Hochschule
Bonn-Rhein-Sieg
University of Applied Sciences

Department of Management Sciences
Rheinbach Campus



Business Psychology (B.Sc.)

Module Catalogue
Bachelor's Examination Regulations 2021

Last updated: November 6th, 2026

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0 Curriculum and Teaching and Examination Languages

											CP	SWS
7	Business Psychology 4 (6/4)		Business Psychology 5 (6/3)		Final Thesis (12)				Business & Econom. Sciences 6 (6/6)		30	13
	Elective Psychology (3/2)	Advanced Studies in Psychology (3/2)	Partic. In Experimen-tal Studies (2)	Research Colloquium (4/3)	Final Thesis (12)				Elective Business & Economic Sciences (3/2)	Adv. Studies in Business & Economic Sciences (3/4)		
6	Internship (30)										30	0
	Internship (30)											
5	Methodology 4 (6/4)		Methodology 5 (6/4)		Business & Economic Sciences 5: Specialisation (18/12-13)						30	20-21
	Advanced Studies in Diagnostics (3/2)	Evaluation (3/2)	Experimental Training Course (6/4)		Elective subject (18/12-13)							
4	Business Psychology 3: Specialisation (18/12)					Meth. 3 (total 9/6)	Business & Economic Sciences 4 (8/6)				30	21
	Elective subject (18/12)					Software-Based Data analysis (4/3)	Accounting (5/4)	Financial Management (3/2)				
3	Business Psychology 1 (8/6)		Business Psychology 2 (9/7)			Methodology 3 (total 9/6)	Business & Economic Sciences 3 (8/6)				30	22
	Market, Advertising and Consumer Psychology (4/3)	Financial Psychology (4/3)	Work and Organisational Psychology (5/4)	Personnel Psychology (4/3)		Statistics 2 (5/3)	Ethics (2/2)	Labour Law (3/2)	Commercial, Company and Marketing Law (3/2)			
2	Scien. Writing & Presenting (6/4)		Principles of Psychology 3 (8/7)			Methodology 2 (11/7)			Foreign Busin. Language (5/4)		30	22
	Rhetoric & Presentation (3/2)	Priciples of Scientific Writing (3/2)	General Psychology 2 (4/3)	Social Psy-chology 2 (2/2)	Different. Psychology 2 (2/2)	Statistics 1 (6/4)	Test Theory & Diagnostics (5/3)		Business English (3/2)	Intercult. Communi-cation (2/2)		
1	Principles of Psychology 1 (6/5)		Principles of Psychology 2 (6/5)		Methodology 1 (6/5)		Business & Econom. Sciences 1 (6/5)			Business & Econom. Sciences 2 (6/5)	30	25
	General Psychology 1 (4/3)	Social Psy-chology 1 (2/2)	Developmental Psychology (4/3)	Different. Psychology 1 (2/2)	Business Mathe-matics (2/2)	Research Methods (4/3)	Priciples of Business Administration (3/2)	Priciples of Marketing (2/2)	Inter-nat. Mgmt (1/1)	Priciples of Organisation (3/2)	Priciples of Human Resource Management	
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											210	123-124

Pre-courses	
Mathematics	Psychology

Legend:
Blue: Psychology
Light blue: Methodology
Green: Business & Economic Sciences

The teaching and examination language is German, except in the following subjects where it is English:

- Business English
- Intercultural Communication
- Introduction to International Management
- Specialisation International Management (Rheinbach Campus)
- Specialisation International Financial Management (Sankt Augustin Campus)
- Specialisation Marketing, especially Business to Business (Sankt Augustin Campus)

1 1st Semester Modules

- Pre-courses (before the beginning of the 1st Semester)
- Principles of Psychology 1
- Principles of Psychology 2
- Methodology 1
- Business & Economic Sciences 1
- Business & Economic Sciences 2

1.1 Pre-courses (before the beginning of the 1st Semester)

Title of the Module					
Pre-courses (before the beginning of the 1st Semester)					
Module Number 1.1	**Workload** N/A	**Credits** 0	**Study Semester** 1st semester	**Frequency** Every semester	**Duration** 1 semester
Course(s)			**Contact Time**	**Self-Study**	**Planned Group Size**
Mathematics			2 SWS/30 h	N/A	70 students
Psychology			1 SWS/15 h		70 students

Learning Outcomes

Mathematics

The mathematics bridging course enables students to refresh their knowledge of mathematics. They can make targeted use of this knowledge during their degree and develop it further.

Psychology

Students can define and distinguish between the sub-disciplines of psychology. They can explain why a scientific approach is highly important for making new findings in the field of psychology. They can describe the issues relating to the fundamental disciplines of psychology, methodology and business psychology and can link them to a practical context.

Topics

Mathematics

- Number systems and basic arithmetic operations
- Summations
- Powers
- Logarithms
- Roots
- Linear equations and equation systems
- Higher equations and inequations
- Functions
- Principles of differential calculus
- Curve sketching

Psychology

- Overview and brief definition of the different areas of psychology
- Psychology as a science
- Introduction to the basic subjects of psychology
- Introduction to the methods of psychology
- Introduction to the fields of business psychology

Forms of Teaching Seminars and practical classes.
Requirements for Participation None
Form(s) of Examination N/A
Requirements for Awarding Credit Points N/A
Use of the Module (in other degree programmes) The pre-course "Mathematics" is also part of the degree programme "Business Management"
Weighted Factor for the Final Grade N/A
Module Coordinator (underlined) and Full-Time Lecturers Prof. Dr. C. Buchholz, Dr. T. Krickhahn (lecturer with special duties (LfbA)), A. Ley
Other Information Literature: **Mathematics** Cramer, E. & Nešlehová, J. (2015). *Vorkurs Mathematik*. Berlin: Springer. Walz, G., Zeilfelder, F. & Rießiner, T. (2011). *Brückenkurs Mathematik. Für Studieneinsteiger aller Disziplinen.* Heidelberg: Spektrum Akademischer Verlag. **Psychology** Myers, D.G. (2014). *Psychologie* (3rd edition). Berlin, Heidelberg: Springer. Nerdinger, F. W., Blickle, G. & Schaper, N. (2014). *Arbeits- und Organisationspsychologie* (3rd edition). Berlin, Heidelberg: Springer. **Information about specific literature will be provided during the course.**

1.2 Principles of Psychology 1: General Psychology 1, Social Psychology 1

Title of the Module					
Principles of Psychology 1					
Module Number 1.2	**Workload** 180 h	**Credits** 6	**Study Semester** 1st semester	**Frequency** Every semester	**Duration** 1 semester
Course(s)			**Contact Time**	**Self-Study**	**Planned Group Size**
General Psychology 1			3 SWS/45 h	75 h	70 students
Social Psychology 1			2 SWS/30 h	30 h	70 students

Learning Outcomes

General Psychology 1

Students can describe and categorise the physiological and psychological principles of human perception processes. They can explain the fundamental psychological knowledge in the fields of attention, thinking, problem-solving and decision-making and can differentiate between psychological hypotheses and theories on the one hand and empirical findings and research results on the other. Students can identify typical applications for general psychological knowledge from the fields of perception, attention, thinking, problem-solving and decision-making. By carrying out demonstration experiments, students acquire the skills to formulate psychological questions and to observe, describe and analyse the results in precise detail with regard to a particular hypothesis or theory. By working with typical human errors in perception and reasoning, they can identify the limitations of their own ability to process information and put into perspective their own thought and perception processes.

Social Psychology 1

Students can analyse different processes in the context of social perception/cognition and decision-making. This enables them to avoid making incorrect decisions in a business setting. They are able to identify and describe the important influencing factors of attitudes and schemata on human behaviour. In addition, they can analyse developments and changes in attitudes. Students can explain the mechanisms for the development of prejudices and discrimination and describe methods of measuring and reducing prejudices, with an emphasis on intercultural factors. Students can describe the factors that explain human attraction.

Topics

General Psychology 1

- Physiological and psychological principles of perception
- Theories and findings relating to attention processes
- Theories and findings relating to human problem-solving
- Theories and findings relating to the psychology of thought

- Brief introduction to the psychology of decision-making

Social Psychology 1

- Social perception/cognition
- Judgement and decision-making
- Attitudes and behaviour
- Prejudices and discrimination
- Human attraction

Forms of Teaching

Seminars, demonstration experiments (including online evaluation), lectures, group discussions, group work, presentations, question sessions, role plays, case studies, self-study, online questioning methods.

Requirements for Participation

None

Form(s) of Examination

Generally a written or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Use of the Module (in other degree programmes)

Not planned.

Weighted Factor for the Final Grade

4%

Module Coordinator (underlined) and Full-Time Lecturers

Prof. Dr. C. Massen, M. Dietzsch

Other Information

Literature:

General Psychology 1

Betsch, T., Funke, J. & Plessner, H. (2011). *Allgemeine Psychologie für Bachelor. Denken - Urteilen, Entscheiden, Problemlösen*. Berlin: Springer.

Goldstein, E. B. (2014). *Wahrnehmungspsychologie. Der Grundkurs* (9th edition). Berlin: Springer.

Hagendorf, H., Krummenacher, J., Müller, H.-J. & Schubert, T. (2011). *Allgemeine Psychologie für Bachelor. Wahrnehmung und Aufmerksamkeit*. Berlin: Springer.

Rieger, M. & Müsseler, J. (2024). *Allgemeine Psychologie* (4. Aufl.). Berlin: Springer-Verlag.

Social Psychology 1

Aronson, E., Wilson, T. D. & Akert, R. M. (2013). *Sozialpsychologie* (8th edition). Hallbergmoos: Pearson Studium.

Fischer, P., Jander, K. & Krueger, J. I. (2018). *Sozialpsychologie für Bachelor*. Heidelberg: Springer.

Information about specific literature will be provided during the course.

1.3 Principles of Psychology 2: Developmental Psychology, Differential Psychology 1

Title of the Module					
Principles of Psychology 2					
Module Number 1.3	**Workload** 180	**Credits** 6	**Study Semester** 1st semester	**Frequency** Every semester	**Duration** 1 semester
Course(s)			**Contact Time**	**Self-Study**	**Planned Group Size**
Developmental Psychology			3 SWS/45 h	75 h	70 students
Differential Psychology 1			2 SWS/30 h	30 h	70 students

Learning Outcomes

Developmental Psychology

Students can divide human development into different stages and describe the relevant development processes in these stages. They can distinguish between cognitive, emotional and social development processes. In addition, they are able to differentiate between a successful adaptation to the different phases of life and potential atypical developments. On the basis of their understanding of the typical features and themes of each phase of development, they can predict possible differences in the experience and behaviour of people in the different development phases, taking into account cohort effects (e.g. the impact of digitalisation). Students' understanding of the developmental differences between people allows them to assess possible effects in the context of business psychology and to take the effects into consideration.

Differential Psychology 1

Students are able to explain the development and the paradigms of differential psychology. They will learn to describe fundamental problems (e.g. trans-situational inconsistency). They can explain methods for identifying personality traits and apply individual stages of the methods themselves (e.g. interpreting the results of a factor analysis). Students can explain different approaches to describing the personality (prototypes, traits). They are able to identify and describe personality constructs and highlight their importance (e.g. for career success). Students become familiar with methods for measuring the personality and can interpret the results. They can also assess the quality of measurement instruments using quality criteria. They are able to critically evaluate an application of personality psychology (personality tests in staff recruitment).

Topics

Developmental Psychology

- Cognition and development
- Social factors and development
- Motivation and development
- Personality and development

- Well-being / health and development
- Work and development
- Developmental stages and tasks

Differential Psychology 1

- Historical development of differential psychology
- Empirical analysis of personality (e.g. measuring personality traits)
- Methods of identifying personality traits (e.g. lexical approach)
- Models for describing personality traits
- Conducting and evaluating a personality inventory

Forms of Teaching

Seminars, demonstration experiments, lectures, group discussions, group work, presentations, question sessions, role plays, case studies, self-study.

Requirements for Participation

None

Form(s) of Examination

Generally a written or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Use of the Module (in other degree programmes)

Not planned.

Weighted Factor for the Final Grade

4%

Module Coordinator (underlined) and Full-Time Lecturers

Prof. Dr. C. Massen, Dr. J. Janurek

Other Information

Literature:

Developmental Psychology

Lang, F.R., Martin, M. & Pinquart, M. (2012). *Entwicklungspsychologie – Erwachsenenalter*. Hogrefe

Differential Psychology 1

Neyer, F.J. & Asendorpf, J.B. (2024). *Psychologie der Persönlichkeit*. Berlin: Springer.
Asendorpf, J. B. (2019). *Persönlichkeitspsychologie für Bachelor* (4th edition). Berlin: Springer.

Information about specific literature will be provided during the course.

1.4 Methodology 1: Business Mathematics, Research Methods

Title of the Module					
Methodology 1					
Module Number 1.4	**Workload** 180	**Credits** 6	**Study Semester** 1st semester	**Frequency** Every semester	**Duration** 1 semester
Course(s)			**Contact Time**	**Self-Study**	**Planned Group Size**
Business Mathematics			2 SWS/30 h	30 h	70 students
Research Methods			3 SWS/45 h	75 h	70 students

Learning Outcomes

Business Mathematics

Students develop the capability to describe economic problems from the fields of business planning, management and controlling in mathematical terms and to analyse and, if necessary, resolve the problems. Furthermore, they learn which mathematical tools to use in specific circumstances in a practical business context. By learning the correct methods of collecting and processing data and of problem-based analysis and meaningful linking of data, students are prepared for making business decisions.

Research Methods

Students can identify the goals and the fundamental process of empirical psychology and explain the basic difference between qualitative and quantitative research approaches. They are able to describe typical quantitative and qualitative methods of data collection and to analyse the respective advantages and disadvantages. They are capable of finding a suitable qualitative or quantitative research approach to a business psychology research question and can select an appropriate method of data collection. Students can then justify this selection on the basis of suitable criteria. Furthermore, they are able to assess different research approaches with regard to their meaningfulness, e.g. in relation to permitted causal conclusions or the three quality criteria of validity, reliability and objectivity, and to apply this knowledge to evaluate scientific literature on the subject of business psychology.

Topics

Business Mathematics

- Introduction to the principles and structures of business mathematics
- Fundamental principles and properties of (economic) functions and equation systems
- Functions with several independent variables
- Differential calculus, elasticities, cross- and own elasticities

- Extreme value determination of functions with several independent variables, with and without constraints (Hesse, Lagrange)
- Equation systems, matrices, linear optimisation methods, simplex
- Introduction to financial mathematics

Research Methods

- Scientific principles of psychology
- Quantitative research approaches
- Quantitative data collection methods
- Qualitative research approaches
- Qualitative data collection methods
- Ethical aspects of dealing with test subjects and research data

Forms of Teaching

Business Mathematics

Seminars with integrated individual/group work.

Research Methods

Seminars, practical classes, lectures, group work, presentations, question sessions, self-study, video tutorials, empirical studies.

Requirements for Participation

Formal: None

Content: Knowledge of mathematics at upper secondary school or commercial college level in Germany.

Form(s) of Examination

Generally a written or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Use of the Module (in other degree programmes)

Not planned.

Weighted Factor for the Final Grade

4%

Module Coordinator (underlined) and Full-Time Lecturers

Prof. Dr. C. Massen, Prof. Dr. Christine Buchholz

Other Information

Literature:

Business Mathematics

Kohn, W. & Öztürk, R. (2015). *Mathematik für Ökonomen. Ökonomische Anwendungen der linearen Algebra und Analysis mit Scilab*. Heidelberg: Springer.

Schwarze, J. (2010). *Mathematik für Wirtschaftswissenschaftler 1: Grundlagen*. Herne: nwb-Studium.

Schwarze, J. (2010). *Mathematik für Wirtschaftswissenschaftler 2: Differential- und Integralrechnung*. Herne: nwb-Studium.

Schwarze, J. (2010). *Mathematik für Wirtschaftswissenschaftler 3: Lineare Algebra, Lineare Optimierung und Graphentheorie*. Herne: nwb-Studium.

Research Methods

Bortz, J. & Döring, N. (2016). *Forschungsmethoden und Evaluation* (5th edition). Heidelberg: Springer-Verlag.

Huber, O. (2013). *Das psychologische Experiment* (6th edition). Bern: Huber.

Schreier, M. & Echterhoff, G., Bauer, J.F., Weydmann, N. & Hussy, W. (2023). *Forschungsmethoden, 3. Auflage*. Berlin: Springer Verlag.

Information about specific literature will be provided during the course.

1.5 Business & Economic Sciences 1: Principles of Business Administration, Principles of Marketing, Introduction to International Management

Title of the Module					
Business & Economic Sciences 1					
Module Number 1.5	**Workload** 180	**Credits** 6	**Study Semester** 1st semester	**Frequency** Every semester	**Duration** 1 semester
Course(s)			**Contact Time**	**Self-Study**	**Planned Group Size**
Principles of Business Administration			2 SWS/30 h	60 h	70 students
Principles of Marketing			2 SWS/30 h	30 h	70 students
Introduction to International Management			1 SWS/15 h	15 h	70 students

Learning Outcomes

Principles of Business Administration
Students learn about generally applicable business administration tools/techniques (e.g. problem, system and benefit analysis) and, as a result, are able to identify the structures and processes in a business and to link them together in an integrated way. The module focuses on the ability to process business decision-making problems systematically and transparently.

Principles of Marketing
Students can describe marketing problems and identify appropriate solutions for marketing on a national and international level. The focus is on the ability to select different marketing instruments in accordance with customers' requirements. Students are made particularly aware of the challenges of international marketing.

Introduction to International Management

Students acquire theoretical and practical knowledge of international management. They are familiar with important factors of globalisation and can analyse international markets. They can describe the management functions of global companies and formulate market entry strategies. Students can identify the cultural problems of international business management and can describe the problems and explain them using practical examples.

Topics

Principles of Business Administration

- What does business administration involve?
- Categorising business administration as a science; history of business administration
- Scientific concept of business administration as a business theory; methodologies in business administration; objectives of economic activity in business administration
- Location decisions, selection criteria, internationalisation

- Decisions on legal form, fundamental issues, description and comparison of the different legal forms, special applications and new models
- Collaboration and cooperation between businesses – case study on the subject of cooperation between companies
- Corporate legal structure, modern concept of democracy in companies, comparison of state and business
- Corporate governance
- Controlling and controlling instruments
- Organisation
- Entrepreneurship

Principles of Marketing

- Strategies in marketing
- Consumer behaviour
- Market analysis
- Product policy
- Pricing policy
- Distribution policy
- Communication policy
- International aspects of marketing

Introduction to International Management

- Globalisation: important factors, advantages and disadvantages, key players
- Analysis of national markets and the business environment: economic and cultural profiles of the target country, evaluation of national markets and other forms of country risks, barriers to market entry and evaluation of the market attractiveness of the target country
- International trade and investment: theoretical principles, e.g. absolute and comparative cost advantages, foreign direct investment, facts and figures
- International market entry and market development strategies
- Development of international product and marketing strategies: expansion and adaptation strategies
- Dynamics of global CSR and sustainability strategies

Forms of Teaching

Seminars, project and/or group work, presentations.

Introduction to International Management additionally: independent research into international companies, preparation of internationalisation strategies.

Requirements for Participation

None

Form(s) of Examination

Generally a written or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.
Use of the Module (in other degree programmes) Not planned.
Weighted Factor for the Final Grade 4%
Module Coordinator (underlined) and Full-Time Lecturers F. Maikranz (lecturer with special duties (LfbA)), Prof. Dr. D. Assmus, Dr. L. Da Gbadji (lecturer with special duties (LfbA))
Other Information Literature: **Principles of Business Administration** Meier, H. (2015). *Unternehmensführung* (5th edition). Herne: nwb Verlag. Vahs, D. & Schäfer-Kunz, J. (2015). *Einführung in die Betriebswirtschaftslehre* (7th edition). Stuttgart: Schäffer-Pöschel Verlag. **Principles of Marketing** Meffert, H., Burmann, C. & Kirchgeorg, M. (2014). *Grundlagen marktorientierter Unternehmensführung Konzepte – Instrumente – Praxisbeispiele* (12th edition). Wiesbaden: Springer. Kotler, P., Armstrong, G., Harris, L. C. & Piercy, N. (2016). *Grundlagen des Marketings* (6th updated edition). Hallbergmoos: Pearson. Kotler, P., Keller, K. L. & Opresnik, M. O. (2015). *Marketing-Management. Konzepte, Instrumente, Unternehmensfallstudien* (14th updated edition). Hallbergmoos: Pearson. **Introduction to International Management** Kutschker, M. & Schmid, S. (2011). *Internationales Management* (7th edition). Munich: Oldenbourg Wissenschaftsverlag. Wild J. J. & Wild, K. L. (2013). *International Business – The Challenges of Globalization* (7th ed.). Essex: Pearson. **Information about specific literature will be provided during the course.**

1.6 Business & Economic Sciences 2: Principles of Organisation, Principles of Human Resource Management

Title of the Module					
Business & Economic Sciences 2					
Module Number 1.6	**Workload** 180	**Credits** 6	**Study Semester** 1st semester	**Frequency** Every semester	**Duration** 1 semester
Course(s)			**Contact Time**	**Self-Study**	**Planned Group Size**
Principles of Organisation			2 SWS/30 h	60 h	70 students
Principles of Human Resource Management			3 SWS/45 h	45 h	70 students

Learning Outcomes

Principles of Organisation

Students become familiar with organisational design alternatives and practical influencing factors and success factors. In addition, they gain insights into approaches to organisational theory. On the basis of classical concepts and more recent developments in organisational theory, students are able to develop their own solutions to organisational issues and to make organisational decisions systematically and transparently.

