

PFH Private University of Applied Sciences Göttingen

Module Guide

Student Exchange Programme



01.10.2017

Table of Content

Bachelor courses in Business Administration, Economics and Languages

Module: BSc GM 1.1 Microeconomics – WS..... 4

Module: BSc GM 11.2 Global Economy WS 5

Module: BSc GM 12.1 Practical Project WS 6

Module: BSc GM 20.5 Term papers WS/SS..... 7

Module: BSc GM 20.9 Term papers WS/SS..... 9

Module: BSc GM 6.1 Macroeconomics SS 11

Module: BSc GM 22.4 Decision Theory WS/SS 12

Module: BSc GM 16.2 Economic Policy SS 13

Module: BSc GM 2.3 International Focus I WS 14

Module: BSc GM 6.4 International Focus II SS..... 15

Module: BSc GM 11.3 International Focus III WS..... 16

Module: BSc GM 16.4 International Focus IV SS 17

Module: German language course WS/SS 18

Module: BSc GM 4.1 Business English I – General Review WS 19

Module: BSc GM 8.1 Business English II – Commercial Correspondence SS 20

Module: BSc GM 13.1 Business English III – Job Application/General Management WS..... 21

Module: BSc GM 17.1 Business English IV – Financial Management SS..... 22

Module: BSc GM 21.1 Business English V – The Product WS..... 23

Module: BSc GM 4.2 Other Foreign Languages WS..... 24

Module: BSc GM 8.2 Other Foreign Languages SS..... 25

Module: BSc GM 13.2 Other Foreign Languages WS..... 26

Module: BSc GM 17.2 Other Foreign Languages SS..... 27

Module: BSc GM 21.2 Other Foreign Languages WS..... 28

Module: BSc GM 16.3 Scientific Writing WS/SS 29

Module: BSc GM 2.4 Scientific Methods WS/SS..... 30

Master courses in General Management

Module: MSc GM 3.1 Business English I – Marketing Management WS..... 31

Module: MSc GM 7.2 Business English II – International Macroeconomics SS..... 32

Module: MSc GM 2.3 Sales Management I WS 33

Module: MSc GM 2.4 International Marketing I WS..... 35

Module: MSc GM 6.3 Sales Management II SS	36
Module: MSc GM 6.4 International Marketing II SS	37
Module: MSc GM 7.1 International Political Economy SS	38
Module: MSc GM 4.1 Project Work I WS	39
Module: MSc GM 8.1 Project Work II SS	40
Module: MSc GM 9.1 Project Work III WS	41
Module: MSc GM B1.1 Corporate Strategy WS	42
Module: MSc GM B1.2 Human Resource Management WS	43
Module: MSc GM B1.3 Organization WS	44
Module: MSc GM 3.2 Soft Skills WS	45
Module: MSc GM B5.1 Innovation Management SS	46
Module: MSc GM B5.2 Management for SMEs SS	47
Module: MSc GM B5.3 Company Succession SS	48
Bachelor courses in Business Psychology, Psychology	
Module: BSc PSY 9b Developmental Psychology – Adulthood	50
Module: BSc PSY 10.a General Psychology IIa	51
Module: BSc PSY 10b General Psychology IIb	52
Module: BSc PSY 12.a.1 Work and Organization Psychology	53
Module: BSc PSY 12.a.2 Clinical Psychology	54
Module: BSc PSY 12.a.3 Educational Psychology	55
Module: BSc PSY 12.a.4 Health Psychology	56
Module: BSc PSY 12.b.2 Clinical Psychology	57
Module: BSc PSY 12.b.4.1+2 Health Psychology SS	58
Module: BSc PSY 13 Experimental Internship	59
Module: BSc WiPsy 13 Business Psychology 1	60
Module: BSc PSY 16.4.1+2 Health Psychology	61
Module: BSc WiPsy 20 Psychology of Marketing and Advertising WS	63

Module: BSc GM 1.1 Microeconomics – WS				
Semester	Duration	Type	ECTS-Credits	Student workload
1	1 Sem.	elective	4	Contact hours: 32 h Self-study hours: 89 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
none	BSc GM	90 minutes written examination	Interactive lecture, tutorial exercise	Prof. Dr. Ahrens

Qualifications
<p>The focus of the course is on application-related analytical thinking with respect to entrepreneurial or economic policy issues.</p> <p>Results from recent research in industrial economics and information economy as well as basics of game theory will be discussed through practical problems.</p> <p>As a supplement to microeconomic contents, interactive mathematic courses will be provided. Students can apply basic mathematical tools for this course.</p> <p>Students should acquire the ability to apply formal, economically and analytical methods. Furthermore students should understand the behaviour of economic actors under different framework and to recognize how the given methodological approaches can contribute solving management problems.</p>

Learning content
<ol style="list-style-type: none"> 1. Introduction to Microeconomics 2. Budget Theory 3. Company Theory 4. Types of Market 5. Partial market equilibrium under perfect competition 6. The general competitive equilibrium 7. Monopoly and Oligopoly 8. Basics of Industrial Economics and Information 9. Basics of Game Theory

Course			
No.	Title of the course	Lecturer	SH
1.1	Microeconomics	Prof. Dr. Ahrens	3

Module: BSc GM 11.2 Global Economy WS				
Semester	Duration	Type	ECTS-Credits	Student workload
3	1 Sem.	elective	4	Contact hours: 21 h Self-study hours: 99 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
none	BSc GM	60 minutes written examination	Interactive lecture, tutorial exercise, case studies, short presentations	Prof. Dr. Heinlein

Qualifications
This module combines both microeconomic and macroeconomic perspectives, but also economic and political perspectives. This course focuses on the determinants and consequences of international integration and economic transactions on goods and factor markets. Students learn how to deal with the interdependencies of entrepreneurial challenges, economic developments and political framework conditions in a globalizing world. Students will acquire the ability to prepare decision for practical implementation in strategic management.

