and communication in change processes.• analyze and evaluate work processes and their influence on individual and team performance, understand the role of socio-digital systems, health management, and occupational safety.• develop skills in agile project management, including the basics of Scrum and Kanban, and can implement effective time management and stress coping strategies in projects.
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Acquisition of skills	<p><u>General Psychology II: Learning, Emotion, Motivation & Knowledge /ILV / LV-Nr: GWP4 / 3.Semester / ECTS: 6</u></p> <p>The students</p> <ul style="list-style-type: none"> • are familiar with the definitions and distinctions of learning, knowledge, motivation, and emotion, as well as the fundamental aspects and theories that encompass these areas. • understand the different learning theories, including classical and operant conditioning, associative learning, as well as complex and cognitive forms of learning. They also grasp the structures and processes of knowledge acquisition and knowledge management. • can apply the learned concepts of motivation and emotion in practical contexts, analyze the biological bases of motivation, and recognize the effects of emotion regulation on behavior and stress management. • recognize the connections between cognitive motivational models, implicit and explicit motives, as well as the importance of motive congruence and goal setting in motivational processes. • employ methods for measuring emotions and understand the functions and classifications of emotions, including emotional expression and emotional reactions such as aggression and fear.
Course contents	<p><u>Fundamentals of business psychology /ILV / LV-Nr: GWP1 / 1.Semester / ECTS: 6</u></p> <ul style="list-style-type: none"> • Introduction & Basics (History; Development & Subdisciplines of Economic Psychology; Specifics of Economic Behavior; Problematics of Rational Behavior; Human Image in Economic Psychology) • Theories of Economic Psychology (Framework of Economic Psychological Research; Motivation Theories; Cognitive Theories; Interaction Theories; Field Theory; Market Psychological Approach; Culture & Cross-Cultural Psychology; Transitions & Stress Research; Cultural-Sociological Approach; Systemic Explanatory Approaches) • Economic Psychological Concepts (Individual Level [Values, Attitudes; Feelings & Emotions; Motivation & Action; Attribution; Competence; Learning & Decision Processes; Self & Identity]; Interpersonal Level [Processes within & between Groups; Diversity; Cooperation & Competition; Conflict & Conflict Resolution; Negotiation; Trust; Power; Justice]) • Psychology of Macroeconomic Processes (Psychology of Economic Developments [Industrialization; Developing Countries; Internationalization; Economic Cycles]; Psychology of Developed Societies [Value Change; Environmental Issues; Informal Economy; Unemployment]; Psychology of Money [Value of Money; Income; Taxation; Saving; Investment]) • Psychology of Microeconomic Processes (Overview of the following topics: Work and Organizational Psychology; Market & Consumer Psychology) • Application Fields with Examples (Processes of Buying & Selling; Mergers & Acquisitions; Consultancy in Business-Related Contexts; Unemployment; Intercultural Actions in Business Contexts; Entrepreneurial Actions & Self-Employment) <p><u>General Psychology I: Perception, memory, thinking & decision-making /ILV / LV-Nr: GWP2 / 2.Semester / ECTS: 6</u></p> <ul style="list-style-type: none"> • Psychology as a Science (Subject & Goals of General Psychology; Concepts & Perspectives of Psychology; Psychology as a Scientific Research Method; Methodological Principles of Psychology; Methods of Experimental Design & Data Collection) • Neuroscience and Behavior – Biological-Physiological Foundations (Signal Transmission in the Nervous System; Organization of the Nervous System; Structure of the Brain; Genetics & Behavior) • Perception (Properties of the Senses; Making Phenomenal Experience Measurable; Psychophysics, Visual Perception; Auditory Perception; Balance & Proprioception; Tactile Senses; Smell & Taste; Somatosensory System; Multimodal Perception) • Attention & Consciousness (Attention & Selective Stimulus Processing; Consciousness; Sleep; Dreaming & Circadian Rhythms) • Action Control (Physiological Foundations of Motor Skills; Control; Programming & Regulation; Interaction between Action & Perception; Multitasking/Dual Tasks; Executive Functions/Cognitive Control) • Memory (Memory Processes & Systems; Methods & Findings of Early Experimental Memory Research; Sensory Memory; Working Memory/Short-Term Memory; Long-Term Memory; Memory Theories; Constructive Memory; Memory Enhancement & Learning Strategies; Neurobiological Basis of Memory) • Thinking, Problem Solving & Decision Making (Propositional Thinking & Knowledge Presentation; Imagery Thinking; Neural Basis of Propositional and Imagery Thinking; Problem Solving: Basic Concepts & Strategies; Decision Making: Basic Concepts & Strategies, Intelligence & Creativity)

	<p><u>Fundamentals of work and organizational psychology /ILV / LV-Nr: GWP3 / 2.Semester / ECTS: 6</u></p> <p>Organizational Psychology Section:</p> <p>-----</p> <ul style="list-style-type: none"> • Overview of the Past and Future of Work & Organizational Psychology (Concepts of Human Nature [e.g., Economic Man; Social Man; Complex Man; etc.]; Modern Work Environments [e.g., Industrial Revolution; Work 4.0; Agility; etc.]) • Organization Theories & Development (Concept of Organization; Classical & Contemporary Organization Theories: Industrialization & Mass Production; Human Relations Movement; High Reliability Organizations & Cyber-Physical Systems; Organizational Structure; Networks; Organizational Culture & Climate) • Theories of Organizational Change (Theories of Change [e.g., episodic/revolutionary & continuous/evolutionary change; Field Theory; etc.], Change through Organizational Learning; Active Management of Change in Organizations; Participation & Communication in Change Processes) <p>Work Psychology & Agile Project Management Section:</p> <p>-----</p> <ul style="list-style-type: none"> • Theoretical Models of Work Behavior (Behavioral Theoretical Approaches; Cognitive Psychological/Theoretical Approaches; Action Theoretical Approaches; Activity Theoretical Approaches) • Work Psychology & Socio-Digital Systems (Definition of Work & Work 4.0, Analysis; Evaluation & Design of Work; Effects of Work; Health Promotion & Occupational Health Management; Work Safety & Safety Management) • Work Performance (Determinants of Individual Performance; Influence of Personal & Non-Personal Leadership on Performance; Team Performance & Development) • Fundamentals of Project Management (Project Definition & Differentiation from Project Assignment; Project Planning & Organization; Roles & Responsibilities in the Project; Project Implementation & Control; Project Closure; Success Factors of Project Management; Project Handbook) • Introduction to Time Management & Stress Factors in Projects; Introduction to Creating Time & Milestone Plans with Software Assistance • Building an Agile Mindset with Values & Principles • Basics of Kanban & Scrum (Scrum & Scrum Roles, Application of Agile Techniques [Use Cases; personas; Burn Up Chart; Cumulative Flow Diagram; Earned Value Analysis])
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Course contents	<p><u>General Psychology II: Learning, Emotion, Motivation & Knowledge /ILV / LV-Nr: GWP4 / 3.Semester / ECTS: 6</u></p> <ul style="list-style-type: none"> • Learning (definition & differentiation; aspects of learning; learning theories; associative learning; habituation & sensitization; classical & operant conditioning; complex & cognitive learning; imitation learning; learning organization) • Knowledge (definition & differentiation; knowledge & knowledge management; types of knowledge; explicit & tacit knowledge; knowledge acquisition; knowledge balance) • Motivation (basic concepts of motivation & theoretical approaches; early and more recent theories of motivation; biological foundations of motivation; basic & controlling motivation; gender & sexuality; cognitive motivation models; motive classes; implicit, explicit motives & motive congruence; motivation through goal setting) • Emotion (conceptual delimitation; early and recent theories of emotion; functions & classification of emotions; biological basis of emotions; emotion regulation; cognition & emotion; emotional expression; aggression & fear as emotional reactions; emotional stress; facets of emotion; measurement of emotion)
Teaching and learning methods	<p><u>Fundamentals of business psychology /ILV / LV-Nr: GWP1 / 1.Semester / ECTS: 6</u></p> <p>20% of the course will be covered through eLearning. This will involve a combination of online phases (inductive method for independent acquisition of knowledge and practicing tasks) and face-to-face sessions (deductive method providing assistance in the learning process and imparting knowledge through lectures).</p>
	<p><u>General Psychology I: Perception, memory, thinking & decision-making /ILV / LV-Nr: GWP2 / 2.Semester / ECTS: 6</u></p> <p>30% of the course will be covered through eLearning. This will involve a combination of online phases (inductive method for independent acquisition of knowledge and practicing tasks) and face-to-face sessions (deductive method providing assistance in the learning process and imparting knowledge through lectures).</p>
	<p><u>Fundamentals of work and organizational psychology /ILV / LV-Nr: GWP3 / 2.Semester / ECTS: 6</u></p> <p>20% of the course will be covered through eLearning. This will involve a combination of online phases (inductive method for independent acquisition of knowledge and practicing tasks) and face-to-face sessions (deductive method providing assistance in the learning process and imparting knowledge through lectures).</p>
	<p><u>General Psychology II: Learning, Emotion, Motivation & Knowledge /ILV / LV-Nr: GWP4 / 3.Semester / ECTS: 6</u></p> <p>30% of the course will be covered through eLearning. This will involve a combination of online phases (inductive method for independent acquisition of knowledge and practicing tasks) and face-to-face sessions (deductive method providing assistance in the learning process and imparting knowledge through lectures).</p>
Evaluation Methods Criteria	<p><u>Fundamentals of business psychology /ILV / LV-Nr: GWP1 / 1.Semester / ECTS: 6</u></p> <ul style="list-style-type: none"> • Quiz • Final Exam
	<p><u>General Psychology I: Perception, memory, thinking & decision-making /ILV / LV-Nr: GWP2 / 2.Semester / ECTS: 6</u></p> <ul style="list-style-type: none"> • Quiz • Final Exam
	<p><u>Fundamentals of work and organizational psychology /ILV / LV-Nr: GWP3 / 2.Semester / ECTS: 6</u></p> <ul style="list-style-type: none"> • Quiz • Final Exam
	<p><u>General Psychology II: Learning, Emotion, Motivation & Knowledge /ILV / LV-Nr: GWP4 / 3.Semester / ECTS: 6</u></p> <ul style="list-style-type: none"> - Quiz - Final exam

Module number:	Quantitative & Qualitative Methods	Scope:	
QQM		18	ECTS
Degree program	University of Applied Sciences Bachelor's Program Business Psychology & Management full-time		
Position in the curriculum	1. Semester		
	2. Semester		
	3. Semester		
Level	1. Semester: Bachelor / 2. Semester: Bachelor / 3. Semester: Bachelor		
Previous knowledge	1. Semester: None / 2. Semester: None / 3. Semester: None		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Quantitative Methods I: Descriptive Statistics & Scientific Work /ILV / LV-Nr: QQM1 / 1.Semester / ECTS: 6</u> <ul style="list-style-type: none"> • Bänisch, A., & Alewell, D. (2020). Wissenschaftliches Arbeiten. Berlin/Boston: Walter De Gruyter GmbH. • Bamberg, G., Baur, F., & Krapp, M. (2022). Statistik: Eine Einführung für Wirtschafts- und Sozialwissenschaftler. Berlin/Boston: Walter de Gruyter GmbH. • Braunecker, C. (2021). How to do empirische Sozialforschung: Eine Gebrauchsanleitung. Wien: Facultas Verlags- und Buchhandel AG. • Häder, M. (2019). Empirische Sozialforschung: Eine Einführung. Wiesbaden: Springer Verlag. • Oehrich, M. (2022). Wissenschaftliches Arbeiten und Schreiben: Schritt für Schritt zur Bachelor- und Master-Thesis in den Wirtschaftswissenschaften. Wiesbaden: Springer Verlag. • Schira, J. (2021). Statistische Methoden der VWL und BWL: Theorie und Praxis. München: Pearson Deutschland GmbH. • Sibbertsen, P., & Lehne, H. (2021). Statistik: Einführung für Wirtschafts- und Sozialwissenschaftler. Berlin-Heidelberg: Springer Verlag. • Theisen, M. R., & Theisen, M. (2021). Wissenschaftliches Arbeiten: Erfolgreich bei Bachelor- und Masterarbeit. München: Verlag Franz Vahlen. 		
	<u>Quantitative methods II: Inferential statistics & test procedures /ILV / LV-Nr: QQM2 / 2.Semester / ECTS: 6</u> <ul style="list-style-type: none"> • Haslam, A. S., McGarty, C., Cruwys, T., & Steffens, N. K. (2024). Research methods and statistics in psychology. London: Sage. • Moosbrugger, H., & Kelava, A. (2020) (Hrsg.). Testtheorie und Fragebogenkonstruktion. Berlin: Springer • Rasch, B., Frieze, M., Hofmann, W., & Naumann, E. (2021). Quantitative Methoden 2: Einführung in die Statistik für Psychologie, Sozial- & Erziehungswissenschaften. Berlin: Springer. • Rasch, B., Frieze, M., Hofmann, W., & Naumann, E. (2021). Quantitative Methoden 1: Einführung in die Statistik für Psychologie, Sozial- & Erziehungswissenschaften. Berlin: Springer. 		
	<u>Qualitative methods & experimental design /ILV / LV-Nr: QQM3 / 3.Semester / ECTS: 6</u> <ul style="list-style-type: none"> • Howitt, D. (2019). Introduction to qualitative research methods in psychology: Putting theory into practice. Harlow: Pearson. • Huber, O. (2019). Das psychologische Experiment: Eine Einführung. Bern: Hogrefe. • Kirchmair, R. (2022). Qualitative Forschungsmethoden: Anwendungsorientiert: vom Insider aus der Marktforschung lernen. Berlin: Springer. • Lüdders, L. (2017). Qualitative Methoden und Methodenmix: Ein Handbuch für Studium und Berufspraxis. Bremen: APOLLON University Press. • Renner, K.-H., & Jacob, N.-C. (2020). Das Interview: Grundlagen und Anwendung in Psychologie und Sozialwissenschaften. Berlin: Springer. 		
Acquisition of skills	<u>Quantitative Methods I: Descriptive Statistics & Scientific Work /ILV / LV-Nr: QQM1 / 1.Semester / ECTS: 6</u> The students: <ul style="list-style-type: none"> • understand the fundamentals of the research process. • understand the ethical aspects of scientific work and know how artificial intelligence should be used. • can formulate research questions appropriately. • can plan methodological approaches to answer research questions. • can research, evaluate, and cite academic literature. • understand the structure and format of a scientific work. • can draft a research proposal. • are familiar with various forms of scientific knowledge acquisition and can formulate empirical research questions appropriately. • can plan and apply methodological approaches in the research process. • are able to design and apply appropriate selection, data collection, processing, and analysis methods. • know the criteria for the quality of quantitative and qualitative social research and can apply them correctly in seminar and bachelor's theses. • are able to structure and compile large datasets using spreadsheet software. • can analyze statistical data using spreadsheet software. • possess basic knowledge of quantitative methods in business administration and economics and basic knowledge of statistical methods and procedures for describing and analyzing data. • can apply descriptive statistics and selected testing procedures. 		

	<p><u>Quantitative methods II: Inferential statistics & test procedures /ILV / LV-Nr: QQM2 / 2.Semester / ECTS: 6</u></p> <p>The students</p> <ul style="list-style-type: none">• are familiar with the basic principles and applications of analysis of variance (ANOVA) as well as relevant test procedures for rank and nominal data.• understand the techniques and assumptions of linear and non-linear regression analysis, including special models such as logistic regression.• can conduct and interpret statistical analyses using advanced regression models.• understand the fundamentals of questionnaire construction, including item and construct development, as well as the application of psychometric test procedures.
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Acquisition of skills	<ul style="list-style-type: none"> • can apply and conduct quality criteria for psychological tests, supported by factor analyses and reliability analyses. <p><u>Qualitative methods & experimental design /ILV / LV-Nr: QOM3 / 3.Semester / ECTS: 6</u></p> <ul style="list-style-type: none"> • The students are familiar with various survey techniques and the process of qualitative research, including exploratory and indirect methods. • understand the conception, implementation, and evaluation of interviews, including the creation of interview guides and the application of transcription and analysis techniques. • have knowledge of the basics and procedures of experimental research, including variable control and experiment design. • can deepen theoretical content using practical examples and work with software support to analyze qualitative and quantitative data. • are acquainted with the legal and ethical framework of interviews, including issues of data protection and consent. • can apply the criteria of interviews to ensure the reliability and validity of their research.
Course contents	<p><u>Quantitative Methods I: Descriptive Statistics & Scientific Work /ILV / LV-Nr: QOM1 / 1.Semester / ECTS: 6</u></p> <p>Part A: Fundamentals of Scientific Work:</p> <ul style="list-style-type: none"> • General rules of scientific work • Ethical aspects and plagiarism / Use of artificial intelligence in the research process <p>Part B: Aspects and Techniques:</p> <ul style="list-style-type: none"> • Identifying a research gap • Literature review (books, academic journals, digital library, internet) • Introduction to reference management software • Formulating research hypotheses and questions • Citation and citation styles • Objectification of research findings <p>Part C: Content and Structure of a Scientific Work:</p> <ul style="list-style-type: none"> • Structure of a scientific work • Execution of problem statement & relevance • Presentation of the aim of the work • Construction of the table of contents • List of figures and tables • Compilation of source or reference lists • Other elements of a scientific work (Declaration of originality, Abstract, Appendix etc.) <p>Part D: Statistics with Spreadsheet:</p> <ul style="list-style-type: none"> • Building data and calculation tables for statistical evaluations (data entry, automatic data generation, formatting, data structures) • Application of basic arithmetic operations on statistical data (addition, subtraction, division, multiplication, powers, etc.) • Use of selected special functions (e.g., financial mathematical or statistical functions) <p>Part E: Fundamentals of Statistics</p> <ul style="list-style-type: none"> • Introduction to descriptive statistics (graphical representation of data and distributions, calculations of statistical measures of central tendency and dispersion, test for normal distribution of data) and data interpretation • Introduction to inferential statistics (difference tests for nominal, ordinal, and cardinal scaled data) • Introduction to correlation and factor analysis <p>Part F: Construction of a dataset and variable declaration:</p> <ul style="list-style-type: none"> • Structure and organization of a dataset for statistical analyses using software • Determination and development of variables (dependent, independent, dummy, interaction) and scaling (nominal, ordinal, interval, cardinal) • Application of basic statistical methods using datasets <p>The deepening of (theoretical) content is carried out through practical examples including software support.</p> <p><u>Quantitative methods II: Inferential statistics & test procedures /ILV / LV-Nr: QOM2 / 2.Semester / ECTS: 6</u></p> <ul style="list-style-type: none"> • Analysis of Variance (ANOVA) (one-way, two-way, and multifactorial; Types of Effects; Mean Comparison or t-Test; F-Test; Post-hoc Analyses; Analyses with and without repeated measures) • Methods for Ranked Data (Mann-Whitney U Test; Wilcoxon Test; Kruskal-Wallis H Test) and Methods for Nominal Data (Chi-Square Test; Effect Size) • Regression Analysis (univariate and multivariate linear regression; Non-linear Relationships; Dummy Variables; Interaction Variables; Assumptions Testing; Alternative Models to Linear Regression; Advanced Regression Models [e.g., Logit Regression, Quantile Regression, etc.]) • Questionnaire Construction and Testing Procedures (Criteria for Good Measurement; Variables, Items, and Constructs; Descriptive Statistical Item Analysis & Test Score Determination; Standards for Psychological Testing; Test Theories; Confirmatory & Exploratory Factor Analysis; Reliability Analysis; Semantic Differential) <p>The deepening of (theoretical) content is achieved through practical examples including software support.</p>

	<p><u>Qualitative methods & experimental design /ILV / LV-Nr: OQM3 / 3.Semester / ECTS: 6</u></p> <ul style="list-style-type: none"> • Exploratory Interview Techniques (In-depth Interviews, Narrative Interviews, Problem-Centered Interviews, Focused Interviews, Focus Group Interviews) and Indirect Interview Techniques (Associative Methods, Estrangement Techniques, Projective Methods, Nonverbal Techniques, Creativity Techniques, Ordering Techniques) • General Process of Qualitative Research (Objectives of Knowledge and Research Planning, Method Selection and Implementation, Processing of Obtained Data, Use of Mixed-Methods for Selected Questions, Quality Criteria of Interviews [Objectivity, Reliability, Validity]) • Design and Creation of an Interview Guide (Formulation of Questions, Types of Questions, Structure of the Interview Guide) • Planning and Execution of Interviews (Recruitment of Interviewees, Concept of Experts, Conducting Interviews and Building Relationships, Legal and Ethical Framework) • Evaluation of Interviews (Transcription, Qualitative Content Analysis, Quantitative Text Analysis, Analysis of
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Course contents	<p>Nonverbal and Paraverbal Behavior)</p> <ul style="list-style-type: none"> • Basics of Experimental Research (Types of Variables, Involved Persons, Basic Principles of Controlling Extraneous Variables, Types of Experiments, Quasi-Experiments) • General Process of Experimental Research (Operationalization and Measurement, Experimental Design, Control of Extraneous Variables, Sample, Empirical Prediction and Statistical Hypothesis, Execution, Results, Reporting) <p>The deepening of (theoretical) content is achieved through practical examples including software support.</p>
Teaching and learning methods	<p><u>Quantitative Methods I: Descriptive Statistics & Scientific Work /ILV / LV-Nr: QQM1 / 1.Semester / ECTS: 6</u></p> <p>20 % of the course will be covered through eLearning. This will involve a combination of online phases (inductive method for independent knowledge acquisition and practicing tasks) and face-to-face phases (deductive method, where support is provided in the learning process and knowledge is imparted through lectures).</p>
	<p><u>Quantitative methods II: Inferential statistics & test procedures /ILV / LV-Nr: QQM2 / 2.Semester / ECTS: 6</u></p> <p>20% of the course will be covered through eLearning. This will involve a combination of online phases (inductive method for independent acquisition of knowledge and practicing tasks) and face-to-face sessions (deductive method providing assistance in the learning process and imparting knowledge through lectures).</p>
	<p><u>Qualitative methods & experimental design /ILV / LV-Nr: QQM3 / 3.Semester / ECTS: 6</u></p> <p>20% of the course will be covered through eLearning. This will involve a combination of online phases (inductive method for independent acquisition of knowledge and practicing tasks) and face-to-face sessions (deductive method providing assistance in the learning process and imparting knowledge through lectures).</p>
Evaluation Methods Criteria	<p><u>Quantitative Methods I: Descriptive Statistics & Scientific Work /ILV / LV-Nr: QQM1 / 1.Semester / ECTS: 6</u></p> <ul style="list-style-type: none"> • Quiz • Seminar Paper
	<p><u>Quantitative methods II: Inferential statistics & test procedures /ILV / LV-Nr: QQM2 / 2.Semester / ECTS: 6</u></p> <ul style="list-style-type: none"> • Quiz • Seminar Paper
	<p><u>Qualitative methods & experimental design /ILV / LV-Nr: QQM3 / 3.Semester / ECTS: 6</u></p> <ul style="list-style-type: none"> • Quiz • Seminar Paper

Module number:	Consolidation of (Business-)Psychology	Scope:	
VWP		42	ECTS
Degree program	University of Applied Sciences Bachelor's Program Business Psychology & Management full-time		
Position in the curriculum	2. Semester		
	3. Semester		
	4. Semester		
Level	2. Semester: Bachelor / 3. Semester: Bachelor / 4. Semester: Bachelor		
Previous knowledge	2. Semester: None / 3. Semester: None / 4. Semester: None		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Neuromarketing & Behavioral Psychology /ILV / LV-Nr: VPS5 / 4.Semester / ECTS: 6</u> <ul style="list-style-type: none"> • Breedlove, M. S., & Watson, N. V. (2020). Behavioral neuroscience. Oxford: Oxford University Press. • Häusel, H.-G. (2019) (Hrsg.). Neuromarketing: Erkenntnisse der Hirnforschung für Markenführung, Werbung und Verkauf. Freiburg: Haufe. • Horvitz, J. C., Jacobs, B. L., & Caamano Tubío, R. I. (2023). Principles of behavioral neuroscience. Cambridge: Cambridge University Press. • Scheier, C., & Held, D. (2018). Wie Werbung wirkt: Erkenntnisse des Neuromarketing. Freiburg: Haufe. 		
	<u>Social psychology: Social foundations, behavior and experience /ILV / LV-Nr: VWP1 / 2.Semester / ECTS: 6</u> <ul style="list-style-type: none"> • Aaronson, E., Wilson, T. D., & Sommers, S. (2023). Sozialpsychologie. München: Pearson. • Greitenmyer, T. (2022). Sozialpsychologie. Stuttgart: W. Kohlhammer. • Hartung, J., & Kosfelder, J. (2019). Sozialpsychologie. Stuttgart: W. Kohlhammer. • Werth, L., Denzler, M., & Mayer, J. (2020). Sozialpsychologie – Das Individuum im sozialen Kontext: Wahrnehmen – Denken – Fühlen. Berlin: Springer. 		
	<u>Differential psychology, personality psychology & diagnostics /ILV / LV-Nr: VWP2 / 3.Semester / ECTS: 6</u> <ul style="list-style-type: none"> • Asendorpf, J. B. (2019). Persönlichkeitspsychologie für Bachelor. Berlin: Springer. • Hagemann, D., Spinath, F. M., & Mueller, E. M. (2023). Differentielle Psychologie und Persönlichkeitsforschung. Stuttgart: W. Kohlhammer. • Neyer, F. J., & Asendorpf, J. B. (2024). Psychologie der Persönlichkeit. Berlin: Springer. • Schmidt-Atzert, L., Krumm, S., & Amelang, M. (2021) (Hrsg.). Psychologische Diagnostik. Berlin: Springer. 		
	<u>Market & Consumer Psychology /ILV / LV-Nr: VWP3 / 3.Semester / ECTS: 6</u> <ul style="list-style-type: none"> • Bak, M. P. (2019). Werbe- und Konsumentenpsychologie: Eine Einführung. Stuttgart: Schäffer-Poeschel. • Felser, G. (2023). Werbe- und Konsumentenpsychologie. Berlin: Springer. • Lamberton, C., Rucker, D. D., & Spiller, S. A. (2023). The Cambridge handbook of consumer psychology. Cambridge: Cambridge University Press. • Raab, G., Unger, A., & Unger, F. (2022). Marktpsychologie: Grundlagen und Anwendung. Wiesbaden: Springer. 		
	<u>Psychology of Advertising & Media /ILV / LV-Nr: VWP4 / 4.Semester / ECTS: 6</u> <ul style="list-style-type: none"> • Bak, M. P. (2019). Werbe- und Konsumentenpsychologie: Eine Einführung. Stuttgart: Schäffer-Poeschel. • Felser, G. (2023). Werbe- und Konsumentenpsychologie. Berlin: Springer. • Frindte, W., & Geschke, D. (2019). Lehrbuch Kommunikationspsychologie. Weinheim: Beltz. • Röhne, J., & Schätz, A. (2020). Psychologie der Kommunikation. Berlin: Springer. • Scott, W. D. (2018). The psychology of advertising: A simple exposition of the principles of psychology in their relation to successful advertising. London: FB&C Ltd. 		
	<u>Specialization in occupational psychology /ILV / LV-Nr: VWP6 / 4.Semester / ECTS: 6</u> <ul style="list-style-type: none"> • Kauffeld, S. (2019) (Hrsg.). Arbeits-, Organisations- und Personalpsychologie für Bachelor. Berlin: Springer. • Kluge, A. (2021). Arbeits- und Organisationspsychologie. Stuttgart: W. Kohlhammer. • Nerdinger, F. W., Blickle, G., & Schaper, N. (2019). Arbeits- und Organisationspsychologie. Berlin: Springer. • Wiese, B. S., & Stertz, A. M. (2019). Arbeits- und Organisationspsychologie: Ein Überblick für Psychologiestudierenden und -interessierte. Berlin: Springer. 		
	<u>Specialization in Organizational Psychology & Organizational Development /ILV / LV-Nr: VWP7 / 4.Semester / ECTS:</u>		

	<ul style="list-style-type: none"> • Kauffeld, S. (2019) (Hrsg.). Arbeits-, Organisations- und Personalpsychologie für Bachelor. Berlin: Springer. • Kluge, A. (2021). Arbeits- und Organisationspsychologie. Stuttgart: W. Kohlhammer. • Nerdinger, F. W., Blickle, G., & Schaper, N. (2019). Arbeits- und Organisationspsychologie. Berlin: Springer. • Oestereich, B., & Schröder, C. (2019). Agile Organisationsentwicklung: Handbuch zum Aufbau anpassungsfähiger Organisationen. München: Vahlen. • Schiersmann, C., & Thiel, H.-U. (2018). Organisationsentwicklung: Prinzipien und Strategien von Veränderungsprozessen. Wiesbaden: Springer. • Wiese, B. S., & Stertz, A. M. (2019). Arbeits- und Organisationspsychologie: Ein Überblick für Psychologiestudierenden und -interessierte. Berlin: Springer.
Acquisition of skills	<p><u>Neuromarketing & Behavioral Psychology /ILV / LV-Nr: VPS5 / 4.Semester / ECTS: 6</u></p> <p>The students</p> <ul style="list-style-type: none"> • are familiar with the fundamentals of neuroanatomy and neurophysiology, including cell structures, neuronal functions, and the neurological basis of movement and sensory systems. • understand the principles of neuromarketing, including the differences from traditional marketing and the role of emotions in purchasing decisions. • can apply neuromarketing techniques to analyze consumer behavior and develop effective marketing strategies. • analyze ethical aspects of neuromarketing, identify risks, and assess the social impacts of marketing campaigns. • evaluate the effectiveness of neuromarketing campaigns, compare them with traditional approaches, and understand their impact on consumer behavior and brand perception.

Acquisition of skills	<p><u>Social psychology: Social foundations, behavior and experience /ILV / LV-Nr: VWP1 / 2.Semester / ECTS: 6</u></p> <p>The students</p> <ul style="list-style-type: none"> • are familiar with the definitions and basic concepts of social psychology, including central methods and approaches for investigating social interactions and human motives. • understand the processes of social cognition and perception, such as knowledge structures, attention, encoding, interpretation, automatic thinking, cognitive dissonance, and cultural differences in these processes. • can identify various heuristics such as the representativeness, availability, and anchoring heuristic, and explain how these influence judgment and decision-making. • analyze the influence of emotions on thinking and the emergence of emotions, as well as the interactions between social perception and social influence, including the concepts of conformity, obedience, and prosocial behavior. • develop an understanding of the self, including mechanisms of self-regulation, self-awareness, and self-esteem, and recognize the effects of self-threats. • recognize the forms and causes of prejudice and discrimination and are able to discuss prevention and intervention strategies. • understand and can explain attitudes and attitude change, including the mechanisms that cause attitude change and the factors that cause resistance to persuasive messages.
	<p><u>Differential psychology, personality psychology & diagnostics /ILV / LV-Nr: VWP2 / 3.Semester / ECTS: 6</u></p> <p>The students</p> <ul style="list-style-type: none"> • understand the development and tasks of Differential Psychology and Personality Psychology as well as the universality of interindividual differences. • can distinguish and explain various paradigms of personality psychology. • are familiar with the basics of psychoanalysis and the personality theories of Freud, Adler, and Jung. • understand the analysis of variation and covariation in personality research as well as methods of measuring personality traits. • know various personality factors, profiles, and types as well as personality disorders. • can describe various personality domains such as physical attractiveness, temperament, interpersonal styles, and self-concept. • are familiar with gender differences in personality and their development, explanations, and consequences for gender research. • understand the concept of creativity, methods for its assessment, theories and correlates, as well as its trainability. • know various models for modeling personality structures, including typologies and the Five-Factor Model of personality, as well as their stability and change over time.
	<p><u>Market & Consumer Psychology /ILV / LV-Nr: VWP3 / 3.Semester / ECTS: 6</u></p> <p>The students</p> <ul style="list-style-type: none"> • understand the fundamentals of market psychology within the framework of scientific systematicity, including its subject matter and its epistemological foundations. • are familiar with various theories of cognition, including theories of social perception, judgment formation, cognitive dissonance, attribution theories, and information processing. • can explain the development of personality, perception, and memory, including developmental psychology, personality theories, and learning theories. • understand the concepts of motivation and emotion as well as the biological foundations of economic behavior. • have knowledge of perception and attention, including psychophysics, sensory modalities, and attentional control. • can explain various aspects of learning and memory, including conditioning, memory utilization, encoding and retrieval, memory models, and memory organization. • understand the principles of behavior control, including the role of affect, motivation, self-regulation, and stimuli. • are acquainted with the principles and psychology of purchasing decisions, including types of purchases, decision theories, and the influence of information.
	<p><u>Psychology of Advertising & Media /ILV / LV-Nr: VWP4 / 4.Semester / ECTS: 6</u></p> <p>The students</p> <ul style="list-style-type: none"> • understand how consumers perceive advertising and the goals, purposes, and models of advertising effectiveness. • can explain concepts and terms related to advertising design and understand the limitations of commercial advertising as well as the influence of digital media. • are proficient in advertising design, including environment, frequency, design features, color and font design, images, music, and language. • are familiar with the basics of money and price psychology, including price sensitivity and price structure. • understand forms of digital marketing and online commerce as well as the use of big data. • can explain referral marketing and marketing with influencers and understand the influence of online reviews. • are proficient in the basics of communication and are familiar with classical communication models as well as means of verbal and non-verbal communication.
	<p><u>Specialization in occupational psychology /ILV / LV-Nr: VWP6 / 4.Semester / ECTS: 6</u></p> <p>The students</p> <ul style="list-style-type: none"> • understand the definition and significance of job analysis as well as the methods and procedures for determining job requirements. • can explain personnel selection, including selection, fit, instruments, quality criteria, decision-making, and legal frameworks. • master the concepts of performance appraisal and behavioral assessment, including appraisal methods, judgment biases, sources of error, and various occasions and levels of performance appraisal. • understand the basics of personnel development, including corporate planning, potential analysis, diagnosis of development needs, and measures for personnel development. • are familiar with theories of work motivation and satisfaction as well as methods for measurement and correlation. • understand the concepts of job analysis and design, their goals, methods, and procedures, as well as the goals and strategies of job design. • can explain the concept of digitization of the working world and understand its impact on the blurring of work boundaries and digital work quality. • are familiar with job stress, stress models, consequences of stress, recognition and coping with workplace stress, as well as work-life balance.

	<u>Specialization in Organizational Psychology & Organizational Development /ILV / LV-Nr: VWP7 / 4.Semester / ECTS:</u> The students
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Acquisition of skills	<ul style="list-style-type: none"> • know the definitions and basic concepts of interaction and communication, including the differences between oral, written, and nonverbal communication as well as formal and informal communication channels. • understand the mechanisms and effects of organizational socialization, as well as the basics of leadership, including the framework model and the determinants for successful leadership and their ethical aspects. • can identify the various aspects and basic components of systemic and agile organizational development and apply the framework conditions such as contract clarification, structural organization, and process architecture in practice. • analyze models and phases of organizational diagnosis, understand the methodology behind model-based versus case-oriented diagnosis, and can carry out these processes from introduction through exploration to data processing and presentation. • recognize and evaluate the organizational climate and culture by measuring, interpreting, and understanding their respective effects on the organizational environment.
Course contents	<p><u>Neuromarketing & Behavioral Psychology /ILV / LV-Nr: VPS5 / 4.Semester / ECTS: 6</u></p> <ul style="list-style-type: none"> • Functional Neuroanatomy & Neurophysiology (Cells & structures of the nervous system; Peripheral divisions; Brain waves; Functioning of neurons; Sensory systems; Movement; Brain development & plasticity; Long-term learning & memory) • Fundamentals of Neuromarketing (Concept & Definition of Neuromarketing; Differences between traditional marketing & Neuromarketing; Consumer Neuroscience; Pros & Cons of Neuromarketing; Emotions vs. Rational thinking, Purchase decisions) • Advanced Neuromarketing Techniques (Neuroscientific methods in marketing such as fMRI, EEG, Eye-Tracking; Influence of brands on neural pathways; Product placement and In-Store design; Advertising effectiveness; Price psychology; Online marketing and User experience) • Deep Dives into Behavioral Psychology (Cognitive biases and purchase decisions; Emotional vs. rational decision making; Social influences on consumer behavior) • Ethical Considerations in Neuromarketing (Ethics and data privacy; Manipulation vs. persuasion) • Practical Applications and Case Studies (Analysis of Neuromarketing campaigns; Workshops and projects to apply learned theories and methods) <p><u>Social psychology: Social foundations, behavior and experience /ILV / LV-Nr: VWP1 / 2.Semester / ECTS: 6</u></p> <ul style="list-style-type: none"> • Introduction (Definition & Subject Matter; Methods of Social Psychology; Situation, Motives of People) • Social Cognition & Perception (Structure of Knowledge; Perception & Attention; Encoding & Interpretation; Formation of Social Behavior; Types of Automatic Thinking; Cultural Differences in Social Cognition; Controlled Social Cognition; Non-verbal Communication; Causal Attribution; Culture & Social Perception; Cognitive Dissonance) • Heuristics (Representativeness Heuristic; Availability Heuristic; Anchoring Heuristic; Judgment Heuristic) • Thinking & Feeling (Influence of Emotions on Thinking; Formation of Emotions) • Social Perception, Social Influence & Behavior (Impressions & Impression Formation; Sympathy; Competence; Authority; Credibility; Influences of Others' Behavior on Social Perception & Prosocial Behavior; Influences of Attitudes; Informational & Normative Social Influence; Influence Strategies; Conformity; Obedience) • The Self (Definition & Significance; Explicit & Implicit Self-esteem; Self-regulation; Ways of Self-awareness; Threats to the Self) • Prejudice & Discrimination (Forms & Causes; Stereotyping; Prevention Measures) • Attitudes & Attitude Change (Definition; Prediction of Spontaneous & Deliberate Behavior; Mechanisms of Attitude Change; Resistance to Attitude Change Attempts; Measurement of Attitudes & Predictive Power for Future Behavior; Effects of Advertising; Resistance to Persuasive Messages) <p><u>Differential psychology, personality psychology & diagnostics /ILV / LV-Nr: VWP2 / 3.Semester / ECTS: 6</u></p> <ul style="list-style-type: none"> • Introduction (Development and Tasks of Differential Psychology and Personality Psychology, Universality of Inter-individual Differences, Central Concepts [Variable, Scale, Construct, Personality, Nomothetic, Idiographic, and Idiographic Method], Behaviors & Habits, Behavior Prediction, States, Types, Paradigms of Personality Psychology) • Psychoanalysis & Psychoanalytic Personality Theories (Freud's Personality Theory, Adler's Individual Psychology, Jung's Analytical Psychology) • Personality & Personality Research (Analysis of Variation and Covariation, Measurement and Traits, Personality Factors, Profiles & Types, Personality Disorders) • Personality Domains (Physical Attractiveness, Temperament & Interpersonal Styles, Abilities, Action & Evaluation Dispositions, Attitudes, Self-concept & Well-being) • Personal Environment & Relationships (Personal Environment, Personal Relationships and Relationship Status, Attachments) including Personality Development (Stability, Change, and Consequences of Personality, Genetic Influences, and Environmental Influences) • Gender Differences in Personality (Development of Differences, Magnitude of Differences, Explanation of Differences, Findings and Consequences for Gender Research) • Intelligence & Modeling of Intelligence Structure (Definition & Description, Process Models, Neural Correlates of Intelligence, Intelligence in Education, Profession, and Lifespan, Practical Intelligence, Concepts of Intelligence, Scales & Distributions, Structural Models, Stability & Change) • Creativity (Concept, Assessment of Creativity, Correlates of Creativity, Theory of Creativity, Implications and Trainability) • Modeling of Personality Structures (Typologies, Personality Theoretical Concepts, Five-Factor Model of Personality, Stability & Change) <p><u>Market & Consumer Psychology /ILV / LV-Nr: VWP3 / 3.Semester / ECTS: 6</u></p>

	<ul style="list-style-type: none"> • Market Psychology within the Scientific Systematic Framework (Subject Matter, Market Psychology as an Applied Science, Epistemological Foundations) • Theories of Cognition (Theories of Social Perception and Social Judgment, Social Comparison Theory, Theory of Cognitive Dissonance, Theory of Psychological Reactance, Attribution Theories, Cognitive Response, Theories of Information Processing, Judgment Heuristics) • Development of Personality, Perception, and Memory (Developmental Psychology, Personality Theories, Perception Psychology, Learning Theories) • Motivation & Emotion (Definition, Motive & Motivation, Emotion, Biological Psychology, Scientific Foundations of Economic Behavior) • Power, Control & Exchange (Definition, Markets & Power, Control Theories, Ego Depletion-Loss of Control, Exchange Theories) • Perception & Attention (Psychophysics, Vision, Hearing, Sense of Smell, Touch, Multisensory Perception and the Effect of Expectations, Attention Control) • Learning & Memory (Classical, Evaluative, and Operant Conditioning, Use of Memory, Encoding & Retrieval, Recall & Reconstruction, Memory Storage Model, Organization of Memory Contents, Serial Effects of Encoding, Implicit Memory, Mere-Exposure Effect) • Behavioral Control (Energization of the Organism, Affects & Emotions, Motivation & Goals, Behavioral Regulation &
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Course contents	<p>Self-Control, Involvement, Priming, Stimuli)</p> <ul style="list-style-type: none"> Principles & Psychology of Purchase Decision Making (Types of Purchases, Purchase Decisions for or Against a Product/Service, Prescriptive and Descriptive Decision Theories, Decision Heuristics, Influence of Information, Judgment Biases, Intuition)
	<p><u>Psychology of Advertising & Media /ILV / LV-Nr: VWP4 / 4.Semester / ECTS: 6</u></p> <ul style="list-style-type: none"> Advertising & Purchasing (Advertising in consumer perception, Purpose and objectives of advertising, Models of advertising effectiveness, Concepts and terms for advertising design, Limits of economic advertising, Advertising and consumer behavior with digital media) Advertising Design (Advertising environment, Frequency of presentation, Continuity & Consistency, Macrotypical design features of an advertisement, Color design, Typography, Images in advertising, Music and auditory images in marketing, Language, Perception of quantities & numbers, Time perception) Money & Price Psychology (Price sensitivity & stability, Motivational aspects of price perception, Price structure) Digital Marketing & Online Commerce (Forms of digital marketing, Digital vs. physical goods, Product Placement, Big Data and algorithms in psychology) Recommendation Marketing & Influencers (Online reviews and electronic word-of-mouth, Marketing with influencers) Basics of Communication (Concept & delimitation, communicative competence, Definition of communication psychology) Classical Communication Models (Overview of selected communication models: Shannon & Weaver, Schulz von Thun; Grice's maxims of communication, Rules for successful communication according to Rogers, Communication model according to Watzlawick) Means of verbal and non-verbal communication (Listening, Asking questions, Explanations, Laughter & Humor, Haptic signals, Body language, Proxemics, Physical characteristics) Forms of Communication (Intrapersonal and interpersonal communication, Communication forms in practice)
	<p><u>Specialization in occupational psychology /ILV / LV-Nr: VWP6 / 4.Semester / ECTS: 6</u></p> <ul style="list-style-type: none"> Requirement Analysis (Definition, Personal Characteristics, Methods and Procedures of Requirement Determination) Personnel Selection (Selection & Fit, Personnel Selection Instruments, Criteria for Validity, Selection Decisions, Ethical and Legal Framework) Performance Appraisal (Performance Appraisal and Behavioral Assessment, Appraisal Methods, Judgment Biases, Appraisal Errors, Occasions and Levels of Performance Appraisal) Personnel Development (Definition and Differentiation, Corporate Planning, Career Planning, Potential Analysis, Diagnosis of Development Needs, Personnel Development Measures, Transfer Assurance) Job Satisfaction & Motivation ((Process) Theories of Motivation, Constructs, Measurement and Correlates of Job Satisfaction; Theories and Constructs of Work Motivation) Job Analysis, Evaluation & Design (Terms Job Analysis and Job Design, Objectives and Applications of Job Analysis, Process, Analysis Methods and Procedures of Job Analysis [e.g., VERA, ISTA, JDS or WDQ], Objectives and Strategies of Job Design, Job Design Measures) Digitization of the Work Environment (Concept of Digitization, Blurring of Work Boundaries, Digital Work Quality) Work & Health (Workload, Model for Explaining the Emergence of Stress, Consequences of Workload in the Workplace, Recognition of Workload in the Workplace, Coping with Workload and Stress in the Workplace, Work-Life Balance)
	<p><u>Specialization in Organizational Psychology & Organizational Development /ILV / LV-Nr: VWP7 / 4.Semester / ECTS: 6</u></p> <ul style="list-style-type: none"> Interaction & Communication (Term definition; Ostracism & Discrimination; Forms of communication [oral, written, nonverbal]; Formal & Informal Communication) Gravitation & Organizational Socialization (Term definition; Basics of organizational socialization; Impact of organizational socialization) Leadership of Employees (Leadership & Leadership Success; Framework model & Determinants of leadership; Ethical aspects of leadership) Organizational Development (Basic concepts and basic components of systemic & agile organizational development; Framework conditions: clarification of mandate, structural setup & process architecture; Adaptation model [basic roles & role constitution; delegation matrix; context bridge, continuous learning support; self-organization circle; leadership monitor; circle model as leadership model; circle constitution]; Decision tools & aids) Organizational Diagnosis (Model-based vs. case-oriented organizational diagnosis; Phases of organizational diagnosis [Introduction, Exploration, Planning, Main examination execution, Data processing, Data preparation and interpretation, Presentation]) Organizational Culture & Climate (Term definition or differentiation; Measurement, Interpretation & Impact of Organizational Climate; Concept, Measurement & Interpretation of Organizational Culture)
Teaching and learning methods	<p><u>Neuromarketing & Behavioral Psychology /ILV / LV-Nr: VPS5 / 4.Semester / ECTS: 6</u></p> <p>20% of the course will be covered through eLearning. This will involve a combination of online phases (inductive method for independent acquisition of knowledge and practicing tasks) and face-to-face sessions (deductive method providing assistance in the learning process and imparting knowledge through lectures).</p>
	<p><u>Social psychology: Social foundations, behavior and experience /ILV / LV-Nr: VWP1 / 2.Semester / ECTS: 6</u></p> <p>20% of the course will be covered through eLearning. This will involve a combination of online phases (inductive method for independent acquisition of knowledge and practicing tasks) and face-to-face sessions (deductive method providing assistance in the learning process and imparting knowledge through lectures).</p>
	<p><u>Differential psychology, personality psychology & diagnostics /ILV / LV-Nr: VWP2 / 3.Semester / ECTS: 6</u></p>

	20% of the course will be covered through eLearning. This will involve a combination of online phases (inductive method for independent acquisition of knowledge and practicing tasks) and face-to-face sessions (deductive method providing assistance in the learning process and imparting knowledge through lectures).
	<u>Market & Consumer Psychology /ILV / LV-Nr: VWP3 / 3.Semester / ECTS: 6</u>
	20% of the course will be covered through eLearning. This will involve a combination of online phases (inductive method for independent acquisition of knowledge and practicing tasks) and face-to-face sessions (deductive method providing assistance in the learning process and imparting knowledge through lectures).
	<u>Psychology of Advertising & Media /ILV / LV-Nr: VWP4 / 4.Semester / ECTS: 6</u>
	20% of the course will be covered through eLearning. This will involve a combination of online phases (inductive method for independent acquisition of knowledge and practicing tasks) and face-to-face sessions (deductive method

Teaching and learning methods	providing assistance in the learning process and imparting knowledge through lectures).
	<u>Specialization in occupational psychology /ILV / LV-Nr: VWP6 / 4.Semester / ECTS: 6</u> 20% of the course will be covered through eLearning. This will involve a combination of online phases (inductive method for independent acquisition of knowledge and practicing tasks) and face-to-face sessions (deductive method providing assistance in the learning process and imparting knowledge through lectures).
Evaluation Methods Criteria	<u>Specialization in Organizational Psychology & Organizational Development /ILV / LV-Nr: VWP7 / 4.Semester / ECTS:</u> 20% of the course will be covered through eLearning. This will involve a combination of online phases (inductive method for independent acquisition of knowledge and practicing tasks) and face-to-face sessions (deductive method providing assistance in the learning process and imparting knowledge through lectures).
	<u>Neuromarketing & Behavioral Psychology /ILV / LV-Nr: VPS5 / 4.Semester / ECTS: 6</u> • Quiz • Final Exam
	<u>Social psychology: Social foundations, behavior and experience /ILV / LV-Nr: VWP1 / 2.Semester / ECTS: 6</u> • Quiz • Final Exam
	<u>Differential psychology, personality psychology & diagnostics /ILV / LV-Nr: VWP2 / 3.Semester / ECTS: 6</u> • Quiz • Final Exam
	<u>Market & Consumer Psychology /ILV / LV-Nr: VWP3 / 3.Semester / ECTS: 6</u> • Quiz • Case Study with Seminar Paper
	<u>Psychology of Advertising & Media /ILV / LV-Nr: VWP4 / 4.Semester / ECTS: 6</u> • Quiz • Seminar Paper
	<u>Specialization in occupational psychology /ILV / LV-Nr: VWP6 / 4.Semester / ECTS: 6</u> • Quiz • Final Exam
	<u>Specialization in Organizational Psychology & Organizational Development /ILV / LV-Nr: VWP7 / 4.Semester / ECTS:</u> • Quiz • Seminar Paper

Module number:	Practical Project	Scope:	
PRA		8	ECTS
Degree program	University of Applied Sciences Bachelor's Program Business Psychology & Management full-time		
Position in the curriculum	3. Semester		
	4. Semester		
Level	3. Semester: Bachelor / 4. Semester: Bachelor		
Previous knowledge	3. Semester: None / 4. Semester: None		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Practical project I: Experimental market research /PT / LV-Nr: PRA 1 / 3.Semester / ECTS: 4</u> <ul style="list-style-type: none"> Fueglistaller, U., Fust, A., Müller, C., Müller, S., & Zellweger, T. (2020). Entrepreneurship: Modelle – Umsetzung – Perspektiven Mit Fallbeispielen aus Deutschland, Österreich und der Schweiz. Wiesbaden: Springer Verlag. Kreuser, K., & Robrecht, T. (2019). Professionelle Beratung: Menschen und Unternehmen kompetent begleiten. Unterföhring: SOKRATeam. Lippold, D. (2022). Einführung in das Consulting: Strukturen – Trends – Geschäftsmodelle. Berlin/Boston: Walter de Gruyter GmbH. Pfannstiel, M. A., & Dautovic, A. (2023). Transferinnovationen und Innovationstransfer zwischen Wissenschaft und Wirtschaft. Wiesbaden: Springer Verlag. 		
	<u>Practical project II: People and Organization /PT / LV-Nr: PRA 2 / 4.Semester / ECTS: 4</u> <ul style="list-style-type: none"> Fueglistaller, U., Fust, A., Müller, C., Müller, S., & Zellweger, T. (2020). Entrepreneurship: Modelle – Umsetzung – Perspektiven Mit Fallbeispielen aus Deutschland, Österreich und der Schweiz. Wiesbaden: Springer Verlag. Kreuser, K., & Robrecht, T. (2019). Professionelle Beratung: Menschen und Unternehmen kompetent begleiten. Unterföhring: SOKRATeam. Lippold, D. (2022). Einführung in das Consulting: Strukturen – Trends – Geschäftsmodelle. Berlin/Boston: Walter de Gruyter GmbH. Pfannstiel, M. A., & Dautovic, A. (2023). Transferinnovationen und Innovationstransfer zwischen Wissenschaft und Wirtschaft. Wiesbaden: Springer Verlag. 		
Acquisition of skills	<u>Practical project I: Experimental market research /PT / LV-Nr: PRA 1 / 3.Semester / ECTS: 4</u> The students <ul style="list-style-type: none"> are familiar with the psychological aspects of business founding, acquisition, and succession and understand the specific challenges faced by small and medium-sized enterprises as well as startups. understand the core processes of decision-making, the motivational structures in teams, and the dynamics that occur in business contexts. can use experimental market research methods to test psychological models and theories in practice, especially in the context of leadership styles and their effects on employee motivation. analyze how different leadership styles affect employee satisfaction and performance and how changes in team composition shape corporate culture. assess the effectiveness of psychologically based management strategies and develop data-driven solutions for real business problems. 		
	<u>Practical project II: People and Organization /PT / LV-Nr: PRA 2 / 4.Semester / ECTS: 4</u> The students <ul style="list-style-type: none"> are familiar with the psychological aspects of business founding, acquisition, and succession and understand the specific challenges faced by small and medium-sized enterprises as well as startups. understand the core processes of decision-making, the motivational structures in teams, and the dynamics that occur in business contexts. can use experimental market research methods to test psychological models and theories in practice, especially in the context of leadership styles and their effects on employee motivation. analyze how different leadership styles affect employee satisfaction and performance and how changes in team composition shape corporate culture. assess the effectiveness of psychologically based management strategies and develop data-driven solutions for real business problems. 		
Course contents	<u>Practical project I: Experimental market research /PT / LV-Nr: PRA 1 / 3.Semester / ECTS: 4</u>		

	<p>In the Bachelor's program in Economic Psychology, students dedicate themselves to an in-depth investigation of practice-based case studies that highlight the psychological aspects of company formation, acquisition, and succession. The focus is on collaboration with small and medium-sized enterprises as well as startups, which directly involves students in the real challenges and psychological processes that shape these economic phases.</p> <p>The course content includes a thorough analysis of decision-making processes, motivational structures, and team dynamics that occur in companies. Leadership styles and their impact on employee motivation and productivity are also examined. A key component of the course is the application of experimental market research methods, which allow students to practically test and validate psychological theories and models.</p> <p>Using these methods, students can investigate, for example, how different leadership styles affect employee performance and satisfaction or how changes in team composition influence corporate culture and workplace climate. The results of these studies contribute to developing data-supported, psychologically-founded strategies for business management and development.</p> <p>In addition to deepening their professional knowledge, this approach also enhances important complementary skills such as critical thinking, analytical abilities, and the capacity to apply scientific methods in real economic contexts. Students take complete charge of planning and executing the research projects, from hypothesis formation through data collection and analysis to presenting their findings. This comprehensive methodological and practical experience optimally prepares students for future professional challenges at the intersection of psychology and economics.</p>
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Course contents	<p><u>Practical project II: People and Organization /PT / LV-Nr: PRA 2 / 4.Semester / ECTS: 4</u></p> <p>In the Bachelor's program in Economic Psychology, students dedicate themselves to an in-depth investigation of practice-based case studies that highlight the psychological aspects of company formation, acquisition, and succession. The focus is on collaboration with small and medium-sized enterprises as well as startups, which directly involves students in the real challenges and psychological processes that shape these economic phases.</p> <p>The course content includes a thorough analysis of decision-making processes, motivational structures, and team dynamics that occur in companies. Leadership styles and their impact on employee motivation and productivity are also examined. A key component of the course is the application of experimental market research methods, which allow students to practically test and validate psychological theories and models.</p> <p>Using these methods, students can investigate, for example, how different leadership styles affect employee performance and satisfaction or how changes in team composition influence corporate culture and workplace climate. The results of these studies contribute to developing data-supported, psychologically-founded strategies for business management and development.</p> <p>In addition to deepening their professional knowledge, this approach also enhances important complementary skills such as critical thinking, analytical abilities, and the capacity to apply scientific methods in real economic contexts. Students take complete charge of planning and executing the research projects, from hypothesis formation through data collection and analysis to presenting their findings. This comprehensive methodological and practical experience optimally prepares students for future professional challenges at the intersection of psychology and economics.</p>
Teaching and learning methods	<p><u>Practical project I: Experimental market research /PT / LV-Nr: PRA 1 / 3.Semester / ECTS: 4</u></p> <ul style="list-style-type: none"> - Working on a real problem with a company using the tools and techniques learned during the course - Supervision of the project by an experienced coach/project manager - Preparation of a final report, which can be handed over to the company - Holding a final presentation with the participation of the client
	<p><u>Practical project II: People and Organization /PT / LV-Nr: PRA 2 / 4.Semester / ECTS: 4</u></p> <ul style="list-style-type: none"> - Working on a real problem with a company using the tools and techniques learned during the course - Supervision of the project by an experienced coach/project manager - Preparation of a final report, which can be handed over to the company - Holding a final presentation with the participation of the client
Evaluation Methods Criteria	<p><u>Practical project I: Experimental market research /PT / LV-Nr: PRA 1 / 3.Semester / ECTS: 4</u></p> <ul style="list-style-type: none"> • Final report and • Final presentation
	<p><u>Practical project II: People and Organization /PT / LV-Nr: PRA 2 / 4.Semester / ECTS: 4</u></p> <ul style="list-style-type: none"> • Final report and • Final presentation

Module number:	Social Skills	Scope:	
SSK		4	ECTS
Degree program	University of Applied Sciences Bachelor's Program Business Psychology & Management full-time		
Position in the curriculum	3. Semester		
	4. Semester		
Level	3. Semester: Bachelor / 4. Semester: Bachelor		
Previous knowledge	3. Semester: None / 4. Semester: None		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Conflict management & mediation /ILV / LV-Nr: SSK1 / 3.Semester / ECTS: 2</u> <ul style="list-style-type: none"> • Glasl, F. (2020). Konfliktmanagement: Ein Handbuch für Führung, Beratung und Mediation. Bern: Haupt Verlag. • Kreggenfeld, U. (2021). Erfolgreich systemisch verhandeln: Ganzheitliche Verhandlungsstrategien – Checklisten – Anwendungsbeispiele. Wiesbaden: Springer Verlag. • Proksch, S. (2023). Mediation. Design und Setting: Ablauf und Gestaltungsvarianten des Mediationsverfahrens. Berlin-Heidelberg: Springer Verlag. • Rosner, S., & Winheller, A. (2022). Mediation und Verhandlungsführung: Theorie und Praxis des wertschöpfenden Verhandelns. Baden-Baden: Nomos Verlag. 		
	<u>Fundamentals of Change Management /ILV / LV-Nr: SSK2 / 4.Semester / ECTS: 2</u> <ul style="list-style-type: none"> • Change Management Institute (2022). The effective change manager: The change management body of knowledge. Sydney: Wills Brand Design. • Hayes, J. (2022). The theory and practice of change management. London: Palgrave. • Pröbstl, H. (2023). Crashkurs Change Management: Transformation erfolgreich gestalten. Freiburg: Haufe Verlag. • Stolzenberg, K., & Heberle, K. (2021). Change Management: Veränderungsprozesse erfolgreich gestalten – Mitarbeiter mobilisieren. Vision, Kommunikation, Beteiligung, Qualifizierung. Berlin: Springer • Vahs, D., & Weiand, A. (2022). Workbook Change Management: Methoden und Techniken. Stuttgart: Schäffer-Poeschel. 		
Acquisition of skills	<u>Conflict management & mediation /ILV / LV-Nr: SSK1 / 3.Semester / ECTS: 2</u> The students <ul style="list-style-type: none"> • recognize the necessity of communicative competence for conflict situations. • develop the ability to analyze conflicts and utilize them constructively. • are acquainted with the essential negotiation models and techniques and can apply them successfully in specific situations. • are familiar with the key cognitive and emotional influencing factors in negotiation processes. • can mediate successfully in cases of conflict. • are acquainted with the essential de-escalation and dialogue techniques within the framework of mediation procedures. 		
	<u>Fundamentals of Change Management /ILV / LV-Nr: SSK2 / 4.Semester / ECTS: 2</u> The students <ul style="list-style-type: none"> • are familiar with the essential strategic and operational measures for analyzing and implementing entrepreneurial change processes. • are able to critically reflect on entrepreneurial business processes, evaluate change measures, and implement and manage change processes within the framework of the leadership approach. • can apply selected instruments and techniques of change management. • understand the influence of Industry 4.0 and digitalization within change projects. 		
Course contents	<u>Conflict management & mediation /ILV / LV-Nr: SSK1 / 3.Semester / ECTS: 2</u> Part A: Conflict management <ul style="list-style-type: none"> • Communication Models and Conflict Theories • Phases of Conflict Resolution • Tools for Conflict Resolution and Prevention • Case-based Development of Conflict Solutions and Agreements Part B: Mediation <ul style="list-style-type: none"> • Conflict Escalation Models • De-escalation and Dialogue Techniques • Methods of Business Mediation • Case Example of Phases of the Mediation Process 		
	<u>Fundamentals of Change Management /ILV / LV-Nr: SSK2 / 4.Semester / ECTS: 2</u>		

	<ul style="list-style-type: none"> • Definition and Relevance of Change Management • Change Management within the Context of Industry 4.0 and Digitalization • Organizational Learning • Change Management Approaches according to Lewin and according to Kotter • Typologies of Actors in the Change Management Process • Change Managers and Change Leaders • Success and Failure Factors in Change Management
Teaching and learning methods	<p><u>Conflict management & mediation /ILV / LV-Nr: SSK1 / 3.Semester / ECTS: 2</u></p> <ul style="list-style-type: none"> • The course will be conducted with face-to-face sessions (deductive method, providing assistance in the learning process and imparting knowledge through lectures). • Additionally, students will work in groups to solve and present problems, which will be discussed in the plenum. • Selected exercises will be conducted to deepen the lecture content.

Teaching and learning methods	<u>Fundamentals of Change Management /ILV / LV-Nr: SSK2 / 4.Semester / ECTS: 2</u> <ul style="list-style-type: none"> • The course will be conducted with face-to-face sessions (deductive method, providing guidance in the learning process as well as imparting knowledge through lectures). • Additionally, students will solve and present problem statements in group work, which will be discussed in the plenary. • Selected exercises will be conducted to deepen the content of the lecture.
Evaluation Methods Criteria	<u>Conflict management & mediation /ILV / LV-Nr: SSK1 / 3.Semester / ECTS: 2</u> <ul style="list-style-type: none"> • Final Presentation
	<u>Fundamentals of Change Management /ILV / LV-Nr: SSK2 / 4.Semester / ECTS: 2</u> <ul style="list-style-type: none"> • Final presentation

Module number:	Consolidation Area Studies & Cultures	Scope:	
AAC		6	ECTS
Degree program	University of Applied Sciences Bachelor's Program Business Psychology & Management full-time		
Position in the curriculum	5. Semester		
Level	5. Semester: Bachelor		
Previous knowledge	5. Semester: None		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Consolidation Area Studies & Cultures /ILV / LV-Nr: AAC / 5.Semester / ECTS: 6</u> Dependent on the thematic orientation of the respective elective courses.		
Acquisition of skills	<u>Consolidation Area Studies & Cultures /ILV / LV-Nr: AAC / 5.Semester / ECTS: 6</u> The students are capable of questioning intercultural peculiarities while using a foreign language.		
Course contents	<u>Consolidation Area Studies & Cultures /ILV / LV-Nr: AAC / 5.Semester / ECTS: 6</u> Courses such as Intercultural Communication, Business Geography, Anthropological Perspectives on Culture and Society, etc.		
Teaching and learning methods	<u>Consolidation Area Studies & Cultures /ILV / LV-Nr: AAC / 5.Semester / ECTS: 6</u> The teaching and learning methods are based on the curricula or guidelines of the respective partner universities.		
Evaluation Methods Criteria	<u>Consolidation Area Studies & Cultures /ILV / LV-Nr: AAC / 5.Semester / ECTS: 6</u> The assessment methods and criteria are based on the curricula or guidelines of the respective partner universities.		

Module number:	Contribution Business Psychology	Scope:	
ABP		16	ECTS
Degree program	University of Applied Sciences Bachelor's Program Business Psychology & Management full-time		
Position in the curriculum	5. Semester		
Level	5. Semester: Bachelor		
Previous knowledge	5. Semester: None		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Specialization in Business Psychology /ILV / LV-Nr: ABP / 5.Semester / ECTS: 16</u> Dependent on the thematic orientation of the respective elective courses.		
Acquisition of skills	<u>Specialization in Business Psychology /ILV / LV-Nr: ABP / 5.Semester / ECTS: 16</u> The students practice acquiring knowledge in a foreign language. They are capable of understanding subject-specific content in a culturally and socially unfamiliar environment and applying it to specific issues in economic psychology in an international context.		
Course contents	<u>Specialization in Business Psychology /ILV / LV-Nr: ABP / 5.Semester / ECTS: 16</u> Courses from the following four areas: 1. Business Psychology (e.g., Biological Psychology, Clinical Psychology, Managerial Decision Behavior, Psychology of Financial Markets, etc.) 2. Management & Business (e.g., Business Ethics, Corporate Culture, Data Analytics, Diversity, Knowledge Management, Leadership, Organizational Theory, etc.) 3. Marketing (e.g., Advanced Marketing Management, Consumer Behavior, Customer Service Excellence, Digital Marketing, Global Marketing, Market Research, etc.) 4. HR Management (e.g., Basics of HR Management, Employer Branding, People & Organization, Strategic HR Management, etc.)		
Teaching and learning methods	<u>Specialization in Business Psychology /ILV / LV-Nr: ABP / 5.Semester / ECTS: 16</u> The teaching and learning methods are based on the curricula or guidelines of the respective partner universities.		
Evaluation Methods Criteria	<u>Specialization in Business Psychology /ILV / LV-Nr: ABP / 5.Semester / ECTS: 16</u> The assessment methods and criteria are based on the curricula or guidelines of the respective partner universities.		

Module number:		Scope:	
ASS		8	ECTS
Degree program	University of Applied Sciences Bachelor's Program Business Psychology & Management full-time		
Position in the curriculum	5. Semester		
Level	5. Semester: Bachelor		
Previous knowledge	5. Semester: None		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Consolidation Social Skills /ILV / LV-Nr: ASS / 5.Semester / ECTS: 8</u> Dependent on the thematic orientation of the respective elective courses.		
Acquisition of skills	<u>Consolidation Social Skills /ILV / LV-Nr: ASS / 5.Semester / ECTS: 8</u> The students are able to apply their presentation skills and social competence abroad. They can reflect on subject-specific content in a culturally and socially unfamiliar environment.		
Course contents	<u>Consolidation Social Skills /ILV / LV-Nr: ASS / 5.Semester / ECTS: 8</u> Enhancement of Social Skills: Courses such as Business Communication, Negotiation and Conflict Resolution, International Business Communication, Bargaining Behavior.		
Teaching and learning methods	<u>Consolidation Social Skills /ILV / LV-Nr: ASS / 5.Semester / ECTS: 8</u> The teaching and learning methods are based on the curricula or guidelines of the respective partner universities.		
Evaluation Methods Criteria	<u>Consolidation Social Skills /ILV / LV-Nr: ASS / 5.Semester / ECTS: 8</u> The assessment methods and criteria are based on the curricula or guidelines of the respective partner universities.		

Module number:	Bachelor Thesis	Scope:	
BAS		10	ECTS
Degree program	University of Applied Sciences Bachelor's Program Business Psychology & Management full-time		
Position in the curriculum	6. Semester		
Level	6. Semester: Bachelor		
Previous knowledge	6. Semester: None		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Bachelor thesis seminar /SE / LV-Nr: BAS 1 / 6.Semester / ECTS: 10</u> <ul style="list-style-type: none"> • Bänisch, A., & Alewell, D. (2020). Wissenschaftliches Arbeiten. Berlin/Boston: Walter De Gruyter GmbH. • Heesen, B. (2021). Wissenschaftliches Arbeiten: Methodenwissen für Wirtschafts-, Ingenieur- und Sozialwissenschaftler. Berlin-Heidelberg: Springer Verlag. • Oehlrich, M. (2022). Wissenschaftliches Arbeiten und Schreiben: Schritt für Schritt zur Bachelor- und Master-Thesis in den Wirtschaftswissenschaften. Wiesbaden: Springer Verlag. • Theisen, M. R., & Theisen, M. (2021). Wissenschaftliches Arbeiten: Erfolgreich bei Bachelor- und Masterarbeit. München: Verlag Franz Vahlen. 		
Acquisition of skills	<u>Bachelor thesis seminar /SE / LV-Nr: BAS 1 / 6.Semester / ECTS: 10</u> The students are capable of scientifically processing a topic from the field of business psychology and independently developing a central question. Self-organization and time management skills of the students are promoted. The students learn the ability to apply theoretical knowledge from their studies in their bachelor's thesis. The students possess analytical and scientific reflection skills for business psychology issues. Additionally, they learn how to present scientific papers before a research community.		
Course contents	<u>Bachelor thesis seminar /SE / LV-Nr: BAS 1 / 6.Semester / ECTS: 10</u> In the bachelor thesis seminar, students are supported both content-wise and methodologically in the creation of their bachelor thesis. The bachelor thesis is substantively linked to the professional internship. The students report regularly on the progress of their bachelor thesis as part of the accompanying process. The students receive instructions and templates for the preparation of the bachelor thesis, thereby receiving appropriate scientific guidance throughout.		
Teaching and learning methods	<u>Bachelor thesis seminar /SE / LV-Nr: BAS 1 / 6.Semester / ECTS: 10</u> Coaching in the implementation by bachelor thesis supervisors (physical and virtual meetings)		
Evaluation Methods Criteria	<u>Bachelor thesis seminar /SE / LV-Nr: BAS 1 / 6.Semester / ECTS: 10</u> Bachelor Thesis		

Module number:	Internship	Scope:	
BPR		20	ECTS
Degree program	University of Applied Sciences Bachelor's Program Business Psychology & Management full-time		
Position in the curriculum	6. Semester		
Level	6. Semester: Bachelor		
Previous knowledge	6. Semester: None		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Internship /BPR / LV-Nr: BPR 1 / 6.Semester / ECTS: 20</u> <ul style="list-style-type: none"> • Bloss, M. (2023). Mein Praktikum: Bewerben, einsteigen, aufsteigen. München: UVK Verlag. • Rütten, M., & Bierer, K. (2021). Future Talents: Personalgewinnung und Bindung von Praktikanten und Studierenden. Wiesbaden: Springer Verlag. 		
Acquisition of skills	<u>Internship /BPR / LV-Nr: BPR 1 / 6.Semester / ECTS: 20</u> The students: <ul style="list-style-type: none"> • solve operational problems by applying the knowledge they have acquired so far in their studies. • understand how certain processes in companies are structured and interconnected. • experience and understand how to work, communicate, and act in teams. 		
Course contents	<u>Internship /BPR / LV-Nr: BPR 1 / 6.Semester / ECTS: 20</u> The course content depends on the activities that the students undertake at their internship providers. The students independently choose an internship position, utilizing the extensive range of internship advertisements available from FH Kufstein Tirol. The program director verifies the professional alignment of the internship activities with the study content and the qualification profiles of the program. Subsequently, the program director checks whether the professional internship meets the educational objectives of the program and whether the student can be employed according to their qualification level. A detailed internship guide supports the students in organizing their practical semester.		
Teaching and learning methods	<u>Internship /BPR / LV-Nr: BPR 1 / 6.Semester / ECTS: 20</u> <ul style="list-style-type: none"> • Application of content from the courses of the first five semesters to practical problems at the internship provider. • Coaching in implementation by internship supervisors within the company. • Connection to the bachelor thesis, in which a problem from the internship provider is addressed using scientific methods. 		
Evaluation Methods Criteria	<u>Internship /BPR / LV-Nr: BPR 1 / 6.Semester / ECTS: 20</u> <ul style="list-style-type: none"> • Proof of workload through confirmation from the internship provider, • Interim report, and • Final report. 		

2.4 Internship

Students independently select their internship placement. In doing so, they may utilize the extensive range of internship postings provided by the University of Applied Sciences Kufstein Tirol. The Director of Studies of the degree program evaluates the professional relevance of the internship activities in relation to the curriculum and qualification profiles of the degree program. In the following, the Director of Studies assesses whether the internship aligns with the educational objectives of the degree program and whether the student can participate in the internship in a manner appropriate to their qualification level. A comprehensive internship guide supports students in organizing their internship semester. In case of questions and for additional support, both the International Relations Office (IRO) and the Director of Studies are available to assist students.

The internship must be formally requested by the student using a designated form (i.e., job description form). This form includes key information about the student and the internship supervisor, as well as the objectives and tasks/activities to be undertaken at the internship organization. The internship is confirmed and approved through the signatures of both the Director of Studies and the internship supervisor.

The student is required to reflect upon, document, and present the experiences and insights gained during the internship, and must evaluate the internship placement. Conversely, the internship supervisor must evaluate the student. The student must prepare an interim report, a final report, and a presentation, as well as complete an evaluation form. At the beginning of the internship, the student receives a detailed internship guide outlining the objectives of the internship. A central requirement for a successful internship is a congruence between the agreed-upon objectives and those actually achieved. The documentation prepared by both the student and the supervisor is reviewed by the Director of Studies. If the objectives are not met or the work done as part of the internship placement does not correspond to the student's qualification level, the respective internship provider will be excluded from future placements. A list of internship placements and corresponding reports is made available to future students via the Moodle learning platform.

2.5 Semester Abroad

Students complete a **compulsory semester abroad** at a partner university of the University of Applied Sciences Kufstein Tirol in the 5th semester of the full-time bachelor's degree program in Business Psychology & Management. A total workload of 30 ECTS must be demonstrated at the partner university in question. As part of the preparation for their studies abroad, students are informed of selected institutions that are particularly suitable for the Business Psychology & Management degree program. This ensures that students can specialize in relevant subject areas, allowing them to develop the desired skills. Studying abroad also develops intercultural and language skills, which are highly relevant in the workplace. In addition, students are required to organize most of their stay abroad independently (e.g., finding accommodation, registering with the partner university, obtaining the necessary documents for registration and travel to the country in question, etc.). Further information on how the semester abroad contributes to the intended learning outcomes can be found in Section 2.6.3 on the National Qualifications Framework.

The allocation of study places is based on a **ranking of students according to their grade point average**. First, the student with the lowest (i.e., best) grade point average is allocated their first preference. This is followed by the student with the second-lowest (i.e., second-best) average grade and so on. If a student's first preference is no longer available (because it has already been allocated to a student with a lower average grade), the second preference is allocated. If this has also already

been allocated, the third preference is allocated. If this, too, has already been allocated, this student, in turn, will be allocated their second preference.

3 ADMISSION REQUIREMENTS

The admission requirements at the University of Applied Sciences Kufstein Tirol are regulated in accordance with the following provisions:

1. The general admission requirements are regulated by Section 4 FHG (Universities of Applied Sciences Act), as amended. These provisions apply to **applicants with a general university entrance qualification**.

2. **Applicants without a school-leaving certificate** must take a **university entrance qualification examination** in accordance with Section 64a UG 2002 (Universities Act 2002), as amended. In accordance with a decree issued by the rectorate of a university, these applicants acquire the general university entrance qualification for bachelor's degree programs in a group of disciplines by passing the university entrance qualification examination. Successful completion of the university entrance qualification examination thus entitles the holder to admission to all degree programs in the respective group of degree programs for which the university entrance qualification was acquired. The university entrance qualification examination can be obtained in accordance with a regulation of the rectorate of a university for certain groups of disciplines, whereby the following group is relevant for the University of Applied Sciences Kufstein Tirol: Social and Economic Science Studies (e.g., business administration, business education, statistics, sociology).

Applicants who have completed a 3-year **vocational secondary school** (*Berufsbildende Mittlere Schule*), have completed an **apprenticeship in the dual system**, or have obtained a **subject-relevant German entrance qualification for universities of applied sciences** (*Fachhochschulreife*) are entitled to study at the University of Applied Sciences Kufstein Tirol provided they pass additional examinations in German, English, and Mathematics. In the case of the German *Fachhochschulreife*, the additional examination must only be taken in those of the three subjects in which the certificate grade is "insufficient" (*mangelhaft*) or worse. Any additional examinations must be successfully completed before the start of the third semester.

3. For **applicants with relevant dual training**, an **apprenticeship qualification** in one of the following **subject areas** satisfies the admission requirements, as decreed by the Federal Ministry responsible:

- Office administrator
- Retail salesperson
- Catering specialist
- Hospitality and catering assistant
- Media specialist
- Personnel services specialist

4. **Applicants with a degree from** one of the following subject-specific **vocational secondary schools** (*Berufsbildende Mittlere Schulen*) may also be admitted:

- Hotel management schools, tourism management schools, hospitality management schools (three-year courses)
- Commercial schools (of at least two years' duration)
- Technical colleges for tourism professions

- Technical colleges for pedagogical assistant professions (three-year courses)
- Technical schools for economic professions (three-year courses)
- Business schools (of at least three years' duration)
- Retail business schools (three-year courses)

Newly emerging apprenticeships in similar disciplines are to be recognized in accordance with the above stipulations. **Applicants subject to the provisions of (3) and (4) above** must complete their **additional entry examinations** by the beginning of their third semester and, if necessary, take appropriate preparatory courses.

The following additional examinations are required for this group of applicants:

- German
- English
- Mathematics

Below is an overview of which subject areas of the German FOS/BOS (*Fachoberschulen/Berufsoberschulen* – subject-specific/vocational upper secondary schools) are considered relevant entry requirements. Here, additional examinations must be taken within the first semesters in the subjects Mathematics, German, and English (if a grade of "insufficient" [*mangelhaft*] or lower was achieved in these subjects).

	WIP Bvz
FOS	
- Agriculture, biotechnology, and environmental technology	
- Design	X
- Health	X
- International economics	X
- Social services	X
- Technology	
- Economics & Administration	X
BOS	
- Agriculture, biotechnology, and environmental technology	
- Design	X
- Health	X
- International economics	X
- Social services	X
- Technology	
- Economics & Administration	X
In the case of relevant internships (e.g., social work, commerce, administration), other subject areas can also be accepted (after consultation with the Director of Studies)	