Principles of Human Resource Management

Students learn the principles of human resource management in the context of approaches to corporate policy and social changes. They are given the skills to identify and help shape fundamental human resource functions within the business as an important part of management and to define them in the context of human resource management. They are also capable of assessing the possibilities, limits and uses of the human resource management methods with regard to current and future developments. Students also learn that the use of these concepts/instruments in similar industries/companies can have conflicting effects because of business micropolitics.

Topics

Principles of Organisation

- Introduction to and principles of organisational theory
- Selected approaches to organisational theory (classical concepts and more recent developments)
- Concepts and practical solutions for structural organisation
- Concepts and practical solutions for process organisation
- Management of organisational change
- Perspectives on recent requirements in organisational design and current problems (e.g. stress, diversity, technological developments relating to digitalisation)

Principles of Human Resource Management

- Business policy and human resource planning
- Recruitment (human resource marketing, recruitment, selection)
- Staff retention (retention management, onboarding) and staff development
- Human resource controlling and organisation of human resource management
- Principles of leadership
- Specific features of international human resource management
- Case studies and selected challenges (e.g. globalisation, CSR, AI and Industry 4.0)

Forms of Teaching

Principles of Organisation

Seminars, evaluating case studies and developing solutions, individual work, group work.

Principles of Human Resource Management

Seminars, practical classes, handouts, work with case studies.

Requirements for Participation

None

Form(s) of Examination

Generally a written or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Use of the Module (in other degree programmes)

Not planned.

Weighted Factor for the Final Grade

4%

Module Coordinator (underlined) and Full-Time Lecturers

Prof. Dr. H. Meier

Other Information

Literature:

Principles of Organisation

Gareth, R. J. & Bouncken, R. B. (2008). *Organisation. Theorie, Design und Wandel* (5th updated edition). Munich: Pearson.

Schreyögg, G. (2016). *Grundlagen der Organisation. Basiswissen für Studium und Praxis* (2nd updated edition). Wiesbaden: Springer Gabler.

Vahs, D. (2019). *Organisation. Ein Lehr- und Managementbuch* (10th revised and extended edition). Stuttgart: Schäffer-Poeschel.

Principles of Human Resource Management

Meier, H. (2019). *Unternehmensführung* (6th edition). Berlin: Verlag NWB.

Information about detailed and supplementary literature and a learning guide will be provided during the course or distributed as handouts.

Information about specific literature will be provided during the course.

2 2nd Semester Modules

- Principles of Scientific Writing & Presenting
- Principles of Psychology 3
- Methodology 2
- Foreign Business Language

2.1 Principles of Scientific Writing & Presenting: Rhetoric & Presentation Skills, Principles of Scientific Writing

Title of the Module					
Principles of Scientific Writing & Presenting					
Module Number 2.1	**Workload** 180	**Credits** 6	**Study Semester** 2nd semester	**Frequency** Every semester	**Duration** 1 semester
Course(s)			**Contact Time**	**Self-Study**	**Planned Group Size**
Rhetoric & Presentation Skills			2 SWS/30 h	60 h	24 students
Principles of Scientific Writing			2 SWS/30 h	60 h	35 students

Learning Outcomes

Rhetoric & Presentation Skills

Students develop and consolidate their rhetorical skills. They can give persuasive speeches and presentations, in terms of structure, body language, vocabulary and self-assessment, and give and receive feedback in a group.

Principles of Scientific Writing

Students learn to gain a rapid and comprehensive understanding of the status of the debate in a specialist field. They can deal with the scientific views of others responsibly. In addition, they can conduct focused research on a topic using a wide variety of sources and assemble scientific information in written compositions (e.g. assignments, practical project reports, Bachelor's theses).

Topics

Rhetoric & Presentation Skills

- Structure and composition of persuasive speeches and presentations
- Basic concepts and influencing factors
- Visualisation and use of media
- Memory and learning techniques
- (Body) language and voice
- Tutorials on brief ad-lib speeches

Principles of Scientific Writing

- Introduction to scientific methods of working and thinking
- Topic selection and reflection
- Literature research
- Arguments/thematic structure
- Citation methods
- Writing style and language

Forms of Teaching

Introductions from lecturers, group work, presentations.

Requirements for Participation

None

Form(s) of Examination

An examination graded as "passed" or "failed". More details in section 15 paragraph 4 in conjunction with section 18 of the examination regulations.

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 4 in conjunction with section 18 of the examination regulations.

Use of the Module (in other degree programmes)

Not planned.

Weighted Factor for the Final Grade

N/A

Module Coordinator (underlined) and Full-Time Lecturers

F. Maikranz (lecturer with special duties (LfbA))

Other Information

Literature:

Rhetoric & Presentation Skills

Allhoff, D. & Allhoff, W. (2010). *Rhetorik und Kommunikation* (15th edition). Munich: Reinhardt Verlag.

Bartsch, T., Hoppmann, M., Rex, B. F. & Vergeest, M. (2013). *Trainingshandbuch Rhetorik* (3rd edition). Paderborn: Schöningh.

Graebig, M., Jennerich-Wünsche, A. & Engel, E. (2011). *Wie aus Ideen Präsentationen werden* (1st edition). Wiesbaden: Gabler.

Thiele, A. (2013). *Argumentieren unter Stress* (8th edition). Frankfurt: Frankfurter Allgemeine Buch.

Principles of Scientific Writing

Beinke, C., Brinkschulte, M., Bunn, L. & Thürmer, S. (2008). *Die Seminararbeit. Schreiben für den Leser*. Konstanz: UVK Verlagsgesellschaft.

Bünting, K.-D., Bitterlich, A. & Pospiech, U. (2007). *Schreiben im Studium: mit Erfolg. Ein Leitfaden* (7th edition). Berlin: Cornelsen.

Esselborn-Krumbiegel, H. (2002). *Von der Idee zum Text. Eine Anleitung zum wissenschaftlichen Schreiben* (2nd edition). Paderborn: Verlag Ferdinand Schöningh.

Kruse, O. (1995). *Keine Angst vor dem leeren Blatt. Ohne Schreibblockaden durchs Studium* (4th extended edition). Frankfurt/Main: Campus Verlag.

Wolfsberger, J. (2010). *Frei geschrieben. Mut, Freiheit und Strategie für wissenschaftliche Arbeiten* (3rd edition). Vienna: Böhlau Verlag.

Information about specific literature will be provided during the course.

2.2 Principles of Psychology 3: General Psychology 2, Social Psychology 2, Differential Psychology 2

Title of the Module					
Principles of Psychology 3					
Module Number 2.2	**Workload** 240 h	**Credits** 8	**Study Semester** 2nd semester	**Frequency** Every semester	**Duration** 1 semester
Course(s)			**Contact Time**	**Self-Study**	**Planned Group Size**
General Psychology 2			3 SWS/45 h	75 h	70 students
Social Psychology 2			2 SWS/30 h	30 h	70 students
Differential Psychology 2			2 SWS/30 h	30 h	70 students

Learning Outcomes

General Psychology 2

Students can describe the fundamental forms of human learning such as classical and operant conditioning, implicit learning and observational learning and can explain the accompanying theories, findings and applications. They are also familiar with the fundamental structure of the human memory and can substantiate this on the basis of empirical findings. They can name the main influencing factors on the memory and apply them to their own learning situation on the degree course. By working with typical memory errors, they can gain a perspective on their own information processing methods. In addition, they can describe the components of human emotions and explain how they can be measured. They are able to explain different models for the development of human emotion and to discuss them on the basis of scientific findings. Moreover, they can describe the functions and effects of human emotions and identify efficient emotion regulation strategies. They are capable of explaining basic situational and personal factors and constructs of human motivation and volition (e.g. implicit vs explicit motives) and of describing the relevant findings. By working independently with application-oriented research articles and subsequently discussing them, students learn to put theories of general psychology into practice. In doing so, they also acquire the competence to critically evaluate the opportunities and the limits of individual empirical findings.

Social Psychology 2

Students are able to describe influencing factors on both prosocial and aggressive behaviour and to analyse them in practice. This enables them to explain the methods that can be used to increase prosocial behaviour and prevent violence. They can analyse processes of group formation and intergroup discrimination and describe methods for improving relationships between groups. Students are familiar with the positive and negative characteristics of groups and are able to analyse social influence mechanisms. They are able to identify communication patterns and to apply communication improvement methods (including intercultural communication).

Differential Psychology 2

Students gain a deeper understanding of personality dimensions and can differentiate between different personality constructs. They acquire an understanding of the topics listed below. Furthermore, students acquire the ability to read and understand articles in journals of personality psychology and to apply the findings to different questions. They learn to apply their knowledge of personality traits to professional challenges and skills. They can differentiate between and compare various common personality tests.

Topics

General Psychology 2

- Learning and behaviour
- Memory
- Emotion
- Motivation

Social Psychology 2

- Prosocial behaviour
- Aggression
- Group processes
- Social influence

Differential Psychology 2

- Abilities – intelligence, creativity, social competence, emotional competence
- Motives
- Self-concept
- Environmental and relational influence
- Gender differences
- Applications of differential psychology

Forms of Teaching

Seminars, demonstration experiments (including online evaluation), lectures, group discussions, group work, presentations, question sessions, role plays, case studies, self-study, online questioning methods.

Requirements for Participation

None

Form(s) of Examination

Generally a written or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Use of the Module (in other degree programmes)

Not planned.
Weighted Factor for the Final Grade 5%
Module Coordinator (underlined) and Full-Time Lecturers Prof. Dr. C. Massen, M. Dietzsch, Prof. Dr. C. Syrek
Other Information Literature: **General Psychology 2** Baddeley, A. , Eysenck, M.W., & Anderson, M.C. (2025). Memory. 4thedition. Abingdon: Routledge. Brandstätter-Morawietz, V., Schüler, J., Puca, R. M. & Lozo, L. (2018). *Allgemeine Psychologie für Bachelor. Motivation und Emotion* (2. Aufl.). Berlin: Springer-Verlag. Heckhausen, J. & Heckhausen, H. (2025).Motivation und Handeln, 6.Auflage. Berlin: Springer-Verlag. Mazur, J. E. (2006). *Lernen und Verhalten* (6. aktualisierte Aufl.). München: Pearson-Studium. Rieger, M. & Müsseler, J. (2024). *Allgemeine Psychologie* (4. Aufl.). Berlin: Springer-Verlag. **Social Psychology 2** Aronson, E., Wilson, T. D. & Akert, R. M. (2013). *Sozialpsychologie* (8th edition). Hallbergmoos: Pearson Studium. Fischer, P., Jander, K. & Krueger, J. I. (2018). *Sozialpsychologie für Bachelor*. Heidelberg: Springer. **Differential Psychology 2** Neyer, F.J. & Asendorpf, J.B. (2024). *Psychologie der Persönlichkeit*. Berlin: Springer. Asendorpf, J. B. (2019). *Persönlichkeitspsychologie für Bachelor* (4th edition). Berlin: Springer. At least one article from a professional journal. **Information about specific literature will be provided during the course.**

2.3 Methodology 2: Statistics 1, Test Theory and Diagnostics

Title of the Module					
Methodology 2					
Module Number 2.3	**Workload** 330 h	**Credits** 11	**Study Semester** 2nd semester	**Frequency** Every semester	**Duration** 1 semester
Course(s)			**Contact Time**	**Self-Study**	**Planned Group Size**
Statistics 1			4 SWS/60 h	120 h	70 students
Test Theory and Diagnostics			3 SWS/45 h	105 h	70 students

Learning Outcomes

Statistics 1

Students are able to understand and analyse practical statistical questions and problems by using appropriate statistical methods and techniques and to develop statistical solutions for these problems. The focus is on the correct methods of collecting and processing data and on the problem-based analysis of data in the field of descriptive statistics. Furthermore, students are given an overview of contingency analyses and inferential statistical methods.

Test Theory and Diagnostics

Students are able to describe the connections in classical test theory and relate them to psychometric properties. They are familiar with all the steps in the test design process. They are able to explain, calculate and compare item codes and psychometric properties. Using appropriate statistical software, they can analyse and interpret calculated codes. This knowledge gives them the ability to interpret and evaluate the findings in primary scientific literature and to carry out a critical analysis of classical test theory. In addition, students are able to describe and explain the principles of diagnostics and to apply them to diagnostic questions. On the basis of this competence, students are able to evaluate, select, apply and interpret diagnostic procedures and psychometric tests in relation to different questions, especially staff recruitment.

Topics

Statistics 1

- Descriptive statistics
  - Fundamental principles and concepts, frequency distributions
  - Averages, measures of dispersion and position, concentration measures (indices)
  - Association and correlation measures
  - Regression analysis (regression function/coefficient, coefficient of determination)
- Probability calculation
  - Bayes' rule, conditional probabilities, natural frequencies

- Fundamental concepts, calculation rules, combinatorics, random variables, random experiments, probability distributions, distribution functions
- Distribution of discrete random variables (binomial, hypergeometric Poisson distribution)
- Distribution of continuous random variables (uniform distribution, normal distribution, standard normal distribution)

- Inferential statistics
  - Population & samples, sample types, representation inference
  - central limit theorem of statistics, standard error
  - Estimation, point estimation, estimator, confidence intervals
  - Statistical hypothesis testing theory, null/alternative hypothesis, significance level, types of error, decision options, undirected vs. directed testing, z-test, factors influencing test results, critical reflection

Test Theory and Diagnostics

- Principles of measuring and testing
- Axioms of classical test theory
- Design principles of psychometric tests
- Item analyses
- Psychometric properties
- Introduction to psychological diagnostics
- Examples of diagnostic procedures (performance tests, personality tests)

Forms of Teaching

Statistics 1

Seminars, projects and group work.

Test Theory and Diagnostics

Seminars, practical classes, data analyses, lectures, group discussions, group work, presentations, question sessions, self-study.

Requirements for Participation

Formal: None

Content: Knowledge of mathematics at upper secondary school level and the ability to understand the concepts of statistical methods and processes and their practical implementation.

Form(s) of Examination

Generally a written or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Use of the Module (in other degree programmes)

Not planned.

Weighted Factor for the Final Grade

6%
Module Coordinator (underlined) and Full-Time Lecturers Prof. Dr. C. Buchholz, Prof. Dr. P. Muck
Other Information Literature: **Statistics 1** Bortz, J., Schuster, C. (2010). *Statistik für Human- und Sozialwissenschaftler*. Heidelberg: Springer. Krickhahn, T. (2013). *Statistik für Wirtschafts- und Sozialwissenschaftler*. Weinheim: Wiley-VCH. Oestreich, M., Romberg, O. (2014). *Keine Panik vor Statistik – Erfolg und Spaß im Horrorfach nichttechnischer Studiengänge*. Heidelberg: Springer. **Test Theory and Diagnostics** Bühner, M. (2011). *Einführung in die Test- und Fragebogenkonstruktion* (3rd edition). Munich: Pearson. Schmidt-Atzert, L., & Amelang, M. (2012). *Psychologische Diagnostik* (5th edition). Berlin: Springer. **Information about specific literature will be provided during the course.**

2.4 Foreign Business Language: Business English, Intercultural Communication

Title of the Module Foreign Business Language					
Module Number 2.4	**Workload** 150 h	**Credits** 5	**Study Semester** 2nd semester	**Frequency** Every semester	**Duration** 1 semester
Course(s)			**Contact Time**	**Self-Study**	**Planned Group Size**
Business English			3 SWS/30 h	60 h	18 students
Intercultural Communication			2 SWS/30 h	30 h	18 students

Learning Outcomes

Business English

Students are able to express themselves spontaneously and fluently in the spoken and written language without having to noticeably search for words. They can make flexible and effective use of the foreign language in social and professional life and express their thoughts and opinions accurately. They can also explain in detail more complex business issues, such as organisation, marketing, sales and finance, and link specific subjects together. Furthermore, they can write texts with a business content using correct formal language. Overall they are on level C1 of the Common European Framework of Reference for Languages (CEFR).

Intercultural Communication

Students can identify the cultural problems involved in cross-border business activities, in particular in transglobal situations. They can develop behavioural and communication strategies for intercultural critical incidents in an international context.
Students can develop their global intercultural competence. In particular, they can improve their ability to empathise, their perceptiveness, their culture-sensitive communication and their transnational cultural awareness. Students can increase their knowledge of international communication models (iceberg model; cultural dimensions of Hofstede, Hall, Trompenaars, Kluckhohn etc.) and learn how to apply these models in international business situations. The focus of the seminar is on the challenges of intercultural communication and the use of intercultural communication in international work settings. Students' theoretical knowledge will be increased with the help of case studies from an international business context and simulation games to raise their cultural awareness.
Students develop the ability to identify the causes of intercultural misunderstandings and gain a better overview of possible strategies for action, in particular in an international work environment.

Topics

Business English

- Acquisition and consolidation of foreign language skills (reading and listening comprehension, writing, speaking ability) for the independent use of language in business situations
- Improvement in the general ability to express oneself in the foreign language in specific professional contexts
- Development and consolidation of business vocabulary relating to various topics (e.g. company structure, finance, economic sustainability)
- Aspects of diversity and culture in communication, social diversity
- Case studies on current business situations
  Preparation of academic texts

Intercultural Communication

- Different concepts of culture and approaches to the phenomenon of "culture"
- Raising awareness of intercultural issues and international cultural standards
- Using the example of two international, ethnographic approaches (Kluckhohn and Hall) and two business-related studies (Hofstede and Trompenaars), students will work with the more fundamental dimensions of international cultural comparisons
- Methods and problems of self perception and perception of others
- Specific characteristics of global cultures and value systems in companies and other institutions (organisational cultures)

Forms of Teaching

Active seminars with a focus on interaction, activity-based group and individual work, use of digital media.

Requirements for Participation

Formal: None

Content: Level B2 (or equivalent) of the Common European Framework of Reference for Languages (CEFR).

Form(s) of Examination

An examination graded as "passed" or "failed". More details in section 15 paragraph 4 in conjunction with section 18 of the examination regulations.

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 4 in conjunction with section 18 of the examination regulations.

Use of the Module (in other degree programmes)

Not planned.

Weighted Factor for the Final Grade

N/A

Module Coordinator (underlined) and Full-Time Lecturers

E. Küpper (lecturer with special duties (LfbA))

Other Information

Literature:

Business English

Allison, J., Appleby, R. & de Chazal, E. (2013). *The Business 2.0. Student's Book C1*. London: Macmillan.

Ashford, S. & Smith, T. (2010). *Business Proficiency. Wirtschaftsenglisch für Hochschule und Beruf*. Stuttgart: Klett Verlag.

MacKenzie, I. (2010). *English for Business Studies. Teacher's & Student´s Book* (3rd edition). Cambridge: University Press.

Mascull, B. (2004). *Business Vocabulary in Use. Advanced*. Cambridge University Press.

Intercultural Communication

Hall, E. T. (1983). *The Dance of Life. The Other Dimension of Time*. New York: Doubleday and Company.

Hofstede, G. (1994). *Cultures and Organizations. Intercultural Cooperation and Its Importance for Survival.* London: Harper Collins Publishers.

Hofstede, G. (1991). *Cultures and Organizations. Software of the Mind*. London: McGraw Hill.

Kohls, L. R. & Knight, J. M. (1994). *Developing Intercultural Awareness. A Cross-Cultural Training Handbook*. Yarmouth: Intercultural Press.

Lewis, R. D. (2006). *When Cultures Collide. Managing Successfully Across Cultures*. Boston: Nicholas Brealey Publishing.

Storti, C. (1999). *Figuring Foreigners Out. Practical Guide*. Boston: Intercultural Press.

Information about specific literature will be provided during the course.

3 3rd Semester Modules

- Business Psychology 1
- Business Psychology 2
- Methodology 3 (see section 8: Cross-Semester Modules)
- Business & Economic Sciences 3

3.1 Business Psychology 1: Market, Advertising and Consumer Psychology, Financial Psychology

Title of the Module					
Business Psychology 1					
Module Number 3.1	**Workload** 240 h	**Credits** 8	**Study Semester** 3rd semester	**Frequency** Every semester	**Duration** 1 semester
Course(s)			**Contact Time**	**Self-Study**	**Planned Group Size**
Market, Advertising and Consumer Psychology			3 SWS/45 h	75 h	70 students
Financial Psychology			3 SWS/45 h	75 h	70 students

Learning Outcomes

Market, Advertising and Consumer Psychology

Students are able to describe consumers' purchase decision behaviour and reproduce the fundamental constructs. During this process, they can categorise and compare different psychological models and theories. Furthermore, students are able to classify purchase decisions according to their type and phase. The classification into pre-purchase, purchase and post-purchase phases is particularly important in this respect. Students are able to transfer findings in the field of advertising and consumer psychology to the issues and situations of a business and to illustrate relevant aspects of brand identity and positioning.