Learning content
<ol style="list-style-type: none"> 1. Subject, terms, and definitions 2. International transactions and the balance of payments 3. Interdependencies in the Global Economy 4. The balance of payments and the market for foreign exchange 5. Money, interest rates, and exchange rates 6. Institutions, choice of location, governance

Course			
No.	Title of the course	Lecturer	SH
11.2	Global Economy	Prof. Dr. Ahrens	2

Module: BSc GM 12.1 Practical Project WS				
Semester	Duration	Type	ECTS-Credits	Student workload
3	1 Sem.	elective	6	Contact hours: 63 h Self-study hours: 117 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
none	BSc GM	Term paper	Case study, project, work, presentation	Faculty members

Qualifications
Various projects are assigned to students in groups of three to five. The projects are contracted by local companies, organizations and institutions and the topics range from increasing the international attractiveness of a company to analyzing and comparing regional clusters, from Business Process Management to designing an advertising campaign. Students are required to write a report and then present their project work to their respective supervisors and principal (contracting body).

Learning content
<ol style="list-style-type: none"> 1. The strategic role of market research in business 2. Market research as value. Adding corporate function 3. Strategic and operational tasks of market research 4. Market research using secondary sources 5. Market research using primary data collection 6. Analysis and survey design 7. From the ex-post data analysis to the experiment 8. Qualitative methods of market research 9. Quantitative methods of market research 10. Questionnaire design and interview structure 11. Instrumental data collection methods 12. Data scaling and data analysis 13. Preparation of market research reports 14. Budgeting market research

Course			
No.	Title of the course	Lecturer	SH
12.1	Practical Project	N.N.	2

Module: BSc GM 20.5 Term papers WS/SS				
Semester	Duration	Type	ECTS-Credits	Student workload
Depending	1 Sem.	elective	3	Contact hours: 0 h Self-study hours: 90 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
none	BSc GM	Term paper	Individual meetings	several

Qualifications
Students have the option to write an assignment on one of the focus areas of the following modules. Students may take module BSc GM 20.5 irrespective of whether they take the focus subjects 20.1 – 20.3. The topic of the paper is to be discussed and agreed on with the corresponding lecturer.

Learning content
<p>Entrepreneurship</p> <ol style="list-style-type: none"> 1. Definitions, foundation, target of the entrepreneurship 2. Founding principles/ set-up ideas 3. Franchising – the purchasing idea 4. Marketing analysis 5. Site selection 6. Legal forms and formalities 7. Financing 8. Start-up support 9. Planning calculation 10. Business plan 11. Foundation in different economic areas <p>Industrial Management</p> <ol style="list-style-type: none"> 1. Introduction to industrial management <ol style="list-style-type: none"> A. Basic components of industrial companies B. The role of management in industrial companies 2. Product Management <ol style="list-style-type: none"> A. Overview B. Production Program Planning C. Deployment Planning D. Implementation Planning E. Process Planning 3. Production-oriented management approaches <ol style="list-style-type: none"> A. CIM as process-orientated management approaches B. Lean-production C. Total quality management D. Supply chain management 4. Outlook and further approaches of industrial management <p>Tourism and Travel Management</p> <ol style="list-style-type: none"> 1. From tourism economy to “tourism industry” <ol style="list-style-type: none"> A. Definitions B. Tourist Market

- C. Tourism in the economy
- D. Basics of tourism policy
- 2. Vertical integrated tourism groups
 - A. Universal competition framework (regarding Porter)
 - B. Competition framework of tourism industry
 - C. Value chain of tourism sector
- 3. Key – Performance – Indicator (KPI)
 - A. Absolute and relative coefficients
 - B. Basics of yield management
- 4. Overview of touristic provider
 - A. Provider from source market
 - B. Provider of target area

Course			
No.	Title of the course	Lecturer	SH
20.1	Entrepreneurship	Prof. Dr. Vollmar	0
20.2	Industrial management	Prof. Dr. Bloech	0
20.3	Tourism and travel management	Prof. Dr. Albe	0

Module: BSc GM 20.9 Term papers WS/SS				
Semester	Duration	Type	ECTS-Credits	Student workload
Depending	1 Sem.	elective	3	Contact hours: 0 h Self-study hours: 90 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
none	BSc GM	Term paper	Individual lecture	N.N.

Qualifications
Students have the option to write an assignment on one of the focus areas of the following modules. Students may take module BSc GM 20.9 irrespective of whether they take the focus subjects 20.6 – 20.8. The topic of the paper is to be discussed and agreed on with the corresponding lecturer.

Learning content
<p>International Accounting/Controlling</p> <ol style="list-style-type: none"> 1. Introduction to Single-Entity IFRS Accounting <ol style="list-style-type: none"> A. Task, Content and Structure of IFRS Financial Statements B. Measures of Value in IFRS Accounting C. Discontinued Operations under IFRS 5 D. Accounting for Financial Assets (incl. Hedge Accounting) 2. