Examplary Study Plan M. Sc. Business & Psychology

The following study plan is an example plan only. All mandatory electives and electives can be chosen freely from the current module catalogue and do not have to be the same as this plan. Only the mandatory modules have to be completed as shown in the plan. The columns indicate the five thematic pillars of the M. Sc. Business & Psychology but do not necessarily have to influence the modules students choose to take.

		Consumers, Marketing and Market Psychology	*Sustainability, Ethics and Social Impact*	*Methodologies of Business and Psychology*	*Leadership, People and Organizational Development*	*International and Strategic Management*
1	In the first semester, students complete six mandatory modules.	**Consumer Psychology and Decision Making** Prof. Matta / 5 ECTS		**Introduction to Psychological Assessment** Dr. Zoelch / 5 ECTS	**Psychology of Organizational Behavior** Prof. Kals / 5 ECTS	
		Market Psychology and Strategic Marketing Communications Prof. Osburg / 5 ECTS			**People and Organization** Prof. Bader / 5 ECTS	
		Joint Seminar with Tandem Projects Various / 5 ECTS				
2	In the second and third semester students complete all mandatory electives and eletives. The ones shown in this plan are possible examples. In the third semester they complete the Empirical Research Seminar accompanying the master's thesis.	**Digital Marketing** Prof. Ruhnau / 5 ECTS	**Human-Technology Interaction: Potential and Application** Prof. Pfeuffer / 5 ECTS		**Current Trends in Psychological Assessment** Prof. Rentzsch / 5 ECTS	**Case Studies in International Management** Prof. Gelbrich / 5 ECTS
		The Psychology of Sustainable Luxury Consumption Prof. Osburg / 5 ECTS		**Business & Psychology: From Theory to Practice** Prof. Osburg / 5 ECTS	**Innovation and Creativity in Individuals, Teams, and Organizations** Prof. Matta / 5 ECTS	
3		**Sales Management*** Prof. Ruhnau / 5 ECTS	**Sustainability and Business Strategy*** Prof. Waldinger / 5 ECTS	**Empirical Research in Business and Psychology** Various / 5 ECTS	**Personnel Development in Paid and Voluntary Work** Prof. Kals / 5 ECTS	**Service Management*** Prof. Hogreve / 5 ECTS
		Economics of Sustainable Consumption* Prof. Danzer / 5 ECTS		**Quasi-Experimental Policy Evaluation*** Prof. Danzer / 5 ECTS	**Sustainable Transformations in Human Resources, Management, and Organization*** Prof. Bader / 5 ECTS	
4	In the fourth semester students complete their master's thesis.	**Master's Thesis** Various / 30 ECTS				

* All mandatory elective modules can count as elective modules.

= Mandatory modules (Make up 70 ECTS)
= Mandatory elective modules (Make up 35 ECTS)
= Elective modules (Make up 20 ECTS)

Mandatory Elective Modules in the M. Sc. Business & Psychology

The following table shows an overview of all mandatory electives, grouped into the five thematic pillars of the M. Sc. Business & Psychology. Students choose 35 ECTS out of these modules, of which at least 10 ECTS have to be business modules and at least 10 ECTS have to be psychology modules. Mandatory elective modules can also count as elective modules.

Consumers, Marketing and Market Psychology	**Applied Service Research Seminar** *Prof. Hogreve / 5 ECTS / summer semester*
	Digital Health: A Psychological Perspective *Prof. Osburg / 5 ECTS / winter semester*
	Digital Marketing *Prof. Ruhnau / 5 ECTS / summer semester*
	Economics of Sustainable Consumption *Prof. Danzer / 5 ECTS / winter semester*
	Food-Technology Acceptance: A Psychological Perspective *Prof. Osburg / 5 ECTS / summer semester*
	Project Course: Marketing with New-Age-Technologies *Prof. Ruhnau / 5 ECTS / winter semester*
	Psychological Approaches to Behavior Change for Social Good *Prof. Osburg / 5 ECTS / summer semester*
	Sales Management *Prof. Ruhnau / 5 ECTS / winter semester*
	Service Management *Prof. Hogreve / 5 ECTS / winter semester*

Sustainability, Ethics and Social Impact	**Digital Health: A Psychological Perspective** *Prof. Osburg / 5 ECTS / winter semester*
	Economics of Sustainable Consumption *Prof. Danzer / 5 ECTS / winter semester*
	Human-Technology Interaction: Potential and Application *Prof. Pfeuffer / 5 ECTS / summer semester*
	Psychological Approaches to Behavior Change for Social Good *Prof. Osburg / 5 ECTS / summer semester*
	Psychological Perspectives on AI Use: Individual, Organizational, and Societal Implications *Prof. Osburg / 5 ECTS / summer semester*
	Psychology of Responsibility, Justice and Sustainability *Prof. Kals / 5 ECTS / summer semester*

	Sustainability and Business Strategy *Prof. Waldinger / 5 ECTS / summer semester*
	Sustainable Transformations in Human Resources, Management, and Organization *Prof. Bader / 5 ECTS / winter semester*
	The Psychology of Sustainable Luxury Consumption *Prof. Osburg / 5 ECTS / summer semester*

Methodologies of Business and Psychology	**Business & Psychology: From Theory to Practice** *Prof. Osburg / 5 ECTS / summer semester*
	Economics of Sustainable Consumption *Prof. Danzer / 5 ECTS / winter semester*
	Food-Technology Acceptance: A Psychological Perspective *Prof. Osburg / 5 ECTS / summer semester*
	Forschungsmethoden in der Psychologie *Prof. Steinhauser / 5 ECTS / winter semester / taught in German only*
	Human-Technology Interaction: Potential and Application *Prof. Pfeuffer / 5 ECTS / summer semester*
	Management Theories in Action: Decoding Life *Prof. Bader / 5 ECTS / winter semester and summer semester*
	People Analytics: Data Science for Human Resources Management *Prof. Laumer / 6 ECTS / winter semester*
	Quasi-Experimental Policy Evaluation *Prof. Danzer / 5 ECTS / winter semester*

Leadership, People and Organizational Development	**Current Trends in Psychological Assessment** *Prof. Rentzsch / 5 ECTS / summer semester*
	Innovation and Creativity in Individuals, Teams and Organizations *Prof. Matta / 5 ECTS / summer semester*
	Management Theories in Action: Decoding Life *Prof. Bader / 5 ECTS / winter semester and summer semester*
	People Analytics: Data Science for Human Resources Management *Prof. Laumer / 6 ECTS / winter semester*
	Personality and Work *Prof. Rentzsch / 5 ECTS / TBD*

	Personnel Development in Paid and Voluntary Work *Prof. Kals / 5 ECTS / winter semester*
	Psychology of Leadership and Motivation *Prof. Kals / 5 ECTS / summer semester*
	Strategic Human Resource Management *Prof. Bader / 5 ECTS / summer semester*
	Sustainable Transformations in Human Resources, Management, and Organization *Prof. Bader / 5 ECTS / winter semester*

International and Strategic Management	**Case Studies in International Management** *Prof. Gelbrich / 5 ECTS / summer semester*
	Cross-Cultural Management *Prof. Gelbrich / 5 ECTS / summer semester*
	Management Theories in Action: Decoding Life *Prof. Bader / 5 ECTS / winter semester and summer semester*
	Seminar International Management *Prof. Gelbrich / 5 ECTS / summer semester*
	Service Management *Prof. Hogreve / 5 ECTS / winter semester*
	Strategic Human Resource Management *Prof. Bader / 5 ECTS / summer semester*
	Strategic Management *Prof. Bader / 5 ECTS / winter semester*
	Sustainability and Business Strategy *Prof. Waldinger / 5 ECTS / summer semester*
	Sustainable Transformations in Human Resources, Management, and Organization *Prof. Bader / 5 ECTS / winter semester*
	Innovation and Creativity in Individuals, Teams and Organizations *Prof. Matta / 5 ECTS / summer semester*