Financial Psychology

Students can categorise, describe, present and illustrate heuristics, decision anomalies and the principles of decision-making theory. They are able to transfer the findings to a variety of relevant applications of financial behaviour (e.g. saving, tax, investment and donation behaviour), to explain this behaviour and to resolve corresponding problems. In this context, they make use of the relevant scientific literature and can call it into question, draw conclusions from it and shed critical light on it.

Topics

Market, Advertising and Consumer Psychology

- Purchase decision behaviour
- Concepts and measurement of psychological explanatory constructs (activating and cognitive constructs)
- Personal, social and cultural determinants
- Types of purchase decisions
- Phases of purchase decisions
- Advertising psychology

Financial Psychology

- Decision theories
- Judgement heuristics and decision anomalies in financial decision-making
- Security, risk and ambiguity
- The perception of money
- Tax behaviour and tax morality
- Saving, debt, pensions
- Investor behaviour
- Financial competence
- Donation behaviour

Forms of Teaching

Seminars, lectures, group discussions, presentations, question sessions, case studies, self-study.

Requirements for Participation

Formal: None

Content: Knowledge of the content of the modules Principles of Psychology 1, 2 and 3.

Form(s) of Examination

Generally a written or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Use of the Module (in other degree programmes)

Not planned.

Weighted Factor for the Final Grade

5%

Module Coordinator (underlined) and Full-Time Lecturers

Prof. Dr. D. Assmus, Prof. Dr. B. Krahn

Other Information

Literature:

Market, Advertising and Consumer Psychology

Felser, G. (2015). *Werbe- und Konsumentenpsychologie* (4th edition). Berlin/Heidelberg: Springer.
Kroeber-Riel, W. & Gröppel-Klein, A. (2019). *Konsumentenverhalten* (11th edition). Munich: Vahlen.
Weiber, R. & Pohl, A. (2015). Grundlagen des Marketings, in: Schweitzer, M. & Baumeister, A. [Eds.] *Allgemeine Betriebswirtschaftslehre* (11th edition). Berlin: Erich Schmidt.

Financial Psychology

Daxhammer, R. J. & Facsar, M. (2012). *Behavioral Finance*. Konstanz, Munich: UVK.
Felser, G. (2011). *Werbe- und Konsumentenpsychologie*. Heidelberg: Springer.

Kahneman, D. (2014). *Schnelles Denken, langsames Denken*. Munich: Siedler.
Kirchler, E. (2011). *Wirtschaftspsychologie* (4th edition). Göttingen: Hogrefe.
Moser, K. (2007). *Wirtschaftspsychologie*. Heidelberg: Springer.
Wiswede, G. (2011). *Einführung in die Wirtschaftspsychologie*. Munich: Ernst Reinhardt.

Information about specific literature will be provided during the course.

3.2 Business Psychology 2: Work and Organisational Psychology, Personnel Psychology

Title of the Module					
Business Psychology 2					
Module Number 3.2	**Workload** 270 h	**Credits** 9	**Study Semester** 3rd semester	**Frequency** Every semester	**Duration** 1 semester
Course(s)			**Contact Time**	**Self-Study**	**Planned Group Size**
Work and Organisational Psychology			4 SWS/60 h	90 h	70 students
Personnel Psychology			3 SWS/45 h	75 h	70 students

Learning Outcomes

Work and Organisational Psychology

Students can explain the features of an increasingly flexible, digitalised world of work and identify the current challenges for work and organisational psychology. They should be able to explain and evaluate measures for structuring work on the basis of their knowledge of history and movements in work psychology and against the background of current developments in the world of work. They can confidently make use of work analysis procedures and interpret and assess the results professionally. They can apply the findings of the action regulation theory, stress research and research into group work as part of interventions in the context of work and the organisation.

They can understand the design of current organisational forms and models and identify the advantages, disadvantages and opportunities of organisational development. They can describe which factors and processes result in the attraction and adaptation of members of an organisation and of organisations. They acquire knowledge of psychological processes in conventional and virtual work teams and can analyse and optimise them systematically. Students can evaluate solutions for practical problems and also develop them independently on the basis of central theories on the satisfaction and motivation of members of an organisation.

Personnel Psychology

Students are able to explain the fundamental theories of personnel psychology. They understand that human resources are a business asset. They learn about the importance and implementation of sound work and requirements analyses for a variety of processes in personnel psychology. They can reflect on the use and benefits of human resource marketing measures, in particular online recruitment, and explain the impact of the relevant influencing factors. Students also understand the findings of research into the choice of profession and into professional development and human resource development. They can explain a number of selected approaches and procedures and are able to implement and evaluate them. Depending on the situation, they can use a variety of aptitude test procedures for recruitment purposes and compare their advantages and

disadvantages. In this context, they can identify and categorise the benefits and problems of online recruitment and the use of artificial intelligence in recruitment processes.

Topics

Work and Organisational Psychology

- History of work and organisational psychology
- Digitalisation of the world of work
- Action regulation
- Work analysis
- Design of working activities
- Stress and health
- Organisational gravitation and socialisation
- Group and team processes in organisations
- Motivation and satisfaction of the members of organisations
- Organisational development
- Organisational climate and culture
- New Work
- Agile management

Personnel Psychology

- Subject of personnel psychology
- Work and requirements analysis
- Human resource marketing
- Choice of profession
- Human resource development
- Professional aptitude tests
- Importance of digitalisation for recruitment
- Trait-based procedures
- Simulation-based procedures
- Biography-based procedures

Forms of Teaching

Seminars, lectures, group discussions, group work, presentations, question sessions, role plays, case studies, self-study.

Requirements for Participation

Formal: None

Content: Knowledge of the content of the modules Principles of Psychology 1, 2 and 3.

Form(s) of Examination

Generally a written or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.
Use of the Module (in other degree programmes) Not planned.
Weighted Factor for the Final Grade 5%
Module Coordinator (underlined) and Full-Time Lecturers Prof. Dr. P. Ianiro-Dahm, Leonie Seynsche
Other Information Literature: **Work and Organisational Psychology** Bamberg, E., Mohr, G. & Busch, C. G. (2012). *Arbeitspsychologie*. Göttingen: Hogrefe. Kanning, U. P., Staufenbiel, T. (2011) *Organisationspsychologie*. Göttingen: Hogrefe. Kauffeld, S. (2014). *Arbeits-, Organisation- und Personalpsychologie für Bachelor*. Berlin: Springer. Nerdinger, F.W., Blickle, G., Schaper, N. (2014). *Arbeits- und Organisationspsychologie* (3rd edition). Berlin: Springer. Schermuly, C. C. (2016). *New Work – Gute Arbeit gestalten: Psychologisches Empowerment von Mitarbeitern.* Freiburg: Haufe. Wolff, D. & Göbel, R. (2018). *Digitalisierung: Segen oder Fluch? Wie die Digitalisierung unsere Lebens- und Arbeitswelt verändert*. Berlin, Heidelberg: Springer. 10.1007/978-3-662-54841-7 **Personnel Psychology** Nerdinger, F. W., Blickle, G & Schaper, N. (2019). *Arbeits- und Organisationspsychologie* (4th edition). Berlin: Springer. Schuler, H. & Kanning, U. P. (2014). *Lehrbuch der Personalpsychologie* (3rd edition). Göttingen: Hogrefe. **Information about specific literature will be provided during the course.**

3.3 Methodology 3 (Part 1)

This is the Statistics 2 course. See the description of cross-semester modules in section 8.

3.4 Business & Economic Sciences 3: Ethics, Labour Law, Commercial, Company and Marketing Law

Title of the Module

- Business & Economic Sciences 3

Module Number	Workload	Credits	Study Semester	Frequency	Duration
3.4	240 h	8	3rd semester	Every semester	1 semester

Course(s)	Contact Time	Self-Study	Planned Group Size
Ethics	2 SWS/30 h	30 h	70 students
Labour Law	2 SWS/30 h	60 h	70 students
Commercial, Company and Marketing Law	2 SWS/30 h	60 h	70 students

Learning Outcomes

Ethics

Students can take ethical requirements, principles and standards into consideration in their private, academic and professional activities. They are encouraged to reflect on the ethical principles of their thinking and the ethical consequences of their actions in order to develop their faculty of judgement. They can evaluate different ethical positions and compare them with one another. They are able to analyse and assess decisions on the basis of ethical principles and standards and are encouraged and enabled to conduct themselves in such a way in their future career that they do not violate or interfere with the personal space, freedom or dignity of other people. In addition, they can assess how ethical decisions affect society and how they arise.

Labour Law

After completing the module, students can interpret and apply the text of legislation and other legal sources. They can assess and evaluate the differing interests of employees and employers. They can resolve simple labour law cases by applying the methods for managing legal cases. In this context, they can apply the most important provisions of labour law that are relevant to the world of business. They can prepare and/or assess employment contracts for use in business.

Commercial, Company and Marketing Law

After completing the module, students can interpret and apply the text of legislation and other legal sources. Students can assess and evaluate the differing interests of companies and their business partners. They can resolve simple business and marketing legal cases by using the methods for managing legal cases. In this context, they can apply the most important provisions of commercial, company and marketing law that are relevant to the world of business. They can prepare and/or assess business contracts for use in business. They can identify and assess different forms of business organisation and recommend the appropriate form of company for individual business configurations. Students can assess the liability risks for companies and their representatives in the context of corporate law and can act accordingly. Working with the case studies enables

students to assess and apply factors relating to trademark and advertising legislation in a business context.

Topics

Ethics

- Values and moral attitudes
- Morality and ethics
- Field ethics and applied ethics
- Distinguishing between moral and non-moral issues
- Basic ethical concepts such as responsibility, autonomy, and dignity
- Ethical theories and positions
- Ethics in practice – the work of ethics committees, etc.
- Ethics in the sciences
- Ethics and feminism, feminist ethics
- Business ethics

Labour Law

- In-depth evaluation of the methods of managing legal cases
- Legal interpretation and application of the provisions of employment legislation
- Legal and ethical perspectives of the employee/employer relationship
- Initiating and justifying the employment relationship
- Rights and obligations of the contractual parties
- Consequences of breaches of obligations
- Terminating the employment relationship, in particular dismissal
- Protection against dismissal
- International references in labour law
- Basic principles of the right of co-determination and collective bargaining law

Commercial Law and Corporate Law

- Methods of managing legal cases
- Legal interpretation and application of the provisions of commercial legislation
- The concept of the merchant
- Agents of the merchant (power of procuration, commercial authority)
- Consequences of joining a company or of a change in the form of business
- Commercial register; special regulations for commercial transactions
- Partnerships and corporations (advantages and disadvantages of different forms of business, foundation and liquidation)

Marketing Law

- Basic concepts of trademark law
- Types of trademarks
- Rights of trademark owners and consequences of violations of trademark law
- Introduction to the Act against Unfair Competition (UWG)
- Comparative and misleading advertising in specific cases
- Legal measures against competitors/countermeasures
- Complaints by public bodies

- The precise content and focus of the module is decided by the lecturers.

Forms of Teaching

Ethics

Seminars.

Labour Law and Commercial, Company and Marketing Law

Selection: seminars, blended learning, group work with case studies.

Requirements for Participation

None

Form(s) of Examination

Generally a written or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Use of the Module (in other degree programmes)

Not planned.

Weighted Factor for the Final Grade

5%

Module Coordinator (underlined) and Full-Time Lecturers

Prof. Dr. Vivien Veit, Prof. Dr. Toni Loh

Other Information

Literature:

Ethics

Barbara Bleisch, Markus Huppenbauer, Christoph Baumberger (2021): Ethische Entscheidungsfindung. Ein Handbuch für die Praxis, 3., vollständig überarbeitete und aktualisierte Auflage, Nomos.

Christian Neuhäuser, Marie-Luise Raters, Ralf Stoecker (Hrsg.) (2023): Handbuch Angewandte Ethik, 2. Auflage, J.B. Metzler.

Jay F. Rosenberg (2009): Philosophieren. Ein Handbuch für Anfänger, Klostermann.

Labour Law and Commercial, Company and Marketing Law

Legal texts on the subject, casebook with the cases to be covered.

Information about specific literature will be provided during the course.

4 4th Semester Modules

- Business Psychology 3: Specialisation
- Methodology 3 (see section 8: Cross-Semester Modules)
- Business & Economic Sciences 4

4.1 Business Psychology 3: Specialisation

Elective subject

Generally* you can choose one of the following specialisations:

- Financial and Market Psychology
- Personnel and Organisational Psychology

*** The department reserves the right to make changes. Details can be found in the examination regulations for the Bachelor's degree programme in Business Psychology.**

Note: Each of the specialisations is presented in a separate table.

Title of the Module Business Psychology 3: Specialisation – Financial and Market Psychology					
Module Number 4.1	**Workload** 540 h	**Credits** 18	**Study Semester** 4th semester	**Frequency** Every semester	**Duration** 1 semester
Course(s)			**Contact Time**	**Self-Study**	**Planned Group Size**
General-Anzeiger Research Lab Advanced Financial Psychology Usability Engineering Innovation Management and Innovation Marketing			4 SWS/60 h 2 SWS/30 h 2 SWS/30 h 4 SWS/60 h	Total: 360 h	Max. 40 students
Learning Outcomes Students are able to identify and describe selected concepts and methods in market psychology, usability, and financial psychology, and to characterize their significance and benefits for business practice. They can appropriately apply empirical concepts and research designs using qualitative and quantitative methods. They can systematically review, integrate, and critically evaluate relevant empirical literature and draw appropriate conclusions from it to address practical issues. Students are able to incorporate scientific findings from psychological research into addressing questions arising in business practice. They can develop and implement approaches to consumer research, user research, and innovation management and marketing using a variety of methods, and prepare and present the results in a goal-oriented manner.					
Topics **General-Anzeiger Research-Lab** • Teaching and practical project in cooperation with General-Anzeiger Bonn					

- Methods for the user-centered development and adaptation of products and services in the media and publishing industry
- User experience across digital and non-digital touchpoints
- Design of empirical research studies using a range of qualitative and quantitative methods to address current, practical issues raised by the cooperation partner
- Implementation of empirical, practice-oriented projects, e.g. through target-group and user surveys, observations, market and competitor analyses, customer journey mapping, usability testing, etc., as well as independent analysis, preparation, and presentation of the results

Advanced Financial Psychology

- Risk in financial decision-making and individual financial risk competence
- "What Does Money Mean to Me?" – Money as a Projection Surface
- Financial literacy and numeracy
- Making informed decisions about financial matters and money
    - Risk, active vs. passive investment strategies, real estate, stocks, and ETFs
- Saving and wealth accumulation – How can I invest my money?

Usability Engineering

- Learning the fundamentals and methods of usability and user experience testing based on ISO 9241
- Exploring and applying methods for context analysis and conducting user-centered interviews
- Deriving user requirements

Innovation Management

- Fundamentals of innovation management and marketing
- Market-oriented innovation process (phase model, strategy, idea generation, development)
- Market-oriented innovation management (market testing, market assessment, business planning, and feasibility analysis)

Innovation Marketing

- Market launch phase and market launch strategies
- Marketing mix and pricing for innovations
- Pre-marketing and product pre-announcements

Forms of Teaching

Lectures with discussions, seminars, group work, presentations, self-study, question sessions.

Requirements for Participation

Formal: None

Content: Knowledge of the content of the modules Principles of Psychology 1, 2 and 3 and Business Psychology 1.

Form(s) of Examination

Generally a written or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Requirements for Awarding Credit Points Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.
Use of the Module (in other degree programmes) Not planned.
Weighted Factor for the Final Grade 10%
Module Coordinator (underlined) and Full-Time Lecturers Prof. Dr. B. Krahn, Prof. Dr. Alexander Pohl
Other Information Literature: Kuß, A., Wildner, R. & Kreis, H. (2018). Marktforschung: Datenerhebung und Datenanalyse. Wiesbaden: Springer Gabler. Sarodnic, F. & Brau, H. (2011). *Methoden der Usability Evaluation. Wissenschaftliche Grundlagen und praktische Anwendung*. Bern: Huber. Weiber, R. & Pohl, A. (2026). *Innovation und Marketing im Zeitalter der Digitalisierung, 2. Aufl.* Stuttgart: Kohlhammer Verlag. **Information about specific literature will be provided during the course.**

Title of the Module					
Business Psychology 3: Specialisation – Personnel and Organisational Psychology					
Module Number 4.1	**Workload** 540 h	**Credits** 18	**Study Semester** 4th semester	**Frequency** Every semester	**Duration** 1 semester
Course(s)			**Contact Time**	**Self-Study**	**Planned Group Size**
Finding the Right Career Work and Health Staff Development Coaching Leadership and Communication Current Topics of Personnel and Organisational Psychology			2 SWS/30 h 2 SWS/30 h 2 SWS/30 h 1 SWS/15 h 3 SWS/45 h 2 SWS/30 h	Total: 360 h	Max. 40 students

Learning Outcomes

Students can adjust their job preferences to the opportunities available in the work environment and are able to gain an idea of possible career prospects.

They are able to name and identify typical organisational, social and task-based stress factors in work contexts and to improve and develop the resources and coping skills of employees by making targeted interventions. Discussing meta-analytic evidence on the effectiveness of stress management interventions enables them to carry out a critical evaluation of different interventions and to draw conclusions about successful applications in different contexts.

Students also become familiar with personnel development as a systematic process within organizations. They are able to analyze development needs at the organizational, task, and individual level and derive concrete development goals from them. They can select appropriate methods and learning formats, design interventions with clearly formulated learning objectives, and justify their decisions on professional grounds. They know the key factors that influence learning transfer and understand how the application of what has been learned in everyday work can be supported. Finally, they are familiar with evaluation models and can assess the success of personnel development interventions using appropriate criteria. Furthermore, students are able to independently analyse typical problems (and their causes) in the coaching process. They can describe and apply different coaching tools and identify typical problems involved in the use of these tools.

Furthermore, students acquire the skills to apply selected communication models to the analysis of challenging communication situations in organizations, derive appropriate communication strategies, and reflect on their own communication behavior. They also have the ability to explain and compare selected evidence-based leadership theories and apply them to the analysis of specific leadership situations. Students are able to analyze and evaluate leadership theories based on

empirical evidence regarding their effects on relevant organizational and employee-related outcomes.

Students are familiar with current topics of personnel and organisational psychology from research and practical settings. They are able to explain the different topics independently and shed light on the contexts of justification.

Topics

Finding the Right Career

- Classic professional fields in work, personnel and organisational psychology
- Larger work, personnel and organisational psychology projects in practice
- Industry- and organisation-specific work content
- Typical career paths with a focus on work, personnel and organisational psychology

Work and Health

- Diagnostics of work-related stress
- Work and health – the effects of work
- Stress and stress factors in a work context
- Resources and interventions for meeting the requirements of work
- Proactive job design
- Recovery and recreational activities

Coaching

- Introduction to trainings
- Process of trainings
- Methods of trainings
- Introduction to coaching
- Structure of a coaching process
- Differentiation from psychotherapy
- Coaching goals and treatment concepts

Personnel Development

- Terms, aims and approaches of personnel develoment
- Personnel development cycle and determinants of success
- Demand analysis at the organizational, task and individual level
- Methods of personnel development
- Design of interventions and formulation of learning goals
- New ways of learning and constructivist learning arrangements
- Facilitation of learning transfer
- Evaluation of personnel development interventions

Leadership and Communication

- Classical and contemporary leadership theories and approaches
- Empirical evidence and effectiveness of leadership
- Application of leadership theories to organizational leadership situations
- Fundamentals of communication in organizations and selected communication models

- Communication in challenging organizational situations

Current Topics of Personnel and Organisational Psychology

- The topics change depending on their relevance and importance

Forms of Teaching

Lectures with discussions, seminars, home study of literature, presentations, poster design and presentations, practical classes, role plays, group work, demonstration experiments, tests, developing interview guidelines, science journalism, use of new forms of teaching and learning, i.e. goal and activity-oriented, (inter)active, situative and independent learning.

Requirements for Participation

Formal: None

Content: Knowledge of the content of the modules Principles of Psychology 1, 2 and 3 and Business Psychology 2 as well as the modules Methodology 1, 2 and 3.

Form(s) of Examination

Generally a written or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Use of the Module (in other degree programmes)

Not planned.

Weighted Factor for the Final Grade

10%

Module Coordinator (underlined) and Full-Time Lecturers

Prof. Dr. C. Massen, Prof. Dr. Jan-Thomas Bachmann, Andreas Ley, Maxi Dietzsch, Joshua von Nottbeck

Other Information

Literature:

Felfe, J. (Ed.). (2015). *Trends der psychologischen Führungsforschung*. Göttingen: Hogrefe.
Gasteiger, R. (2014). *Laufbahnentwicklung und -beratung*. Göttingen: Hogrefe.
Rauen, C. (Ed.). (2013). *Coaching-Tools* (8th edition). Bonn: ManagerSeminare Verlags GmbH.
Rauen, C. (Ed.). (2013). *Coaching-Tools II* (3rd edition). Bonn: ManagerSeminare Verlags GmbH.
Schaper, N. (2019). Wirkungen der Arbeit. In F.W. Nerdinger, G. Blickle & N. Schaper (Hrsg.), *Arbeits- und Organisationspsychologie,* 4. Auflage, S. 475-495. Heidelberg: Springer-Verlag.
Schuler, H. & Moser, K. (2019). *Lehrbuch Organisationspsychologie* (6th edition). Bern: Huber.
Schuler, H. & Kanning, U.P. (Eds.). (2014). *Lehrbuch der Personalpsychologie* (3rd revised and extended edition). Göttingen: Hogrefe.
Schuster, N., Haun, S. & Hiller, W. (2011). *Psychische Belastungen im Arbeitsalltag*. Weinheim: Beltz.

Von Rosenstiel, L., Regnet, E. & Domsch, M. E. (Eds.). (2014). *Führung von Mitarbeitern: Handbuch für erfolgreiches Personalmanagement* (7th edition). Stuttgart: Schäffer-Poeschel.
Yukl, G. (2019). *Leadership in organizations* (9th edition). Upper Saddle River: Pearson.

Information about specific literature will be provided during the course.

4.2 Methodology 3 (Part 2)

This refers to the course Software-Based Data Analysis. See the description of cross-semester modules in section 8.

4.3 Business & Economic Sciences 4: Accounting, Financial Management

Title of the Module					
Business & Economic Sciences 4					
Module Number 4.3	**Workload** 240 h	**Credits** 8	**Study Semester** 4th semester	**Frequency** Every semester	**Duration** 1 semester
Course(s)			**Contact Time**	**Self-Study**	**Planned Group Size**
Accounting			4 SWS/60 h	90 h	70 students
Financial Management			2 SWS/30 h	60 h	70 students

Learning Outcomes

Accounting

Students can describe the structure of individual accounting instruments and explain their roles and objectives. They understand the principles of bookkeeping and can complete bookkeeping tasks.

Students acquire knowledge of financial accounting (approach, disclosure and evaluation) on the basis of the regulations of the German Commercial Code (HGB), which enables them to identify balance sheet issues and options for structuring balance sheets and to resolve these issues. As a result, they can act as competent contacts, e.g. for company employees or auditors. Students can describe the corresponding problems and the proposed solutions in writing and verbally.

Students become familiar with management accounting as a system of sub-accounts that are coordinated with and based on one another. They are able to explain how cost type, cost centre and cost unit accounting interact and to identify their importance for business decision-making processes with a focus on effective cost management.

They can use their knowledge to apply the methods and instruments independently and to carry out a critical analysis and evaluation of calculations they are presented with.

Financial Management

Students become familiar with the fundamental topics relating to finance. They understand them and can apply them to practical questions. The focus is on the use of the various forms of financing and the differences between them. Students can assess the advantages of individual forms of finance on the basis of financial criteria. In the context of financial analysis, students evaluate the most important financial key performance indicators and can interpret and assess them.

Accounting

- Concept, function and areas of accounting
- Beneficiaries of the accounting process and their information requirements
- Bookkeeping and annual accounts

- Basic concepts of accounting
- Principles of correct bookkeeping
- Components of annual accounts
- Approach, disclosure and valuation of selected assets
- Approach, disclosure and valuation of selected liabilities
- Profit and loss account
- Management accounting as part of business accounting
- Cost type, cost centre and cost unit accounting
- Direct cost accounting

Financial Management

- Basic financial questions
- Financial objectives and decision-making criteria
- Approaches to systematising different forms of finance
- Contributions and participatory financing
- Credit financing
- Financial analysis

The precise content and focus of the module is decided by the lecturers.

Forms of Teaching

Accounting

Seminars, group work, practical exercises.

Financial Management

Seminars, group work, practical exercises.

Requirements for Participation

Formal: None

Content: Knowledge of the content of the courses Principles of Business Administration and Business Mathematics.

Form(s) of Examination

Generally a written or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Use of the Module (in other degree programmes)

Not planned.

Weighted Factor for the Final Grade

5%

Module Coordinator (underlined) and Full-Time Lecturers

Dr. K. Meinhardt (lecturer with special duties (LfbA)), Prof. Dr. T. Amely

Other Information

Literature:

Accounting

Baetge, J., Kirsch, H.-J., Thiele, S. (2021). *Bilanzen* (16th edition). Düsseldorf: idw-Verlag.

Coenenberg, A. G., Haller, A., Mattner, G., Schultze, W. (2021). *Einführung in das Rechnungswesen* (8th edition). Stuttgart: Schäffer-Poeschel.

Coenenberg, A. G., Haller, A., Schultze, W. (2021). Jahresabschluss und Jahresabschlussanalyse (26th edition), Stuttgart: Schäffer-Poeschel.

Coenenberg, A. G., Fischer, T., Günther, T. (2016). *Kostenrechnung und Kostenanalyse* (9th edition). Stuttgart: Schäffer-Poeschel.

Däumler, K., Grabe, J. (2014). *Kostenrechnung 1* (11th edition). Herne: nwb Verlag.

Deimel, K., Erdmann, D., Isemann, R., Müller, S. (2017). *Kostenrechnung: Das Lehrbuch für Bachelor, Master und Praktiker*. Munich: Pearson Studium.

Schneider, B., Schneider, W. (2017). *Abschluss und Abschlussanalyse* (6th edition). Göttingen: Cuvillier Verlag.

Financial Management

Amely, T. & Immenkötter, C. (2017). *Investition und Finanzierung für Dummies*. Weinheim: Wiley-VCH.

Brealey, R., Meyers, S. & Marcus, A. (2015). *Fundamentals of Corporate Finance* (8th edition). New York: McGraw Hill.

Perridon, L., Steiner, M & Rathgeber, A. (2016). *Finanzwirtschaft der Unternehmung* (17th edition). Munich: Vahlen.

Information about specific literature will be provided during the course.

5 5th Semester Modules

- Methodology 4
- Methodology 5
- Business & Economic Sciences 5: Specialisation

5.1 Methodology 4: Advanced Studies in Diagnostics, Evaluation

Title of the Module					
Methodology 4					
Module Number 5.1	**Workload** 180	**Credits** 6	**Study Semester** 5th semester	**Frequency** Every semester	**Duration** 1 semester
Course(s)			**Contact Time**	**Self-Study**	**Planned Group Size**
Advanced Studies in Diagnostics			2 SWS/30 h	60 h	70 students
Evaluation			2 SWS/30 h	60 h	70 students

Learning Outcomes

Advanced Studies in Diagnostics

Students repeat the principles of the diagnostic process and the diagnostic procedures. In particular, they demonstrate and compare important test procedures, but also diagnostic interviews and behavioural observation, in relation to applications and examples. Students can name and identify psychological test procedures for different applications. They can outline their main features and categorise and compare their theoretical principles and backgrounds. By applying the procedures in practice, they can use and evaluate the tests, analyse the results and draw the appropriate conclusions.

Evaluation

Students can name the basic concepts and features of evaluation and distinguish between them and related theories and approaches, e.g. from the field of business administration. They can draw up outline evaluation concepts for specific application issues and assess evaluation programmes on the basis of quality criteria and standards. In addition, they can demonstrate the contexts in which psychological evaluation research is used and applied, identify the policy implications and subject them to critical scrutiny. They can describe and substantiate the importance of ecologically valid evaluation in different contexts.

Topics

Advanced Studies in Diagnostics

- In-depth assessment of the principles of psychological diagnostics and the diagnostic process
- Identification of the applications within business psychology
- Selected procedures for psychological performance and personality diagnostics
- Scientific and practical criteria for assessing, selecting and applying procedures
- Application scenarios and case studies

Evaluation

- Scope of the concept of evaluation

- Distinguishing evaluation from related approaches
- Evaluation models
- Systematising evaluations on the basis of times, targets etc.
- Framework and practical implications of planning and implementing evaluations
- Case studies

Forms of Teaching

Seminars, lectures, group work, presentations, question sessions.

Requirements for Participation

Formal: None

Content: Knowledge of the content of the modules Methodology 1, 2 and 3.

Form(s) of Examination

Generally a written or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Use of the Module (in other degree programmes)

Not planned.

Weighted Factor for the Final Grade

4%

Module Coordinator (underlined) and Full-Time Lecturers

Prof. Dr. B. Krahn

Other Information

Literature:

Bortz, J. & Döring, N. (2006). *Forschungsmethoden und Evaluation* (4th edition). Berlin: Springer.
Gollwitzer, M. & Jäger, R. S. (2014). *Evaluation kompakt* (2nd edition). Weinheim: Beltz-Verlag.
Kanning, U. P. & Holling, H. (2002). *Handbuch personaldiagnostischer Instrumente*. Göttingen: Hogrefe.
Spiel, C., Gradinger, P. & Lüftenegger, M. (2010). Grundlagen der Evaluationsforschung. In H. Holling & B. Schmitz (Eds.), *Handbuch Statistik, Methoden und Evaluation* (pp. 223-232). Göttingen: Hogrefe.
Holling, H. (2009). Grundlagen der Evaluationsforschung. In H. Holling (Ed.), *Enzyklopädie der Psychologie. Grundlagen und statistische Methoden der Evaluationsforschung* (pp. 1-34). Göttingen: Hogrefe.
Amelang, M. & Schmidt-Atzert, L. (2009). *Psychologische Diagnostik und Intervention*. Heidelberg: Springer.
Petermann, F. & Daseking, M. (2015). *Diagnostische Erhebungsmethoden*. Göttingen: Hogrefe.
Deutsche Gesellschaft für Evaluation e.V. (Ed.). (2008). *Standards für Evaluation*. Mainz: DeGEval.

Information about specific literature will be provided during the course.

5.2 Methodology 5: Experimental Training Course

Title of the Module					
Methodology 5					
Module Number 5.2	**Workload** 180	**Credits** 6	**Study Semester** 5th semester	**Frequency** Every semester	**Duration** 1 semester
Course(s) Experimental Training Course			**Contact Time** 4 SWS/60 h	**Self-Study** 120 h	**Planned Group Size** 70 students

Learning Outcomes

Students can investigate and summarise the status of research concerning a particular (business) psychological question. On the basis of the research status, they are able to formulate their own research question and to design and perform an appropriate experiment in small groups to answer the research question. They can analyse the results of the experiment using appropriate statistical procedures and interpret and evaluate the findings. Furthermore, they have the ability to summarise their study in a research report, to critically reflect on their analysis and to formulate open-ended questions for further research. Students are able to apply the knowledge they have gained from previous modules in the field of methodology to new situations and can professionally design, actively conduct, and critically evaluate their own experiments in a targeted manner.

Topics

- Defining the initial question accurately
- Literature search in psychological databases
- Description of the status of research into the given topic
- Formulation of hypotheses
- Preparation and planning of the experimental set-up
- Running the experiment
- Evaluating and preparing the data
- Presenting and discussing the results in relation to the hypotheses and the initial question
- Preparation of a research report on the basis of the manuscript guidelines of the German Psychological Society (DGPs) respectively the American Psychological Association (APA)
- Dealing with test subjects and research data

Forms of Teaching

Practical experiment.

Requirements for Participation

Formal: None

Content: Knowledge of the content of the modules Methodology 1, 2 and 3.

Form(s) of Examination An examination graded as "passed" or "failed". More details in section 15 paragraph 4 in conjunction with section 18 of the examination regulations.
Requirements for Awarding Credit Points Passing the examination in accordance with section 15 paragraph 4 in conjunction with section 18 of the examination regulations.
Use of the Module (in other degree programmes) Not planned.
Weighted Factor for the Final Grade N/A
Module Coordinator (underlined) and Full-Time Lecturers Prof. Dr. C. Massen, Frau Dr. C. Kawa, Herr M. Malschützky
Other Information Literature: German Psychological Society (DGPs) (2019). *Richtlinien zur Manuskriptgestaltung,* 5th updated edition. Göttingen: Hogrefe. Huber, O. (2013). *Das psychologische Experiment* (6th edition). Bern: Huber. Reiß, S. & Sarris, V. (2012). *Experimentelle Psychologie*. Von der Theorie zur Praxis. Munich: Pearson Studium. **Information about specific literature will be provided during the course.**

5.3 Business & Economic Sciences 5: Specialisation

Elective subject

Generally* you can choose from the following specialisations:

Rheinbach Campus:

- Accounting and Controlling
- Bank and Finance Management
- Business Administration for Trading Companies
- International Management
- Marketing
- Sales Management
- Business Consulting and Development

Sankt Augustin Campus:

- Controlling
- Economics
- Finance/Financial Services
- Health Management
- International Financial Management
- Supply Chain Management
- Marketing, especially Business to Business
- Sustainable Management
- Human Resource Management
- Financial Reporting/Taxation/Auditing
- Business Informatics

*** The department reserves the right to make changes. Details can be found in the examination regulations for the Bachelor's degree programme in Business Psychology.**

Note: Each of the specialisations is presented in a separate table.

Title of the Module					
Business & Economic Sciences 5: Specialisation – Accounting and Controlling (Rheinbach Campus)					
Module Number 5.3	**Workload** 540 h	**Credits** 18	**Study Semester** 5th semester	**Frequency** Every semester	**Duration** 1 semester
Course(s)			**Contact Time**	**Self-Study**	**Planned Group Size**
4/5 SWS: International Financial Reporting Standards for International Financial Statements 4 SWS: Controlling 2 SWS: Deployment and Management of External Accounting and Controlling Service Providers 2 SWS: Advanced Seminar: Current Developments in Accounting/Controlling			12/13 SWS/180 h	Total: 360 h	Max. 30 students

Learning Outcomes

International Financial Reporting Standards

Students understand corporate financial reporting. They are able to draw up a commercial balance sheet II and III independently and can identify the necessary consolidation steps and take the corresponding consolidation measures. In addition, they are familiar with the options and discretionary powers available and can evaluate them according to their effects on the analysis of international financial statements.

Students are familiar with selected regulations from the International Financial Reporting Standards and the differences between them and the regulations of the German Commercial Code (HGB) and can apply them to practical problems.

Controlling

In the fundamental part of the course, students learn about the historical development of controlling up to the present day. The new challenges facing controllers as a result of digitalisation and predictive analytics, which require them also to be data scientists, are explained. Students can identify the organisational structure and the scientific theory of controlling, can position controlling in the strategic management process and explain the different concepts of controlling.
They are able to apply the central instruments of strategic and operational controlling independently and to assess them critically. They can use key performance indicators, cost management methods and performance measurement concepts independently and calculate them using sample figures. In the context of financial controlling, this includes economic value added (EVA) and value driver trees and, in production controlling, the concept of overall equipment effectiveness (OEE).

Deployment and Management of External Accounting and Controlling Service Providers
Students can identify and distinguish the working methods and the management of external accounting and controlling service providers. They can outline the structures of the relevant market and characterise the market segments and the players, together with their specific strengths and weaknesses, methods and cultural features using examples. They can critically assess the different business models and competition structures in different market segments and compare them.
In addition, students can categorise the challenges faced by external accounting and controlling service providers in the light of digitalisation, on the one hand, in supporting their clients and, on the other, in their own business with the digitalisation of auditing and consulting processes and the auditing or certification of digital processes (e.g. based on blockchain technology).
Students analyse the impact of digitalisation on the business of accounting and controlling service providers independently using the scenario analysis method, subject this to critical scrutiny and decide on courses of action for the market players.

Advanced Seminar: Current Developments in Financial Accounting/Controlling

Students learn to identify current developments in financial accounting independently and to link them with the latest research and corresponding literature. They are able to process research results scientifically and draw appropriate conclusions. Depending on the situation, students become familiar with the relevant aspects of the digitalisation of accounting.

Topics

International Financial Reporting Standards

- Principles of international financial statements and corporate law
- Financial statements: obligation and consolidated companies
- Measures involved in full consolidation (capital, debt, cost and earning consolidation, elimination of intermediate results)
- At-equity accounting
- Financial statements in accordance with the IFRS: principles, approach, disclosure, evaluation

Controlling

- Fundamental concepts of controlling
- Controlling as a management philosophy, challenges as a data scientist
- Principles of operational and strategic controlling
- Operational and strategic planning and control processes; budgeting
- Principles of variance analysis
- KPI-driven management of companies
- Principles and instruments of cost management
- Selected aspects of financial controlling
- Selected aspects of performance controlling
- Selected aspects of production and staff controlling

Deployment and Management of External Accounting and Controlling Service Providers

- Introduction to the market
- Presentation of analysis methodology
- Macroanalysis/microanalysis

- Nightmare competitors
- Courses of action

Advanced Seminar: Current Developments in Financial Accounting/Controlling

- Principles of scientific work
- Identification of current developments in financial accounting/controlling in relation to the latest research
- Discussion and presentation of an exposé and the research results

The courses include the content listed above. The precise content and focus of the module is decided by the lecturers.

Forms of Teaching

Seminars, case studies, individual and group work, workshops/teaching and supervision, self-study.

Requirements for Participation

A thorough knowledge of the accounting regulations of the German Commercial Code (HGB) relating to annual accounts on the level of the Financial Accounting course (Business Administration degree programme) or the Accounting module (Business Psychology degree programme) is required.

Form(s) of Examination

Generally a written or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Use of the Module (in other degree programmes)

The specialisation is also offered as part of the Business Management degree programme.

Weighted Factor for the Final Grade

10%

Module Coordinator (underlined) and Full-Time Lecturers

Prof. Dr. Klaus Deimel, Prof. Dr. Dietmar Fink, Prof. Dr. Thomas Heupel (FOM), Prof. Dr. Wilhelm Schneider (tax consultant)

Other Information

Literature:

Details of the literature will be provided at the start of lectures.

Title of the Module

Business & Economic Sciences 5: Specialisation – Bank and Finance Management (Rheinbach Campus)

Module Number	Workload	Credits	Study Semester	Frequency	Duration
5.3	540 h	18	5th semester	Only in the winter semester	1 semester

Course(s)	Contact Time	Self-Study	Planned Group Size
4 SWS: Bank Management 2 SWS: Management of Financial Risks 2 SWS: Analysis of Business Customers 2 SWS: Business Policy of Banks 2 SWS: Special Bank and Finance Management Topics	12 SWS/180 h	Total: 360 h	Max. 30 students

Learning Outcomes

Students are familiar with the principles of bank and finance management. The focus is on bank management (banking supervision law, banking oversight), the business policy of banks and the areas of due diligence and management of financial risks. Students are acquainted with the perspective of the banks and of the banks' corporate customers. This means that they are prepared in particular for specialist careers in financial institutions, finance and risk management departments of industrial and trading firms and accounting and auditing companies. Depending on the situation, students also understand the relevant aspects of digitalisation, internationalisation and sustainability and can discuss them critically.

Topics

Bank Management and Business Policy of Banks

- Legal, economic and, in particular, monetary frameworks
- Bank cost and revenue accounting
- Target system of the banking business with the fundamental conflict between profitability, liquidity, security and growth.
- Connection between the target system and the business units of a bank
- Lending and deposit business, taking into consideration capital requirements
- Commission-based and issuing business
- Own security deposits with hedging via put options
- Foreign currency investments and management of currency risks
- Bank controlling (market rate method)
- Analysis of target groups and competitors
- Development of marketing measures
- Digital business models of banks and fintechs

Management of Financial Risks

- Importance and legal bases of risk management
- Process and organisation of risk management
- Management of financial risks with derivatives (includes principles and common features of derivatives, swaps, forwards, futures and options and principles of credit derivatives)

Analysis of Business Customers

- Reasons for credit institutions to analyse business customers
  - Credit checks
  - Check of eligibility for stock market listing
  - Due diligence/rating
- Principles of accounts analysis
- Quantitative and qualitative analysis of selected companies

Special Bank and Finance Management Topics

- Preparation of supervised assignments on current topics of bank and finance management. The specific focus is on digitalisation, sustainability and corporate social responsibility of banks and finance companies.
- Detailed presentation and discussion of the assignments
- Guest presentations
- Trips

The precise content and focus of the module is decided by the lecturers.

Forms of Teaching

Seminars, individual and group work, business simulation game, case studies, self-study.

Requirements for Participation

Formal: None

Content: Content of the Finance course

Form(s) of Examination

Generally a written or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Use of the Module (in other degree programmes)

The specialisation is also offered as part of the Business Management degree programme.

Weighted Factor for the Final Grade

10%

Module Coordinator (underlined) and Full-Time Lecturers

Prof. Dr. Tobias Amely, Prof. Dr. Christine Immenkötter (tax consultant), Prof. Dr. Wilhelm Schneider (tax consultant)

Other Information

Literature:

Details of the literature will be provided at the start of lectures.

Title of the Module

Business & Economic Sciences 5: Specialisation – Business Administration for Trading Companies (Rheinbach Campus)

Module Number	Workload	Credits	Study Semester	Frequency	Duration
5.3	540 h	18	5th semester	Every semester	1 semester

Course(s)	Contact Time	Self-Study	Planned Group Size
Strategy	3 SWS/45 h	Total: 345 h	Max. 40 students
Procurement	3 SWS/45 h		
Supply Chain Management/Logistics	3 SWS/45 h		
Sales	3 SWS/45 h		
Special Topics	1 SWS/15 h		

Learning Outcomes

Students gain an understanding of the key frameworks for strategic decision-making, the fundamental and central problems of logistics, sales and procurement and the less crucial areas of activity. They can identify them in practice and analyse their influence.

Topics

Strategy

- Strategy: approaches and roles in the company
- Types of business: concepts of business creation, core problems and decision-making processes during development
- Organisation: principles, specific forms of trade companies, decentralisation/centralisation, merchandising, category management, examples
- Location: core problems and decision-making processes

Procurement

- Introduction
- Scope and structure of product range (concept, courses of action)
- Brand policy
- Retail branding
- Price policy (basic principles), price attractiveness, price level, price determination
- Category management (basic concept), best practice model, secondary components, strategy as a main component
- Eight-phase model as a main component
- Nine-phase model

Supply Chain Management/Logistics

- Basic concepts, concepts of drop shipping and central delivery
- Infrastructure: distribution centre, transport, pallet
- RFID (radio frequency identification)
- Process organisation
- Modern concepts

Sales

- Role of sales, advertising: framework for action
- Advertising: targets, budgeting, message, management
- Sales: concept, framework for action, making contacts, sales outlet design, personal sales
- Customer service: concept, content, providers

Special Topics

- Case studies from the specialist press (e.g. magazine for the consumer goods industry)

Forms of Teaching

Seminars, individual and group work, company visits, brief visits to sales outlets of relevant retailers, case studies, self-study.

Requirements for Participation

None

Form(s) of Examination

Generally a written or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Use of the Module (in other degree programmes)

The specialisation is also offered as part of the Business Management degree programme.

Weighted Factor for the Final Grade

10%

Module Coordinator (underlined) and Full-Time Lecturers

Prof. Dr. Dr. Thomas Roeb

Other Information

Literature:

Müller-Hagedorn, L., Toporowski, W. & Zielke, S. (2012). *Der Handel. Grundlagen, Management, Strategien* (2nd fully revised edition). Göttingen: Kohlhammer.

Rudolph, T. (2013). *Modernes Handelsmanagement. Eine Einführung in die Handelslehre* (2nd edition). Stuttgart: Schäffer-Poeschel.

Barth, K., Hartmann, M. & Schröder, H. (2015). *Betriebswirtschaftslehre des Handels* (7th edition). Wiesbaden: Springer.

Information about specific literature will be provided during the course.

Title of the Module

Business & Economic Sciences 5: Specialisation – International Management (Rheinbach Campus)

Module Number	**Workload**	**Credits**	**Study Semester**	**Frequency**	**Duration**
5.3	540 h	18	5th semester	Every semester	1 semester

Course(s) (in English)	**Contact Time**	**Self-Study**	**Planned Group Size**
3 SWS: International Strategy, Organisation and Leadership 3 SWS: International Marketing 2 SWS: International Trade, Finance and Investment 2 SWS: Projects and Case Studies in International Management 3 SWS: Current Issues in International Management	13 SWS/195 h	Total: 345 h	Max. 40 students

Learning Outcomes

The aim of the courses International Strategy, Organisation and Leadership, International Marketing and International Trade, Finance and Investment is to broaden and deepen students' understanding and knowledge. Students should be able to name and describe key theories from the three areas referred to above. At the end of the module, they can explain the concepts, models and processes involved in internationalising companies. Case studies are used to practise the application of the theories.
Students practise the use and transfer of knowledge in the Projects and Case Studies in International Management course. They can resolve real business problems and plan and apply internationalisation strategies using instruments such as case studies from real management situations and international business simulation games.
The Current Issues in International Management course enables students to develop scientific methods further and apply them in innovative ways. They prepare scientific assignments independently, which involves assessing current scientific results from literature, analysing data they have collected themselves and assessing the usability of the data. The results are evaluated on the basis of ethical and sustainability standards.
Students are able to explain and discuss complex issues in English. They also acquire intercultural skills by working in teams of international students, both in person and using digital communication.

Topics

International Strategy, Organisation and Leadership

- Current international corporate strategies

- Country analysis, market entry strategies and entry modes, timing strategies, market entry barriers
- Corporate strategy systems
- International corporate organisation models
- Influence of cultures and intercultural communication in international organisations
- International corporate HR organisation and HR strategies
- International recruitment, training and assignment
- Intercultural leadership and management development
- International trade union and works council policy

International Marketing

- The scope, challenges and innovative trends of international marketing
- International market research, planning process and strategies
- International marketing mix
    - Products and services for international consumer/business markets
    - International distribution channels and sales management
    - International marketing communication
    - Pricing for international markets

International Trade, Finance and Investment

- Development and current trends in international trade
- Theories of international trade and investment
- Regional economic integration
- The international finance system
- The role of international organisations and NGOs

Projects and Case Studies in International Management

- Success factors of international corporations
- Analysis and presentation of real-life case studies and projects
- International business simulation game

Current Issues in International Management

- Introduction to topics
- Lectures: Research methods
- Submission of final project outline and draft report structure
- Team consultation session with instructor
- Presentations: Intermediate presentation, final results

The precise content and focus of the module is decided by the lecturers.

Forms of Teaching

Seminars, group and individual work, case studies, presentations, self-study, "International marketing in three countries" trip, workshops with experts over several days, group coaching, online "international management" simulation game, participation in internal and external international events and conferences, guest speakers.

Requirements for Participation

None

Form(s) of Examination Generally a written or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.
Requirements for Awarding Credit Points Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.
Use of the Module (in other degree programmes) The specialisation is also offered as part of the Business Management (B.Sc.) and International Business (B.Sc.) degree programmes.
Weighted Factor for the Final Grade 10%
Module Coordinator (underlined) and Full-Time Lecturers Dr. Luc Da Gbadji, Prof. Dr. Jürgen Bode, Joyce Treptow
Other Information Literature: Details of the literature will be provided at the start of lectures.

<table>
<tr><td colspan="6">Title of the Module
Business & Economic Sciences 5: Specialisation – Marketing (Rheinbach Campus)</td></tr>
<tr><td>Module Number
5.3</td><td>Workload
540 h</td><td>Credits
18</td><td>Study Semester
5th semester</td><td>Frequency
Every semester</td><td>Duration
1 semester</td></tr>
<tr><td colspan="3">Courses
Marketing / Brand Management
Current Topics in Marketing
Market Research
Social Marketing</td><td>Contact Time
5 SWS
3/4 SWS
2 SWS
2 SWS
180 h</td><td>Self-Study
Total:
360 h</td><td>Planned Group Size
30-40 Students</td></tr>
<tr><td colspan="6">Learning Outcomes
Students …
understand the idea of marketing and the role of marketing and can communicate and argue in a professional manner,
have dealt with various marketing terms and theories as well as their relevance for practice and have critically reflected upon them,
know the market research methods and study designs used in the consumer goods industry and can evaluate their significance and usefulness,
are able to develop a marketing concept - including the relevant strategic planning instruments and the possibilities of designing a marketing mix
are familiar with the basics of brand management, the management of brand portfolios, the design of brand architectures and know how brand management is changing in the digital age,
are aware of the challenges facing brand managers today (e.g. internationalization, digitalization and the sustainability debate),
and are well prepared for entry-level positions in the consumer goods industry, e.g. in brand management.</td></tr>
<tr><td colspan="6">Topics
Marketing / Brand Management
Concept, development and framework of marketing
Theoretical approaches / "schools of thought" in marketing
Planning instruments and decision-making in strategic marketing
Composition of the marketing instruments / marketing mix (product and programme policy, price policy, communication policy, distribution policy)
Brand management and brand strategies
Digital brand management
Management of brand portfolios
Brand architectures</td></tr>
</table>

- Practice of brand management - insight into a consumer goods company (different thematic focuses, e.g. strategy, communication, social media marketing, new product development)

Current Topics in Marketing

- Presentations and papers on current marketing topics
- Presentations and discussion of current marketing topics from journals and periodicals
- Guest lecturers of practitioners on current issues from the marketing practice

Market Research

- Introduction to market research
- Fundamentals of theory of science and measurement theory
- Selection of the survey units / sampling
- Methods of data collection (interview, observation, experiments, panels)
- Selected methods of data analysis

Social Marketing

- Institutions that engage in non-profit marketing
- Social marketing instruments
- Non-profit marketing orientations
- Corporate management in commercial companies that is geared towards the common good / societal marketing / ecological marketing

Forms of Teaching

Seminars, lectures with discussions, group and individual work, case studies, project work, self-study, blended learning.

Requirements for Participation

Formal: None

Content: Knowledge of the content of the courses Principles of Marketing

Form(s) of Examination

Generally a written or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Use of the Module (in other degree programmes)

The specialisation is also offered as part of the Business Management degree programme.

Weighted Factor for the Final Grade

12%

Module Coordinator (underlined) and Full-Time Lecturers

Prof. Dr. E. Leischner, F. Maikranz

Other Information

Literature:

Esch, F.-R., Esch, D. (2024): *Strategie und Technik der Markenführung*, 10. Auflage, München: Vahlen

Homburg, C. (2020): *Marketingmanagement, Strategie, Instrumente, Umsetzung, Unternehmensführung*, 7. Auflage, Wiesbaden: Springer Gabler

Kilian, K., Kreutzer, R.T. (2022): *Digitale Markenführung*, Wiesbaden: Springer Gabler

Koch, J., Riedmüller, F. (2021): *Marktforschung. Grundlagen und praktische Anwendungen*, 8. Auflage, Berlin: De Gruyter

Meffert, H. et al. (2024): *Marketing. Grundlagen marktorientierter Unternehmensführung*, 14. Auflage, Wiesbaden: Springer Gabler

Further Information about literature will be provided at the start of the semester.

Title of the Module

Business & Economic Sciences 5: Specialisation – Sales Management (Rheinbach Campus)

Module Number	Workload	Credits	Study Semester	Frequency	Duration
5.3	540 h	18	5th semester	Every semester	1 semester

Course(s)	Contact Time	Self-Study	Planned Group Size
Business Strategy	4 SWS/60 h	Total: 360 h	Max. 40 students
Consulting Process	4 SWS/60 h		
Management Trends	4 SWS/60 h		

Learning Outcomes

Business Strategy

Students acquire fundamental knowledge of the development strategies for businesses and groups of companies and can differentiate between them and identify specific problems. They can use portfolio management as an instrument for corporate development. Furthermore, they understand the fundamental concepts of the merger and acquisition process and can produce company valuations independently. They are familiar with the shareholder value concept as a key objective of listed companies and they can critically examine and apply this concept in the context of value-based management.

Consulting Process

Students can explain the working methods and the management of external consultants on the basis of a typical consulting process, both from the client's view and from the internal perspective of a consultancy company. From the consultant's perspective, they can explain, evaluate and use the necessary instruments.

Management Trends

Students learn to identify and explain different management trends. They can compare the models with one another and explain why and how new management trends emerge, who contributes to the corresponding decisions, who benefits from this and why the trends disappear again after a certain period.

Topics

Business Strategy

- Introduction to the field of corporate development
- Categorisation of corporate and business unit strategies in strategic management
- Principles of portfolio management, including case studies
- Mergers and acquisitions: basic principles and process development
- Procedures for valuing companies
- Principles and measurement methods of the shareholder value concept

- Value-oriented management

Consulting Process

- Principles of business consulting
- The phases of the consulting process
- Conversation techniques
- Pyramid principle and SCQA
- Simulation game

Management Trends

- Management trends and their protagonists
- Management trend-setting
- Rational model of the value chain for management knowledge
- Classic and enhanced life cycle models as an explanation of management trends
- Concept and nature of constructivism
- Management trends from a constructivist perspective
- Implications of management trends for strategic consulting
- Selected management trends

Forms of Teaching

Seminars, case studies, self-study, group work, business simulation game, presentations.

Requirements for Participation

None

Form(s) of Examination

Generally a written or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Use of the Module (in other degree programmes)

The specialisation is also offered as part of the Business Management (B.Sc.) and International Business (B.Sc.) degree programmes.

Weighted Factor for the Final Grade

10%

Module Coordinator (underlined) and Full-Time Lecturers

Prof. Dr. D. Fink, Prof. Dr. K. Deimel

Other Information

Literature:

Arnold, G. (2002). *Corporate Financial Management* (2nd edition). Harlow: Prentice Hall.

Brealey, R. A., Myers, S. C. & Marcus, A. J. (2011). *Fundamentals of Corporate Finance* (7th edition). Boston: McGraw Hill.

Copeland, T. E., Koller, T & Murrin, J. (2002). *Unternehmenswert. Methoden und Strategien für eine wertorientierte Unternehmensführung* (3rd edition). Frankfurt: Campus Verlag.

Deimel, K. (2002). Investitionstheoretische Fundierung des Shareholder Value Konzepts, in: *WISU – das Wirtschaftsstudium*, 31 (1), pp. 77-82.

Deimel, K., Heupel, T. & Wiltinger, K. (2012). *Controlling. Munich*: Vahlen.

Günter, T. (1997). *Unternehmenswertorientiertes Controlling*. Munich: Vahlen.

Grant, R. M. (2015). *Contemporary Strategy Analysis* (9th edition). Chichester, UK: John Wiley and Sons.

Peemöller, V. (Ed.). (2015). *Praxishandbuch Unternehmensbewertung* (5th edition). Herne: nwb Verlag.

Rappaport, A. (1986). *Creating Shareholder Value*. New York: The Free Press.

Welge, M., Al-Laham, A. & Eulerich, M. (2017). *Strategisches Management* (7th edition). Wiesbaden: Springer.

Wirtz, B. (2003). *Mergers & Acquisitions Management*. Wiesbaden: Springer.

Information about specific literature will be provided during the course.

Title of the Module

Business & Economic Sciences 5: Specialisation – Business Consulting and Development (Rheinbach Campus)

Module Number	Workload	Credits	Study Semester	Frequency	Duration
5.3	540 h	18	5th semester	Every semester	1 semester

Course(s)	Contact Time	Self-Study	Planned Group Size
2 SWS: Principles of Business Consulting 4 SWS: Methods and Tools of Business Consulting 4 SWS: The Consulting Process 2/3 SWS: Management Trends	12/13 SWS/180/195 h	Total: 360/345 h	Max. 40 students

Learning Outcomes

Principles of Business Consulting

Students can describe the structures and segments of the consulting market, the relevant players in these segments and the particular strengths and weaknesses of different players and characterise their methods and cultures using examples. They can also critically assess and compare the different business models and competitive structures in the various market segments. In addition, students can characterise the challenges faced by the consulting sector in the age of digitalisation. These relate, on the one hand, to the support needed by the sector's customers in managing the strategic and operational changes involved in digitalisation and, on the other, to the sector's own business with the digitalisation of consulting processes and the digital "packaging" of their intellectual capital in the form of digital consulting products. The first aspect forms the link to the course entitled The Consulting Process and the second to the Methods and Tools of Business Consulting course.

Methods and Tools of Business Consulting

Students can explain the differences between corporate and business unit strategies and their special features. They can differentiate between them and illustrate them on the basis of practical problems. They can reproduce and apply different consulting methods on a corporate and a business unit level, critically assess their suitability for different purposes from a business and a psychological perspective and, if necessary, modify the typical approaches to suit the situation and adjust them to individual circumstances. During this process, students are able to take a critical approach to the phenomenon of "seeming objectivity" and incorporate the differences and interactions between "pure doctrine" and "micropolitical reality" into their calculations. They also acquire the ability to develop individual methodological approaches independently and to tailor them to specific problems.

The Consulting Process

Students can describe and explain the working methods and the management of external consultants on the basis of a typical consulting process, both from the client's view and from the internal perspective of a consultancy company. From the consultant's perspective, they can design awareness, contact and acquisition measures, structure projects, calculate project budgets, prepare quotations and draw up contracts. From the client's perspective, they can select suitable consultants for different circumstances, coordinate their deployment and critically evaluate the expected results of the consultants' work.

Management Trends

Students can name different management trends and critically discuss the ideologies promoted by these trends. They can explain why and how new management trends emerge, who contributes to the corresponding decisions, who benefits from this and why the trends disappear again after a certain period. As a result, students can position current management trends, such as disruption and digitalisation, in a life cycle, assess their competitive and strategic potential, critically evaluate decisions to invest in the underlying measures and technologies and assess the resulting need for consulting.

Topics

Principles of Business Consulting

- Concept and nature of business consulting
- Forms of business consulting (specialist, expert, process and systemic consulting)
- The market and the competition (in Germany and globally)
- Market segments (in particular management, IT and HR consultancy)
- Business models (orientation/qualification/motivation, high margin business vs high-volume business, consulting pyramid etc.)
- Digitalisation of business models
- Digitalisation of consulting processes
- Players (companies and people)
- Schools of thought (in particular Anglo-American management schools)

Methods and Tools of Business Consulting

- Introduction to the field of corporate development
- Categorisation of business unit strategies in strategic management
- Principles of portfolio management, including case studies
- Mergers and acquisitions: basic principles and process development
- Procedures for valuing companies
- Principles and measurement methods of the shareholder value concept
- Value-oriented management
- Introduction to the field of business development
- Categorisation of business unit strategies in strategic management
- Consulting methods for business development
- Developing methods for business consultancy

The Phases of the Consulting Process

- Awareness

- Contact
- Acquisition
- Quotation
- Contract
- Project implementation
- Project follow-up
- Conversation techniques
- Pyramid principle and SCQA

Management Trends

- Management trends and their protagonists
- Management trend-setting
- Rational model of the value chain for management knowledge
- Classic and enhanced life cycle models to explain management trends
- Concept and nature of constructivism
- Management trends from a constructivist perspective
- Implications of management trends for strategic consulting
- Selected management trends

The precise content and focus of the module is decided by the lecturers.

Forms of Teaching

Seminars, case studies, self-study, group work, business simulation game, presentations.

Requirements for Participation

None

Form(s) of Examination

Generally a written or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Use of the Module (in other degree programmes)

The specialisation is also offered as part of the Business Management degree programme.

Weighted Factor for the Final Grade

10%

Module Coordinator (underlined) and Full-Time Lecturers

Prof. Dr. D. Fink, Bianka Knoblach (assistant lecturer)

Other Information

Fundamental literature:
Fink, D. (2009): Strategische Unternehmensberatung, Munich: Vahlen.

Supplementary literature:

Fink, D. (2003): A Life Cycle Approach to Management Fashion: An Investigation of Management Concepts in the Context of Competitive Strategy, in: Schmalenbach Business Review, Vol. 55 (1/2003), pp. 46-59.

Fink, D. & Knoblach, B. (2008): Managementmoden im Spiegel des Konstruktivismus, in: Zeitschrift für betriebswirtschaftliche Forschung, Vol. 60 (2008), pp. 459-478.

Fink, D. & Knoblach, B. (2009): Was Klienten sagen und was sie wirklich tun: Warum sich kommunizierte Präferenzen nicht als Grundlage der strategischen Positionierung von Beratungsunternehmen eignen, in: Zeitschrift für Politikberatung, Vol. 2 (2009), pp. 43-61.

Fink, D. & Knoblach, B. (2017): What's in the name of management consultancies? How celebrity and reputation shape intervention effectiveness, in: Journal of Applied Business Research, Vol. 33 (2017), pp. 587-603.

Fink, D. & Löwenbein, O. (2010): A management consulting view on the statistical consulting process, in: Advances in Statistical Analysis, Vol. 94 (2010), pp. 105-109.

Knoblach, B. & Fink, D. (2012): Warum wir tun, was andere wollen: Psychologische Determinanten informeller Macht in Organisationen, in: Zeitschrift für betriebswirtschaftliche Forschung, Vol. 64, pp. 722-746.

Minto, B. (2008): The Pyramid Principle, New Jersey: Prentice Hall.

Further details of the literature will be provided during the lecture.

Title of the Module

Business & Economic Sciences 5: Specialisation – Controlling (Sankt Augustin Campus)

Module Number	**Workload**	**Credits**	**Study Semester**	**Frequency**	**Duration**
5.3	540 h	18	5th semester	Every semester	1 semester

Course(s)	**Contact Time**	**Self-Study**	**Planned Group Size**
1 SWS: System of Controlling 2 SWS: Management Accounting as an Information System in Controlling 3 SWS: Strategic and Operational Cost Management 2 SWS: Controlling Based on Key Performance Indicators 2 SWS: Financial Controlling 3 SWS: Case Studies in Controlling	13 SWS/195 h	Total: 345 h	Max. 35 students

Learning Outcomes

This specialisation covers both the theoretical principles and the practical organisation of operational and strategic controlling within a business. Students study the objectives of controlling and the organisation of an enterprise controlling system on the basis of the key conceptual approaches of controlling. The course focuses on the design and implementation of processes and methods for the targeted planning, management and control of companies, the identification of strategic and operational decision-making data and the improvement of cost and process structures. Students discuss current developments in controlling, such as sustainability controlling and the impact of digitalisation on controlling processes and instruments. This enables them to understand the theoretical principles of controlling, to develop a controlling system and to use it in a practical business setting to resolve problems.

Topics

System of Controlling
- Controlling objectives
- Controlling concepts
- Controlling systems

Management Accounting as an Information System in Controlling
- Management accounting as a service function of controlling
- Standard costing systems
- Management accounting as a comprehensive tool for cost management and controlling

Strategic and Operational Cost Management
- Problems with traditional cost accounting

- Connections between cost accounting and cost management
- Influencing factors of strategic cost management
- Benchmarking in selected industries
- Product-based and process-based cost management
- Operational cost management (lean management, Six Sigma etc.)
- Current trends in cost management including digitalisation and new organisational forms (e.g. agility and new work)

Controlling Based on Key Performance Indicators

- Principles of controlling with key performance indicators
- Selected key performance indicators and KPI systems

Financial Controlling

- Connections between balance sheets, income statements and financial statements
- Negative equity, illiquidity and excessive debt
- Principles of financial planning
- Cash management
- Capital commitment controlling with regard to working capital
- Long-term capital requirement and capital structure planning
- Aspects of internal and external financing with regard to the structural financial equilibrium
- Financial controlling as risk controlling and risk controlling in the financial sector

Case Studies in Controlling

- Case studies concerning structural decisions in controlling (e.g. controlling process)
- Case studies on operational controlling (e.g. variance analysis, KPI analysis)
- Case studies on selected business decisions (e.g. target costing, investment controlling)

The precise content and focus of the module is decided by the lecturers.

Forms of Teaching

Seminars, case studies, group work, self-study.

Requirements for Participation

Formal: None

Content: Knowledge of the content of the Accounting and Finance Management courses.

Form(s) of Examination

Written or oral examination (75%) and partial examination in conjunction with lectures in the form of a written paper (25%).

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Use of the Module (in other degree programmes)

The specialisation is also offered as part of the Business Management degree programme.

Weighted Factor for the Final Grade

10%

Module Coordinator (underlined) and Full-Time Lecturers

Prof. Dr. Andreas Wiesehahn, Prof. Dr. Simone Bernatzky, Dr. Andreas Grünewald, Siegfried Kuhl, plus guest lecturers

Other Information

Details of the literature will be provided at the start of lectures.

Title of the Module

Business & Economic Sciences 5: Specialisation – Economics (Sankt Augustin Campus)

Module Number	Workload	Credits	Study Semester	Frequency	Duration
5.3	540 h	18	5th semester	Every semester	1 semester

Course(s)	Contact Time	Self-Study	Planned Group Size
Empirical Economic Research	3 SWS / 45 h	Total: 345 h	Max. 40 students
Decision Theory and Behavioral Economics	2 SWS / 30 h		
Green Economy and Sustainable Development	2 SWS / 30 h		
International Economic Relations I	2 SWS / 30 h		
International Economic Relations II	2 SWS / 30 h		
Microeconomics II	2 SWS / 30 h		

Learning Outcomes

As part of the course "Empirical Economic Research", students gain an understanding of linear regression techniques with one or more regressors. They can also apply inference methods to test scientific hypotheses in the context of regression models.

Upon completion of the course “Decision Theory and Behavioral Economics,” students will be able to analyze and structure decision-making situations, apply appropriate solution strategies, and explain typical deviations from rational decision-making.

In the course "Green Economy and Sustainable Development", students expand their knowledge of economic principles in the context of sustainable development. They deal with global social challenges and understand the political design process.

The course "International Economic Relations I" provides students with a deep understanding of concepts and empirical measurements of international development. They understand the role of imperfect markets and institutions, international trade and development co-operation.

In "International Economic Relations II", students acquire the ability to analyse the interaction between financial markets and real estate markets. They understand crises, regulation and speculative bubbles as well as the investment decisions of investors.

In "Microeconomics II", students apply economic concepts to understand incentives for innovation, digital goods and services, pricing strategies, platforms and multi-sided markets and apply them to practice.

Topics

Empirical economic research

- Linear regression with one and more regressors
- Inference, i.e. the testing of scientific hypotheses in the regression model
- Simple non-linear models
- Model validation

Decision Theory and Behavioral Economics

- Modeling and Structuring Decision-Making Situations
- Application of Decision-Making Rules
- Fundamentals of Experimental Economic Research
- Behavioral Economic Extensions of Microeconomic Theory

Green economy and sustainable development

- Economy and sustainable development
- Global societal challenges
- The political design process
- Natural resources
- Responsible economic activity

International Economic Relations I

- International development: concepts and empirical measurement
- Income growth
- Imperfect Markets & Institutions
- International Trade
- Development Co-operation

International Economic Relations II

- Financial markets, property markets and their interaction
- Crises and regulation
- Speculative bubbles
- Investment decisions of investors

Microeconomics II

- Incentives for innovation (patents, property rights...)
- Digital goods and services
- Pricing strategies for digital goods
- Platforms and multi-sided markets
- Explanation of business models of tech companies

Forms of Teaching

Seminars, group work, project work, presentations, self-study.

Requirements for Participation **Formal**: None **Content:** Content of the Statistics 1 course and basic knowledge of macro- and microeconomics
Form(s) of Examination Generally a written or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.
Requirements for Awarding Credit Points Passing the written or oral examination and successful completion of a term paper or presentation (incl. preparation of a set of slides, a handout and presentation)
Use of the Module (in other degree programmes) The specialisation is also offered as part of the Business Management degree programme.
Weighted Factor for the Final Grade 10%
Module Coordinator (underlined) and Full-Time Lecturers Prof. Dr. Christian Tode, Prof. Dr. Katja Bender, Prof. Dr. Thomas Deckers, Prof. Dr. Julia Stauf, Prof. Dr. Wiltrud Terlau, Prof. Dr. Michael Voigtländer
Other Information There is close cooperation with the German Economic Institute in Cologne and a close connection with the International Centre for Sustainable Development (IZNE) at Bonn-Rhein-Sieg University of Applied Sciences. Details of the literature will be provided at the start of lectures.

Title of the Module

Business & Economic Sciences 5: Specialisation – Finance/Financial Services (Sankt Augustin Campus)

Module Number	Workload	Credits	Study Semester	Frequency	Duration
5.3	540 h	18	5th semester	Every semester	1 semester

Course(s)	Contact Time	Self-Study	Planned Group Size
2 SWS: Finance Management 2 SWS: Financial Analysis 4 SWS: Selected Financial Services 3 SWS: Stock Market and Financial Investment Decisions 2 SWS: Financial Planning and Controlling	13 SWS/195 h	Total: 345 h	Max. 40 students

Learning Outcomes

Finance Management
Students learn to understand and resolve the practical financial management problems of small and medium-sized enterprises and listed companies independently and to describe them appropriately. The focus of the module is on detailed aspects of external and internal financing and issues of controlling in financial services from an internal company perspective.

Financial Analysis
Students acquire the ability to evaluate annual accounts and to carry out a critical assessment of the suitability and the selection of instruments that represent an alternative to annual accounts with regard to their objective and practicability, from the perspective of a company's external investor. The focus is on the principles of balance sheets and, in particular, on possible voting rights and their impact on the external analysis and on more recent international developments.

Selected Financial Services
The module aims to provide market knowledge in the field of financial services. Students can characterise selected financial services on the basis of the product, provider, client, pricing, sales and current national and international trends and can also evaluate their potential applications in practice. The focus is on acquiring knowledge and skills that are important for a career in the product department and, in particular, in the sales department of a financial services company.

Stock Market and Financial Investment Decisions
Students gain an understanding of the stock exchange as an institution and the ability to conduct market transactions and understand their institutional requirements. They can make independent decisions about the choice of suitable capital investments and portfolio structures and critically assess the evaluation criteria used. The module adopts the perspective of an external investor who is planning to buy and sell financial securities via the secondary market.

Financial Planning and Controlling

Students learn how to plan, manage and control the cash flows and holdings of a company, taking into consideration the requirements of the capital market relating to financial management, in order to achieve and safeguard financial equilibrium within the company. They are able to classify the objectives and the tasks involved in financial planning and financial controlling and to select and use the tools needed for problem-solving independently on the basis of specialised reasoning.

In all the courses: Depending on the situation, students also understand aspects of digitalisation, internationalisation and sustainability and can discuss them critically (e.g. Robo-Advisory, digital support for the investment process, international diversification, ethical investment funds).

Topics

Finance Management

- Detailed aspects of external and internal financing
- Tax effects of financing
- Aspects of debt policy
- Shareholder value as a strategic approach to capital- and value-based corporate management
- Interest rate management
- Controlling of financial service providers using the example of investment portfolio controlling

Financial Analysis

- Background to the analysis of annual accounts and to credit checks
- Analysis of asset and capital structure
- Static and dynamic liquidity analysis
- Performance analysis
- Analysis with KPI systems
- Cash flow statements and capital finance accounts
- Shareholder value approach as a link between financial analysis and capital budgeting

Selected Financial Services

- Asset management
- Brokerage
- Research
- Domestic and global custody
- Insurance and finance
- Leasing
- Factoring and forfaiting
- Asset-backed financing

Stock Market and Financial Investment Decisions

- Stock market
- Pricing on financial markets
- Theoretical and practical aspects of asset allocation
- Professional asset management
- Investment styles

Financial Planning and Controlling

- Financial statements (cash flow statements)
- Objectives and tasks of financial management and controlling
- Avoiding illiquidity and debt overload as management goals
- Long-term capital requirement and capital structure planning
- Medium- and short-term financial planning and controlling
- Cash management/liquidity controlling
- Financial controlling of working capital
- Aspects of internal and external financing with regard to the structural financial equilibrium
- Financial controlling as risk controlling and risk controlling in the financial sector

The precise content and focus of the module is decided by the lecturers.

Forms of Teaching

Seminars, self-study, group work, Internet case studies.

Requirements for Participation

Formal: None

Content: In-depth understanding of mathematics, interest in capital investment, more than a basic knowledge of finance and the preparation of balance sheets.

Form(s) of Examination

Generally a written or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Use of the Module (in other degree programmes)

The specialisation is also offered as part of the Business Management degree programme.

Weighted Factor for the Final Grade

10%

Module Coordinator (underlined) and Full-Time Lecturers

Prof. Dr. Wolfgang Doerks, Dr. Andreas Grünewald

Other Information

Literature:

Details of the literature will be provided at the start of lectures.

Title of the Module

Business & Economic Sciences 5: Specialisation – Health Management (Sankt Augustin Campus)

Module Number	**Workload**	**Credits**	**Study Semester**	**Frequency**	**Duration**
5.3	540 h	18	5th semester	Every semester	1 semester

Course(s)	**Contact Time**	**Self-Study**	**Planned Group Size**
3 SWS: Basics of Occupational Health Management 1 SWS: Mental Health Risk Assessment 1 SWS: Basics of Healthy Leadership 3 SWS: SCOAP-Needs incl. Workshops 3 SWS: General Health Knowledge 2 SWS: Practical/Research Project	13 SWS/195 h	Total: 345 h	Max. 40 students

Learning Outcomes

Students have an in-depth knowledge of business health management. They understand its structures and organisation and are able to implement and establish them in a business context. In addition, they are able to lead and support employees on the basis of the SCOAP model. They are familiar with the requirements and with the necessary tools and techniques for making use of them in a company setting. Students have an awareness of health and manage their own health sustainably in order to strengthen their own health resources and promote the health of the employees. The common coaching methods learned in the work context also serve this purpose. In addition, they have a general knowledge of health and can pass on information about health within the company.

Topics

Basics of Health Management

- Vision and strategy of an occupational health management system
- Practical implementation of occupational health management in the company
- Primary, secondary and tertiary prevention

Mental Health Risk Assessment

Basics of Healthy Leadership

- Principles of leadership
- Different models of "healthy leadership"
- Process model for implementing healthy leadership
- SCOAP for employee leadership

SCOAP-Needs incl. Workshops

- Self-management

- Working Environment 4.0 and New Work
- Communication
- Conflict management
- Subjective well-being

General Health Knowledge

- Principles of anatomy and physiology
- Knowledge of central diagnostic and therapeutic measures
- Coaching methods
- Providers of health information within the company

Practical/Research Project

- Analysis of a specific issue from companies with links to healthcare

Forms of Teaching

Seminars, self-study, group work, project work.

Requirements for Participation

Formal: None

Content: Interest in health issues.

Form(s) of Examination

Generally a written and/or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Use of the Module (in other degree programmes)

The specialisation is also offered as part of the Business Management degree programme.

Weighted Factor for the Final Grade

10%

Module Coordinator (underlined) and Full-Time Lecturers

Prof. Dr. T. Peters

Other Information

Literature:

Ghadiri, A., Ternès, A. & Peters, T. (Eds.) (2016). *Trends im Betrieblichen Gesundheitsmanagement*. Wiesbaden: Springer.

Peters, T. & Ghadiri, A. (2013). *Neuroleadership – Grundlagen, Konzepte, Beispiele* (2nd edition). Wiesbaden: Springer.

Ulich, E. & Wülser, M. (2015). *Gesundheitsmanagement in Unternehmen* (6th edition). Wiesbaden: Springer.

Badura, B., Greiner, W., Rixgens, P., Ueberle, M. & Behr, M. (2013). *Sozialkapital* (2nd edition). Berlin, Heidelberg: Springer.

Debatin, J. F., Ekkernkamp, A. & Schulte, B. (Eds.). (2013). *Krankenhausmanagement* (2nd edition). Berlin: Medizinisch Wiss. Verl.-Ges.

Ghadiri, A., Peters, T. (2020). *Betriebliches Gesundheitsmanagement in digitalen Zeiten*. Wiesbaden: Springer.

Fleßa, S. & Greiner, W. (2013). *Grundlagen der Gesundheitsökonomie* (3rd edition). Berlin et al.: Springer Gabler.

Information about specific literature will be provided during the course.

Title of the Module

Business & Economic Sciences 5: Specialisation – International Financial Management (Sankt Augustin Campus)

Module Number	Workload	Credits	Study Semester	Frequency	Duration
5.3	540 h	18	5th semester	Summer semester	1 semester

Course(s)	Contact Time	Self-Study	Planned Group Size
4 SWS: International Financial Reporting Standards/Analysis of International Financial Statements 3 SWS: Management Accounting and Management Control 3 SWS: International Finance 3 SWS: Case Studies in Management Accounting and Management Control	13 SWS/195 h	Total: 345 h	Max. 30 students

Learning Outcomes

International Financial Reporting Standards/Analysis of International Financial Statements

Students understand international financial reporting standards (IFRS) and are familiar with the differences between the regulations of the German Commercial Code (HGB) and the US GAAP. In addition, they are familiar with the relevant options and discretionary powers and can evaluate them according to their effects on the analysis of international financial statements. Students also learn to identify and evaluate current developments in financial accounting independently – for example the use of automated methods in auditing – and to link them with the latest research and corresponding literature. They are able to process research results scientifically and draw appropriate conclusions.

Management Accounting and Management Control

Students can explain the principles and the different concepts of controlling. They can also use the central instruments of operational controlling independently in an international context and assess them critically. They are familiar with the differences between controlling and management accounting. Students understand the changes in the role of a controller as a result of digitalisation. They can take into consideration the resulting consequences during their evaluation of a variety of different cases. They can name and assess the latest developments in international accounting.

International Finance

Students are able to analyse the details and special features of financial markets and to develop solutions for finance issues from the perspective of a business. They understand the specific aspects of globalisation and can identify and analyse them from the perspective of international companies.

Students are also familiar with the way in which the currency markets work and understand the relevant instruments for financing foreign trade.

Case Studies in Management Accounting and Management Control

Students are able to apply the instruments of management accounting and controlling to real situations, interpret the results, make recommendations for action and defend the results in front of all the other students.

Topics

International Financial Reporting Standards/Analysis of International Financial Statements

- Principles of financial statements and corporate law in an international context
- Financial statements: obligation and consolidated companies
- Consolidation (e.g. capital and debt consolidation, at-equity accounting, purchase price allocation, goodwill impairment test)
- Financial statements in accordance with the IFRS: principles, approach, disclosure, evaluation
- Analysis of annual accounts and KPIs
- Impact assessment of new accounting standards (e.g. IFRS 15 and IFRS 16)
- Identification of current developments in financial accounting in relation to the latest research
- Use of digital processes when drawing up and auditing annual accounts

Management Accounting and Management Control

- Fundamental concepts of controlling
- Differences and common features of management accounting and controlling in an international context
- Principles of operational and strategic controlling
- Operational planning and control processes
- Principles of variance analysis
- KPI management of global companies
- Process cost accounting
- Principles and selected instruments of cost management, including special regional features
- Balanced scorecard
- Risk controlling and corporate governance
- Identification of current developments in management accounting in relation to the latest research

International Finance

- The international finance system
- Currency theory and markets
- Financing international companies
- International investment
- Instruments for financing foreign trade
- Current developments in international finance markets including the impact of digitalisation (e.g. fintechs)

Case Studies in Management Accounting and Management Control

- Controlling process
- Structural organisation of controlling
- Variance analysis

- Forecasting
- KPI analysis
- Process cost accounting
- Target costing
- Investment controlling

Forms of Teaching

Lectures, seminars, digital learning, simulation, project work and group work.

Requirements for Participation

Thorough knowledge of the principles of accounting, capital budgeting, controlling, corporate financing and international financial reporting. Also a good knowledge of English

Form(s) of Examination

Generally a written or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Use of the Module (in other degree programmes)

The specialisation is also offered as part of the Business Management (B.Sc.) and International Business (B.Sc.) degree programmes.

Weighted Factor for the Final Grade

10%

Module Coordinator (underlined) and Full-Time Lecturers

Prof. Dr. Ralf Meyer, Prof. Dr. Andreas Wiesehahn and internal and external lecturers

Other Information

All courses are given only in English. Details of the literature will be provided at the start of lectures.

Title of the Module

Business & Economic Sciences 5: Specialisation – Supply Chain Management (Sankt Augustin Campus:)

Module Number	Workload	Credits	Study Semester	Frequency	Duration
5.3	540 h	18	5th semester	Every semester	1 semester

Course(s)	Contact Time	Self-Study	Planned Group Size
4 SWS: Supply Chain Planning 4 SWS: Supply Chain Design 4 SWS: Supply Chain Systems	12 SWS/180 h	Total: 360 h	Max. 30 students

Learning Outcomes

At the end of the module, students are able to

- explain core concepts of logistics and supply chain management and relate planning, physical flows, coordination and strategy.
- build, solve and interpret transparent spreadsheet-based models for forecasting, inventory, logistics network and supply chain decisions.
- evaluate supply chain decisions under uncertainty by combining quantitative models, behavioral explanations and managerial judgment.
- critically assess AI-, analytics- or tool-generated SCM recommendations with regard to data quality, assumptions, robustness, bias and managerial accountability.
- translate analytical SCM results into concise, justified management recommendations that make cost, service, working capital, resilience and sustainability trade-offs explicit.

Topics

Supply Chain Planning

- Demand forecasting and forecast accuracy
- Lot sizing and inventory management
- Safety stocks and service levels
- Bullwhip effect and behavioral planning biases

Supply Chain Design

- Logistics systems and network structures
- Transportation and location models
- Supply chain strategy, segmentation and coordination
- Sustainability, resilience and digital supply chain transformation

Supply Chain Systems

- IT systems for logistics and supply chain management
- Case study in the SAP S/4 system on production and network planning

• Case study in anyLogistix on network optimization and simulation
Forms of Teaching Seminar, group projects and case studies
Requirements for Participation **Formal**: Passed the Economic Statistics and Mathematics modules **Content:** none
Form(s) of Examination Written or oral final examination (75%), assignment/business game (25%)
Requirements for Awarding Credit Points Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.
Use of the Module (in other degree programmes) This module is also offered for the programs in International Business (BSc.) and Business Administration (BSc.)
Weighted Factor for the Final Grade 10%
Module Coordinator (underlined) and Full-Time Lecturers Prof. Dr. Robert Grüter, Dr. Michael Müller-Bungart (Lfb)
Other Information Literature recommendations will be announced when the lecture period begins.

Title of the Module

Business & Economic Sciences 5: Specialisation – Marketing, especially Business to Business (Sankt Augustin Campus)

Module Number	Workload	Credits	Study Semester	Frequency	Duration
5.3	540 h	18	5th semester	Only in the summer semester	1 semester

Course(s)	Contact Time	Self-Study	Planned Group Size
Strategic Marketing	4 SWS/60 h	Total: 345 h	Max. 40 students
Market Research	1 SWS/15 h		
Marketing Management Control	2 SWS/30 h		
Innovation Management	1 SWS/15 h		
Practical Project	4 SWS/60 h		
Project Management	1 SWS/15 h		

Learning Outcomes

Students learn to categorise and distinguish different marketing approaches. They can identify different marketing strategies and market research approaches, in particular in the context of B2B marketing and can configure the elements of the marketing mix in different ways. They are able to meet customer needs, satisfy market requirements and promote customer loyalty. In addition, students can evaluate market analysis methods as a prerequisite for strategic and operational marketing decisions and the system of marketing management control and of innovation management in marketing. As part of a practical project involving a real company, students are encouraged to make use of what they have learned.

Topics

Strategic Marketing

- Principles of marketing and marketing concepts
- International examples are used in the course.
- Special features of B2B marketing, when compared with consumer marketing
- Strategic marketing, in particular B2B
- Discussion of selected operational aspects of marketing

Market Research

- Market research processes
- Data collection
- Applied statistics methods in data analysis
- Research into purchasing behaviour

Marketing Management Control

- Principles and objectives
- Methodological approaches
- Strategic approaches
- Task-based approaches
- Case studies relating to international companies
- Marketing mix-based approaches

Innovation Management

- Innovation and uncertainty
- Product, process and business model innovation
- Creative techniques
- Internationalisation and digitalisation

Practical Project

- Project management
- Market research methods (SPSS)
- Implementing and documenting the project independently, e.g. in relation to the following subjects:
  - Developing market entry strategies
  - Measuring customer satisfaction
  - Positioning innovative products on the market
  - Repositioning products already on the market
- Presenting and discussing the results with the management team of the cooperating company

Project Management

- Project organisation and processes
- Project management methods

Forms of Teaching

Seminars, group work, project work.

Requirements for Participation

Formal: None

Content: Appropriate knowledge from the basic courses

Form(s) of Examination

Generally a written or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Use of the Module (in other degree programmes)

The specialisation is also offered as part of the Business Management (B.Sc.) and International Business (B.Sc.) degree programmes.
Weighted Factor for the Final Grade 10%
Module Coordinator (underlined) and Full-Time Lecturers Prof. Dr. J. Böcker, Prof. Dr Daniel Assmus
Other Information Literature: Backhaus, K. (2014). *Industriegütermarketing* (10th edition). Munich: Vahlen. Becker, J. (2013). *Marketing-Konzeption* (10th edition). Munich: Vahlen. Kotler, P. (2016). *Marketing Management* (15th edition). Boston: Pearson. Meffert, H., Burmann, C., & Kirchgeorg, M. (2012). *Marketing* (11th edition). Wiesbaden: Gabler. **Information about specific literature will be provided during the course.**

Title of the Module Business & Economic Sciences 5: Specialisation – Sustainable Management (Sankt Augustin Campus)					
Module Number 5.3	**Workload** 540 h	**Credits** 18	**Study Semester** 5th semester	**Frequency** Every semester	**Duration** 1 semester
Course(s) 2 SCH: Principles of Sustainability and Corporate Social Responsibility (CSR) 3 SCH: Corporate Sustainability Strategies and Sustainable Business Models 2 SCH: ESG Reporting and Controlling 2 SCH: Global Challenges for Sustainability 3 SCH: Case Studies in Sustainability Management			**Contact Time** 13 SWS/195 h	**Self-Study** Total: 345 h	**Planned Group Size** Up to around 30 students

Learning Outcomes

Principles of Sustainability and Corporate Social Responsibility (CSR)

Students are able to describe and explain the fundamental principles of sustainability and Corporate Social Responsibility (CSR) and to classify their historical development and significance for modern business practices. They are able to analyze and evaluate the impact of corporate actions on ecological, social, and economic systems using the triple bottom line approach. In addition, they are able to explain the ethical implications of business decisions, describe the interrelationships between sustainability, society, and politics, and identify and structure key standards and regulations in the field of sustainability.

Corporate Sustainability Strategies and Sustainable Business Models

Students are able to explain the importance of strategic planning for sustainability activities and to classify sustainability goals in relation to overarching corporate objectives, different stakeholder interests, and relevant contextual factors. They are able to analyze and compare different corporate sustainability strategies and sustainable business models. On this basis, they are able to develop strategic recommendations for the design of sustainability activities and to assess the tension between digitalization and sustainability.

ESG Reporting and Controlling

Students are able to classify sustainability controlling and ESG reporting within the broader context of sustainability as well as global and national frameworks. They are able to explain key approaches, instruments, and reporting obligations in sustainability reporting and to differentiate and apply relevant reporting standards, particularly GRI and SASB. Furthermore, they are able to measure, analyze, and evaluate the sustainability performance of organizations using suitable metrics. They are also able to critically assess sustainability reports with regard to their relevance for

stakeholders and to integrate sustainability controlling and ESG reporting into company organization. Based on the knowledge and understanding they have acquired, students should be able to:

- classify ESG reporting and controlling within the broader context of sustainability as well as global and national frameworks.
- acquire fundamental background knowledge of topics and approaches in ESG reporting and ESG controlling.
- become familiar with and understand key reporting obligations. understand and apply methods of ESG reporting and ESG controlling.
- integrate ESG reporting and ESG controlling into the organizational structure of a company.

Global Challenges for Sustainability

Students are able to describe and classify major global sustainability challenges, particularly climate change, resource scarcity, and social inequality. They are able to analyze the roles of governments, NGOs, and businesses in addressing these challenges and to evaluate the effectiveness of international policies and agreements. Building on this, they are able to develop and justify courses of action for mitigating global sustainability challenges within a corporate context.

Case Studies in Sustainability Management

Students are able to apply theoretical concepts of sustainability management to real-world case studies. They are able to analyze and evaluate sustainability initiatives and, based on this, develop and defend strategic recommendations. In discussions and group work, they are able to address problems collaboratively, justify proposed solutions, and present their results appropriately for different audiences.

Topics

Principles of Sustainability and Corporate Social Responsibility (CSR)

- Definition and development of sustainability; historical background.
- The role of ethics in sustainability.
- Sustainability in society and politics.
- The importance of sustainability in business; triple bottom line.
- Overview of international sustainability standards and regulations (e.g. UN SDGs, ISO 26000).
- Emerging trends and innovations in sustainability.

Corporate Sustainability Strategies and Sustainable Business Models

- Necessity of strategic planning for CSR efforts.
- Developing a CSR strategy: processes and tools.
- Stakeholder-related and contextual factors of CSR strategies.
- Challenges in implementing CSR strategies.
- Sustainable business models; business model canvas and sustainability.
- Tradeoff between digitalization and sustainability.

ESG Reporting and Controlling

- Understanding legal frameworks and regulatory requirements for ESG-reporting.
- Practically applying ESG-reporting standards.
- Analysing and evaluating company reports.

- Learning about the organisation of ESG-controlling, including the use of key performance indicators (KPIs), metrics, and relevant norms and standards.
- Gaining familiarity with IT application tools for ESG-reporting and -controlling.
- Understanding the practical application of ESG-reporting and -controlling in businesses.
- Engaging with real-life company scenarios.
- Involving students in discussions and solutions around actual ESG practices..

Global Challenges for Sustainability

- The importance of addressing sustainability in a global context.
- Establishing the facts: major global challenges (e.g. climate change, biodiversity loss and pollution, resource scarcity, poverty, and social inequality).
- Responses to global challenges:
  - cooperation mechanisms at the UN level,
  - the Paris Agreement and its market-based mechanisms (Article 6), emissions trading system,
  - mitigation, adaptation, and the related policy processes,
  - the European Green Deal and its components,
  - recent political developments,
  - technology (power generation and end-use sectors, enabling factors) and innovation (hydrogen, CCS, CCU, electricity 4.0, etc.) as well as digitalization,
  - bioeconomy and circularity,
  - sufficiency,
  - the role of the private sector and green investments,
  - economic opportunities of decarbonization,
  - mechanisms to combat poverty and inequality: public policies, macroeconomic management, and development cooperation,
  - the respective role of the private sector and civil society.

Case Studies in Sustainability Management

- Practice-oriented case studies on current topics in sustainability management.
- Introduction to different subject areas prepared by the students.

Analysis of case studies in the form of panel discussions.

Forms of Teaching

lecture, seminar, individual and group assignments.

Requirements for Participation

Basic knowledge from prior courses.

Form(s) of Examination

written or oral exam, assignment with presentation. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Use of the Module (in other degree programmes) The specialisation is also offered as part of the Business Management and the International Business degree programme.
Weighted Factor for the Final Grade 10%
Module Coordinator (underlined) and Full-Time Lecturers Prof. Dr. Simone Bernatzky; Prof. Dr. Christoph Zacharias; Prof. Dr. Claudia Warning, Siegfried Kuhl
Other Information All courses will be held in English. Literature: Dathe, T./Helmold, M./Dathe, R./Dathe, I. (2024): Implementing Environmental, Social, and Governance (ESG) Principles for Sustainable Businesses – A Practical Guide in Sustainability Management. Cham: Springer. Other current sources of literature will be referred to during the courses.

Title of the Module

Business & Economic Sciences 5: Specialisation – Human Resource Management (Sankt Augustin Campus)

Module Number	Workload	Credits	Study Semester	Frequency	Duration
5.3	540 h	18	5th semester	Every semester	1 semester

Course(s)	Contact Time	Self-Study	Planned Group Size
Human Resource Development	3 SWS/45 h	Total: 345 h	Max. 40 students
Human Resource Systems	2 SWS/30 h		
Communication and Leadership	2 SWS/30 h		
Human Resource Controlling	2 SWS/30 h		
Employment and Social Law	4 SWS/60 h		

Learning Outcomes

Students learn about the models, theories and systems required for strategic human resource development. As potential human resources specialists, they see themselves not as administrators of employees, but as developers and advisers. They are able to effectively assess the potential of staff as a company's most important asset and to develop employees using suitable training measures that are in line with the corporate strategy. In the context of human resource controlling, they can analyse the cost impact and the quality of the employees and therefore play a decisive role in the planning, management and coordination processes of a company. With regard to corporate management, students are familiar with the guidelines for positive interaction and transparent communication with employees. They have a greater capacity for reflection and they acquire a more in-depth knowledge of employment and social law.

Topics

Human Resource Development

- Scientific principles of human resource development
- Organisation of human resource development
- Instruments and methods
- Potential analysis processes
- Project on a current human resource management topic

Human Resource Systems

- Organisation of work/semi-autonomous group work
- Optimisation systems for employee participation
- Visualisation in the business
- Balanced scorecard in human resources
- Evaluation systems

- Incentive and bonus systems

Communication and Leadership

- Theoretical principles of communication
- Leadership styles and role conflicts
- Social skills as a requirement for leadership

Human Resource Controlling

- Definitions of human resource management and controlling
- 8-M 4-D model (definition of human resource controlling)
- Four dimensions of space and time
- Integration of the individual elements of the model of human resource controlling

Employment and Social Law

- Right of dismissal, protection against dismissal
- Employer references
- Temporary and part-time working, marginal employment
- Codetermination in the workplace
- Deployment of staff abroad
- Social security system in Germany
- Principles of social security
- Employment promotion
- Principles of administrative and legal procedures

Forms of Teaching

Seminars, self-study, group work, project work.

Requirements for Participation

None

Form(s) of Examination

Generally a written or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Use of the Module (in other degree programmes)

The specialisation is also offered as part of the Business Management degree programme.

Weighted Factor for the Final Grade

10%

Module Coordinator (underlined) and Full-Time Lecturers

Prof. Dr. S. Lemke

Other Information

Literature:

Bartscher, T., Stöckl, J. & Träger, T. (2012). *Personalmanagement. Grundlagen, Handlungsfelder, Praxis*. Munich: Pearson.

Lemke, S. G. (1995). *Transfermanagement*. Göttingen: Verlag für Angewandte Psychologie.

Gay, F. (2004). *Das persolog Persönlichkeitsprofil. Persönliche Stärke ist kein Zufall* (31st fully revised and extended edition). Remchigen: persolog GmbH Verlag für Managementsysteme.

Böhmer, N., Schinnenburg, H. & Steinert, C. (2012). *Fallstudien im Personalmanagement*. Munich: Pearson.

Information about specific literature will be provided during the course.

Title of the Module

Business & Economic Sciences 5: Specialisation – Financial Reporting/Taxation/Auditing (Sankt Augustin Campus)

Module Number	Workload	Credits	Study Semester	Frequency	Duration
5.3	540 h	18	5th semester	Every semester	1 semester

Course(s)	Contact Time	Self-Study	Planned Group Size
4 SWS: International Financial Reporting Standards (IFRS)/Corporate Financial Reporting 3 SWS: International Corporate Taxation 2 SWS: Auditing 4 SWS: Balance Sheet Analysis and M&A	13 SWS/195 h	Total: 345 h	Max. 40 students

Learning Outcomes

International Financial Reporting Standards (IFRS)/Corporate Financial Reporting
Students learn to draw up financial statements in accordance with the International Financial Reporting Standards (IFRS). The focus is on conveying the connection between the decisions made by the person drawing up the balance sheet and the preparation of the information from the IFRS financial statement. This requires a more in-depth understanding of the functioning of communication on the international capital markets. Not only financial statements but also sustainability reports are taken into consideration. As the IFRS are mandatory for listed companies in the EU, students should also be familiar with the fundamental methods of preparing annual accounts in accordance with the IFRS (consolidation).

International Corporate Taxation
Students learn the principles of taxing international transactions on the basis of German national corporation tax law. The emphasis is on international double taxation and its avoidance, together with the group structure of global companies. Against this background, issues such as the fair taxation of international companies and the difficulty of taxing digital business models are discussed.

Auditing Annual Accounts
Students can explain the theoretical and practical principles of auditing annual accounts on the basis of commercial law and can carry out an appropriate evaluation of individual audit statements, taking into consideration accounting regulations in particular. This is based on the risk-, process- and system-based auditing approach. In addition, students are familiar with the auditing profession and can explain the problems it involves.

Balance Sheet Analysis and M&A
Students can describe the background of balance sheet analysis and analyse different or individual companies over time using specific key performance indicators. They gain a deeper

understanding of the information they acquired during the Financial Accounting course by investigating a wide range of case studies. In addition, students can describe the background of M&A transactions and carry out company valuations using specific procedures and make a critical assessment of these procedures.

Topics

International Financial Reporting Standards/Corporate Financial Reporting

- Purposes of international financial reporting in accordance with the IFRS
- The IFRS framework
- Intangible assets/company value
- Financial instruments
- Fixed assets and leasing
- Stock levels and long-term contract manufacturing
- Deferred taxes
- Pension liabilities and other accruals
- Profit and loss account and other comprehensive income
- Cash flow and equity statement
- Duty of corporate financial reporting and differentiation of the consolidated companies
- Principles of consolidation
- Consolidation of other not fully consolidated companies
- Deferred tax and currency conversion in the consolidated financial statement
- Non-financial reporting (sustainability reporting)

International Corporate Taxation

- Tax burden reports of national companies
- Taxation of national groups of affiliated companies/integrated groups of companies
- Hidden profit distribution and hidden contribution
- Cross-border transactions/double taxation
- Financing in groups of companies
- Transfer pricing and the External Tax Relations Act
- Taxation of international groups of companies
- Digital business models and tax equity

Auditing

- Principles: tasks, phases, legal background
- Assessing management assertions
- The auditing profession

Balance Sheet Analysis and M&A

- Balance sheet analysis
  - Background
  - Key performance indicators for the analysis (in particular performance and risk)
  - Role of balance sheet policy
- M&A (mergers and acquisitions)
  - Background of company takeovers
  - Valuation methods (in particular DCF and multiples)
  - Sum-of-the-parts analysis
  - International transactions

- In-depth examples

In all the courses: Depending on the situation, students also understand aspects of digitalisation, internationalisation and sustainability and can discuss them critically (e.g. differences in financial reporting standards, challenges in international transactions).

The precise content and focus of the module is decided by the lecturers.

Forms of Teaching

Seminars, self-study, group work, project work, presentations.

Requirements for Participation

Formal: None

Content: Principles of management and financial accounting and taxation

Form(s) of Examination

Generally a written or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Use of the Module (in other degree programmes)

The specialisation is also offered as part of the Business Management degree programme.

Weighted Factor for the Final Grade

10%

Module Coordinator (underlined) and Full-Time Lecturers

Prof. Dr. Norbert Seeger, Prof. Dr. Max Leitterstorf, Torsten Janßen (auditor and tax consultant), Dr. Jan Sedemund, LL.M Taxation (USA)

Other Information

Literature:

Details of the literature will be provided at the start of lectures.

Title of the Module

Business & Economic Sciences 5: Specialisation – Business Informatics (Sankt Augustin Campus)

Module Number	Workload	Credits	Study Semester	Frequency	Duration
5.3	540 h	18	5th semester	Every semester	1 semester

Course(s)	Contact Time	Self-Study	Planned Group Size
2 SWS: Operational Data Management 2 SWS: Object-Oriented Development of Business Application Systems Data Science Data Literacy 2 SWS: Use of Business Application Systems in ERP Systems 2 SWS: Internet Economics 2 SWS: Content, Web and Knowledge Management 3 SWS: Information and Business Process Management 2 SWS: Data Analytics and Development	15 SWS/195 h	Total: 345 h	Max. 40 students

Learning Outcomes

Operational Data Management
Students learn about operational data management, which is a central task of business informatics. This involves designing database systems as the foundation for operational applications, with a focus on using recognised and innovative IT tools and methods. During the lectures, students learn, among other things, to use the database structures they have created in practical scenarios (e.g. training data for artificial intelligence systems).

Data Literacy
Analysing and optimising a company by using data to ensure its future viability is a decisive business factor in many industries and an important means of remaining competitive in the long term. Data literacy refers to the ability to manage data competently and is a key skill in the field of digitalisation. With the help of data science tools (including Tableau), students study the individual components of data literacy throughout the data science life cycle, in other words, collecting, modifying, analysing and interpreting data and presenting it in an appropriate visual form.

Use of ERP Systems
Students acquire in-depth knowledge of the methodology and use of an enterprise resource system (ERP system) with a focus on primary value-added processes. They can explain the extent to

which business applications fulfil a cross-disciplinary function in business informatics and can apply the accompanying interface knowledge to different industries.

Internet Economics
Students learn about the changes in market structures that lie behind the terms "digital business models" and "platform economies". They discuss the new effects and impacts on digital markets. They can also explain the innovative approaches of digital markets in the context of the Internet economy and the success factors in managing information and communication technologies. Students learn to understand, analyse and evaluate innovative digital business models.

Data Science and Development
Data science is normally defined as the methodology used to obtain usable findings from data. In many contexts, it is a generic term for earlier methods of data analysis, such as exploratory statistics, information visualisation, business intelligence and data mining. Data science is a discipline with an ambitious objective. It involves representing complex facts using data in order to provide new insights and validate convictions that can be used as the basis for decision-making. A critical data science-based approach does not replace intuition, best practices and qualitative methods, but instead attempts to supplement them. The course will give a general introduction to the programming language Python or R. In the second step, basic algorithmic processes will be introduced and applied in practice.

Content, Web and Knowledge Management
Students become familiar with the rules and structures of web publishing that are necessary for the purposeful use of the intranet as the area where the three subjects in the course title intersect. They are able to use an individual implementation of a content management system (CMS) as a tool for managing unstructured information and to identify the new opportunities that it offers for knowledge management within a company. Primarily, they focus on the question of the extent to which new technologies can be used to give a new impetus to knowledge management.

Information and Business Process Management
Students acquire useful knowledge relating to the management of information processing, in particular process management. They acquire in-depth knowledge of the fundamental concepts and the modelling languages with practical relevance for processes. They can model business processes on the basis of practical case studies using selected modelling tools (ARIS etc.) and languages (process mapping, eEPC, BPMN 2.0). They learn about the uses and architectures of workflow management systems (WFMS), robotic process automation (RPA) and process mining.

Topics

Operational Data Management
- Overview of operational data management
- Database administration
- Data modelling
- Data warehousing
- Organisation of data management

Data Literacy
- Status quo and definition of concepts
- Value creation using data in companies

- Data-based decision-making in companies
- Data science projects and their management
- Data science teams and project roles
- Methods and tools for data analysis

Use of ERP Systems
- Principles of using business application systems
- Architecture of an ERP system
- Use of an ERP system to support operational processes within a company
- Case studies: "sales processes", "procurement processes", "ordering processes"
- Customising an ERP system

Internet Economics
- Online economics platforms
- Principles of Internet economics
- Value creation in Internet economics

Data Science and Development
- Overview of the principles of object-oriented programming
- Introduction to Python or R
- Introduction to multivariate procedures
- Machine learning processes

Content, Web and Knowledge Management
- Initial situation and identification of concepts
- Web publishing
- Content management and content management systems (CMS)
- Intranet-based knowledge management

Information and Business Process Management
- Organisation of information management
- Introduction to process management
- Concepts of process management
- Roles and players in process management
- Methods of process modelling
- Tool-based process modelling (VCD/eEPC, BPMN 2.0)
- Process automation (workflow management systems, robotic process automation, process mining)
- Process controlling with key performance indicators
- Special issues and case studies (independent work)

The precise content and focus of the module is decided by the lecturers.

Forms of Teaching

Seminars, self-study, group work, project work, case studies, practical classes in the computer lab.

Requirements for Participation

Formal: None

Content: Basic knowledge of business informatics.

Form(s) of Examination Generally a written or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.
Requirements for Awarding Credit Points Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.
Use of the Module (in other degree programmes) The specialisation is also offered as part of the Business Management degree programme.
Weighted Factor for the Final Grade 10%
Module Coordinator (underlined) and Full-Time Lecturers Prof. Dr. Andreas Gadatsch, Prof. Dr. Dirk Schreiber, Prof. Dr. Torsten Stein, tbd (appointment process underway)
Other Information Literature: Details of the literature will be provided at the start of lectures.

6 6th Semester Modules

- Internship

6.1 Internship

Title of the Module					
Internship					
Module Number 6.1	**Workload** 900 h	**Credits** 30	**Study Semester** 6th semester	**Frequency** Every semester	**Duration** 1 semester
Course(s)			**Contact Time**	**Self-Study**	**Planned Group Size**
No courses			N/A	900 h	N/A

Learning Outcomes

By working in a company and being involved in the daily organisational and digital workflows, students become aware not only of issues of business psychology and business administration but also of the requirements of the world of work and the accompanying social and environmental issues. They can relate to these factors and this enables them to respond more flexibly to the requirements or problems they encounter in the world of work. Students who spend their internship abroad can develop their intercultural skills.

They become familiar with working life, apply the knowledge they have acquired during the course and their ability to perform specific tasks and, under supervision, help to resolve business psychology and business administration problems. Students evaluate and analyse their experiences in a report on their internship.

An internship in Germany or abroad strengthens the links between study and working life and improves students' employability.

Topics

The content and tasks depend on the employer and must be agreed with the employer in advance.

Forms of Teaching

Practical activities under supervision.

Requirements for Participation

Formal: Admission to the internship requires the completion of at least four semesters and the achievement of at least 70 ECTS points from examinations in accordance with section 15 paragraph 3 of the examination regulations.

Content: Knowledge of the content of the previously completed modules.

Form(s) of Examination

An examination graded as "passed" or "failed". More details in section 15 paragraph 4 in conjunction with section 12 of the examination regulations.

Requirements for Awarding Credit Points Passing the examination in accordance with section 15 paragraph 4 in conjunction with section 12 of the examination regulations.
Use of the Module (in other degree programmes) The internship is also part of the Business Management and International Business degree programmes.
Weighted Factor for the Final Grade N/A
Module Coordinator and Full-Time Lecturers **Organisational** A. Röbbert (coordinator of the internship in Rheinbach). **Technical** The supervisor from the department (authorised examiner from the teaching staff).
Other Information Students can opt for a study semester abroad instead of a internship.

7 7th Semester Modules

- Business Psychology 4
- Business Psychology 5
- Final Thesis
- Business & Economic Sciences 6

7.1 Business Psychology 4: Elective Psychology, Advanced Studies in Psychology

Elective Psychology: compulsory optional subject

Title of the Module					
Business Psychology 4					
Module Number 7.1	**Workload** 180	**Credits** 6	**Study Semester** 7th semester	**Frequency** Every semester	**Duration** 1 semester
Course(s)			**Contact Time**	**Self-Study**	**Planned Group Size**
Elective Psychology			2 SWS/30 h	60 h	25 students
Advanced Studies in Psychology			2 SWS/30 h	60 h	70 students

Learning Outcomes

Elective Psychology

Students acquire knowledge of selected topics on the boundaries of psychology. Depending on the elective subject they choose, students can describe the special subject and apply their knowledge in relation to the content of their previous studies. Focusing on a specific topic enables students to produce more in-depth analyses and to break down the topic into a detailed structure. By working with other students from different specialisations and subject areas, students can carry out interdisciplinary analyses of a selection of psychological phenomena.

Advanced Studies in Psychology

In the Advanced Studies in Psychology course, students study selected areas of basic psychological subjects in more depth. The selection of subjects depends on the current status of research and on their importance.

Current selection: Psychology of decision-making

Students can describe the basic principles and methods of psychological and interdisciplinary research into decision-making and the basic processes of decision-making analysis and learn to apply these methods in a practical business context.

Topics

Elective Psychology

Challenging topics from the field of psychology are covered, together with areas that complement these topics and cross-disciplinary subjects. Students can choose from a range of different elective subjects.

Advanced Studies in Psychology

Current selection: Psychology of decision-making

- In-depth study of the basic principles of decision-making
- Application of the principles in decision-making in a practical project

Forms of Teaching

Elective Psychology

Seminars with group work and presentations.

Advanced Studies in Psychology

Seminars, lectures, group discussions, group work, presentations, question sessions, case studies, self-study.

Requirements for Participation

Formal: None

Content: Knowledge of the content of the modules Principles of Psychology 1, 2 and 3.

Form(s) of Examination

An examination graded as "passed" or "failed". More details in section 15 paragraph 4 in conjunction with section 18 of the examination regulations.

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 4 in conjunction with section 18 of the examination regulations.

Use of the Module (in other degree programmes)

Not planned.

Weighted Factor for the Final Grade

N/A

Module Coordinator (underlined) and Full-Time Lecturers

Prof. Dr. C. Syrek, A. Ley, Prof. Dr. P. Ianiro-Dahm, Dr. C. Kawa

Other Information

Literature:

Elective Psychology

Information about specific literature will be provided during the course.

Advanced Studies in Psychology
Information about specific literature will be provided during the course.

7.2 Business Psychology 5: Participation in Experimental Studies, Research Colloquium

Title of the Module					
Business Psychology 5					
Module Number 7.2	**Workload** 180	**Credits** 6	**Study Semester** Participation in Experimental Studies: assigned to the 7th semester Research Colloqium: 7th semester	**Frequency** Every semester	**Duration** Hours of Participation in Experimental Studies can be accumulated from the 1st semester onwards. Research Colloqium: 1 semester
Course(s)			**Contact Time**	**Self-Study**	**Planned Group Size**
Participation in Experimental Studies (no course)			N/A	60 h	N/A
Research Colloquium			3 SWS/45 h	75 h	70 students

Learning Outcomes

Participation in Experimental Studies

By taking part as test subjects in empirical (online) studies carried out by other members of the university (e.g. professors, lecturers, students working on their Bachelor's theses or as part of practical experience of experimental psychology), students can experience psychological studies from the perspective of the test person and obtain information relating to the planning and design of their own studies. In addition, they learn to identify limitations on the meaningfulness of psychological studies and to assess them critically. By comparing a variety of different studies, they acquire knowledge of the structure and the process involved in psychological investigations. The experience of being a test subject also enables them to identify the consequences of the ethical approach to test persons and data and to take these into account in their own experiments.

Research Colloquium

Students are able to take part in scientific discussions on psychological research problems and practical issues. They improve their knowledge of methodical thinking and are able to make competent judgements relating to processes in business psychology and apply research methods for investigating specific issues. They can use scientific arguments and make critical assessments of solutions for business psychology problems. They acquire practical communication and

presentation skills relating to psychological experiments and their results and can integrate research-related and applied topics.
Topics **Participation in Experimental Studies** Participation in empirical (online) studies. **Research Colloquium** Current research projects (in particular Bachelor's theses) are presented and discussed. Students working on their Bachelor's theses have the opportunity to discuss the theoretical approach, the issue, the planned method and the evaluation of their theses and to gather ideas for the practical implementation of their project.
Forms of Teaching **Hours of Participation in Experimental Studies** N/A **Research Colloquium** Seminar with group discussions and presentations, question session.
Requirements for Participation **Formal**: None **Research Colloquium** **Content:** Knowledge of the content of the modules Methodology 1-5 and the module Principles of Scientific Writing & Presenting.
Form(s) of Examination An examination graded as "passed" or "failed". More details in section 15 paragraph 4 in conjunction with section 18 of the examination regulations.
Requirements for Awarding Credit Points Passing the examination in accordance with section 15 paragraph 4 in conjunction with section 18 of the examination regulations.
Use of the Module (in other degree programmes) Not planned.
Weighted Factor for the Final Grade N/A
Module Coordinator (underlined) and Full-Time Lecturers **Hours of Participation in Experimental Studies** Prof. Dr. C. Massen **Research Colloquium** Prof. Dr. P. Ianiro-Dahm, Prof. Dr. B. Krahn, Prof. Dr. C. Syrek

Other Information

Literature:

Research Colloquium

Mendius, M. & Werther, S. (2013). *Faszination Psychologie. Berufsfelder und Karrierewege*. Berlin: Springer.

Peters, J. H. & Dörfler, T. (2015). *Abschlussarbeiten in der Psychologie und den Sozialwissenschaften. Planen, Durchführen und Auswerten*. Munich: Pearson.

Sonnentag, S. (2006). *Abschlussarbeiten und Dissertationen in der angewandten psychologischen Forschung*. Göttingen: Hogrefe.

Sternberg, K. & Amelang, M. (Eds.). (2008). *Psychologen im Beruf*. Stuttgart: Kohlhammer.

Information about specific literature will be provided during the course.

7.3 Final Thesis

Title of the Module					
Final Thesis					
Module Number 7.3	**Workload** 360 h	**Credits** 12	**Study Semester** 7th semester	**Frequency** Every semester	**Duration** 1 semester
Course(s) No courses			**Contact Time** N/A	**Self-Study** 360 h	**Planned Group Size** N/A
Learning Outcomes After completing the final thesis, students can independently prepare a practical assignment in their own subject area, including technical details and interdisciplinary connections, using scientific, subject-related methods, in a clear and professional way and within a specified period.					
Topics Challenging business psychology topics and cross-disciplinary subjects that complement the field of business psychology.					
Forms of Teaching N/A					
Requirements for Participation **Formal**: Admission to the final thesis requires the achievement of 140 ECTS points from the examinations in the 1st to 5th semesters in accordance with the schedule of courses in section 11 paragraphs 1 and 2 and in the annex of the examination regulations. **Content:** Knowledge of the content of the previously completed modules.					
Form(s) of Examination Examination in accordance with section 15 paragraph 3 in conjunction with sections 19 to 22 of the examination regulations.					
Requirements for Awarding Credit Points Passing the examination in accordance with section 15 paragraph 3 in conjunction with sections 19 to 22 of the examination regulations.					
Use of the Module (in other degree programmes) The final thesis is also part of the Business Management and International Business degree programmes.					
Weighted Factor for the Final Grade					

20%
Module Coordinator and Full-Time Lecturers First examiner of the final thesis. See section 19 paragraphs 2 and 3 in conjunction with section 7 of the examination regulations.
Other Information Students can write their thesis in cooperation with a company.

7.4 Business & Economic Sciences 6: Elective Business & Economic Sciences, Advanced Studies in Business & Economic Sciences

Elective Business & Economic Sciences: compulsory optional subject

Title of the Module Business & Economic Sciences 6					
Module Number 7.4	**Workload** 180	**Credits** 6	**Study Semester** 7th semester	**Frequency** Every semester	**Duration** 1 semester
Course(s)			**Contact Time**	**Self-Study**	**Planned Group Size**
Elective Business & Economic Sciences			2 SWS/30 h	60 h	25 students
Advanced Studies in Business & Economic Sciences			4 SWS/60 h	30 h	35 students

Learning Outcomes

Elective Business & Economic Sciences

Students acquire knowledge of selected topics on the boundaries of business administration. Depending on the elective subject they choose, students can describe the special subject and apply their knowledge in relation to the content of their previous studies. Focusing on a specific topic enables students to produce more in-depth analyses and to break down the topic into a detailed structure. By working with other students from different specialisations and subject areas, students can carry out interdisciplinary analyses of a selection of business administration phenomena.

Advanced Studies in Business & Economic Sciences (Simulation Game)

Students make use of the knowledge they have acquired about the different sub-disciplines of business administration and business psychology in the preceding semesters. They are able to apply this knowledge to a specific situation in a simulation game. Students analyse business connections and interactions and adapt decisions to changing circumstances by applying and linking together their knowledge of business administration and business psychology. Students are able to understand the consequences of decisions in the marketing, production, procurement, human resource, investment and finance departments. Students can make decisions in a team, question their effects and coordinate the decision-making process.

Topics

Elective Business & Economic Sciences

Challenging topics from the field of management sciences are covered, together with areas that complement these topics and cross-disciplinary subjects. Students can choose from a range of different elective subjects. The selection generally includes methodical and statistical subjects,

subjects with specific links to software and subjects from related disciplines such as law. Subjects that reflect the latest trends, such as digitalisation, press analysis and entrepreneurship, are often added to the selection.

Advanced Studies in Business & Economic Sciences (Simulation Game)

The business simulation game is a complex, computer-based, industrial game that is based on the real market economy. Several companies manufacture and sell products according to their own strategy. Each student represents one company and must make several business decisions during the different rounds of the game. This is a highly practical way for students to prepare for their future careers and raises their awareness of the interdependencies between different disciplines.

- Introduction to the business simulation game
- Dividing the students into groups/companies
- Simulation and game phases in the groups, including situation analysis, market analysis and strategy development
- Discussions involving all the students about decisions and results
- Presenting the status of the work in a simulated roadshow, marketing campaign or annual general meeting

Forms of Teaching

Elective Business & Economic Sciences

Seminars with group work and presentations.

Advanced Studies in Business & Economic Sciences (Simulation Game)

Simulation game, group work, discussions among all the students.

Requirements for Participation

Formal: None

Advanced Studies in Business & Economic Sciences (Simulation Game)

Content: Knowledge of the content of the course Principles of Business Administration and the module Management Sciences 4.

Form(s) of Examination

An examination graded as "passed" or "failed". More details in section 15 paragraph 4 in conjunction with section 18 of the examination regulations.

Requirements for Awarding Credit Points

Passing the examination in accordance with section 15 paragraph 4 in conjunction with section 18 of the examination regulations.

Use of the Module (in other degree programmes)

The elective subjects in management sciences are also offered as part of the Business Management degree programme.

Weighted Factor for the Final Grade

N/A

Module Coordinator (underlined) and Full-Time Lecturers

Prof. Dr. A. Pohl, Prof. Dr. T. Amely, lecturers from the Management Sciences department
Other Information Literature: Amely, T. & Krickhahn, T. (2016). *BWL für dummies*. Weinheim: Wiley-VCH Verlag. Schweitzer, M. & Baumeister, A. (Eds.). (2015). *Allgemeine Betriebswirtschaftslehre*. Berlin: Erich Schmidt Verlag. TOPSIM – General Management Participants' Manual – Part I Introduction, Version 13.1, Standard Scenario. TOPSIM – General Management Participants' Manual – Part II, Initial Situation, Version 13.1, Standard Scenario. TOPSIM – General Management Participants' Manual – Part III Brief Overview Introduction, Version 13.1, Standard Scenario. **Information about specific literature will be provided during the relevant course.** All the elective subjects from the Business Management degree programme are generally available as the Elective Business & Economic Sciences. Alternatively, a practical project from the Business Management degree programme will also be recognised as an Elective Business & Economic Sciences. Important considerations: The number of SWS and ECTS points from the practical project (4 SWS and 6 ECTS points) is not significant. Only the 2 SWS and 3 ECTS points from the Elective Business & Economic Sciences can be recognised.

8 Cross-Semester Modules

- Methodology 3

8.1 Methodology 3: Statistics 2, Software-Based Data Analysis

Title of the Module					
Methodology 3					
Module Number 8.1	**Workload** 270 h	**Credits** 9	**Study Semester** 3rd and 4th semester	**Frequency** Every semester	**Duration** 2 semesters
Course(s)			**Contact Time**	**Self-Study**	**Planned Group Size**
Statistics 2 – in the 3rd semester			3 SWS/45 h	105 h	70 students
Software-Based Data Analysis – in the 4th semester			3 SWS/45 h	75 h	70 students

Learning Outcomes

Statistics 2

On the basis of the Statistics 1 course, students learn to explain and apply inferential statistics procedures that are important for psychological research. Students describe the theory and application of these procedures and are able to select the appropriate statistical methods for different types of experiment. They are also able to put these methods into practice and interpret the results correctly. Furthermore, students can carry out critical analyses and professional evaluations of scientific studies and popular science literature.

Software-Based Data Analysis

Students can analyze, interpret, and visualize quantitative data using common statistical software (e.g., SPSS, jamovi, or R). They understand the logical structure and user interface of such programs and can create, import, prepare, and evaluate different types of data. They are able to perform key procedures of descriptive and inferential statistical data analysis, check their prerequisites, and critically interpret the results. In addition, they can document their analyses transparently (including syntax, output, visualization, and scientific presentation of results) and communicate them in accordance with the guidelines of good scientific practice and the conventions of the discipline. They can classify the results of their analyses in business psychology research and application contexts.

Topics

Statistics 2

- Principles of inferential statistics: probability distributions, p-values, effect size, power, critical reflection, replication crisis
- Procedures of inferential statistics: evaluating differential hypotheses (t-tests), analysis of frequencies (chi-squared tests), analysis of correlations and regressions

- Multivariate procedures: overview and systematic categorisation in detail: multiple regression, conjoint analysis, variance analysis

Software-Based Data Analysis

- Introduction to the program interface, structure, and basic operating logic of common statistical software (e.g., SPSS, jamovi, R)
- Importing, exporting, and preparing empirical data sets
- Fundamentals of empirical statistical data analysis in business psychology
- Defining, coding, and structuring variables
- Implementation of descriptive and inferential statistical methods (e.g., t-test, correlation, regression, analysis of variance)
- Examination and interpretation of statistical prerequisites and model assumptions
- Visualization, documentation, and presentation of results according to scientific standards (APA)
- Critical reflection and classification of results in business psychology research and application contexts

Forms of Teaching

Statistics 2

Seminars, practical classes, lectures, group discussions, group work, presentations, question sessions, self-study.

Software-Based Data Analysis

Combination of computer-based teaching in the PC pool and accompanying e-learning (e.g., screencasts, e-assessment platform). Students work on practice-oriented data sets from business psychology and independently apply the methods they have learned in guided exercises. Independent exercise analyses, results reports, and critical reflection on the analysis process promote the transfer between theory, software application, and business psychology practice.

Requirements for Participation

Formal: None

Content: Knowledge of the content of the modules Methodology 1 and 2 and in case of Software-Based Data Analysis additionally the content of Statistics 2.

Form(s) of Examination

Statistics 2

Generally a written or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Software-Based Data Analysis

An examination graded as "passed" or "failed". More details in section 15 paragraph 4 in conjunction with section 18 of the examination regulations.

Requirements for Awarding Credit Points

Statistics 2

Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.

Software-Based Data Analysis

Passing the examination in accordance with section 15 paragraph 4 in conjunction with section 18 of the examination regulations.

Use of the Module (in other degree programmes)

Not planned.

Weighted Factor for the Final Grade

5%

Module Coordinator (underlined) and Full-Time Lecturers

Prof. Dr. C. Buchholz, Prof. Dr. C. Syrek, L. Seynsche

Other Information

Literature:

Statistics 2

Backhaus, K., Erichson, B., Plinke, W. & Weiber, R. (2011). *Multivariate Analysemethoden. Eine anwendungsorientierte Einführung*. Heidelberg: Springer.

Bortz, J., Schuster, C. (2010). *Statistik für Human- und Sozialwissenschaftler*. Heidelberg: Springer.

Bühner, M. & Ziegler, M. (2009). *Statistik für Psychologen und Sozialwissenschaftler*. Munich: Pearson Studium.

Software-Based Data Analysis

Field, A. (2024), Discovering Statistics Using IBM SPSS Statistics, 6. Auflage, SAGE Publications, London.

Field, A. P., Miles, J., & Field, Z. (2012). *Discovering statistics using R*. Sage.

Navarro, D. J., & Foxcroft, D. R. (2025). *Learning Statistics with jamovi: A Tutorial for Beginners in Statistical Analysis*. Open Book Publishers. https://doi.org/10.11647/OBP.0333

Rasch, B., Friese, M., Hofmann, W., & Naumann, E. (2021). *Quantitative Methoden 1: Einführung in die Statistik für Psychologie, Sozial-& Erziehungswissenschaften*. Springer Berlin.

Rasch, B., Friese, M., Hofmann, W., & Naumann, E. (2021). *Quantitative Methoden 2: Einführung in die Statistik für Psychologie, Sozial-& Erziehungswissenschaften.* Springer Berlin.

Information about specific literature will be provided during the course.