



Module:

Specialisation Business Psychology

Course:

Business Psychology

Professor in charge:

Prof. Dr. Marc Ant

Lecturer:

Bianca Knobloch

Maria-Christina Nimmerfroh

Dr. Stephan Stegt

Target Group:

4th and 5th semesters

Scope:

2 semester periods per week

ECTS- Punkte:

2,5

Workload:

Class Contact:	22,5 h
Examination according to §14 Abs. 3:	0,5 h
Examination preparatory:	19,5 h
Self study/preparatory and follow-up study:	19,5 h
Tutorial:	1,0 h
Group Work	12,0 h
Total:	75,0 h

Objectives:

Training of business students with a genuine business psychology orientation
 Provision of psychological theories, concepts and methods for use in corporate practice
 Application of psychological approaches to economic problems
 Imparting practice-relevant capacity building and methodological approaches

Contents:

Week	Content	References
1.	Introduction General Psychology	Zimbardo, P.G. & GerrigRJ. (2008). Psychologie. 18. Aufl. München: Pearson.
2.	Introduction Business Psychology	Wiswede, G. (2007). Einführung in die Wirtschaftspsychologie. Stuttgart: UTB.
3.	Work Psychology	Nerdinger, F.; Blickle, G. & Schaoper, N. (2011). Arbeits- und Organisationspsychologie. Berlin: Springer.

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| 4. | Organisational Psychology | Nerdinger, F.; Blickle, G. & Schaoper, N. (2011). Arbeits- und Organisationspsychologie. Berlin: Springer. |
| 5. | Market Psychology | Felser, G. (2007). Werbe- und Konsumentenpsychologie. 3. Aufl. Heidelberg: Spektrum. |
| 6. | Research project | |

Teaching Methods:

Lectures, Presentations, Research activities, Guest speakers, Case studies

Examination:

oral exam, written home work

Language:

German 100%

Planned Case Studies:

Several psychological experiments

Miscellaneous:

Job perspectives:

Human resources management

Organizational development, Strategic/Change Management

Marketing research, Consumer behaviour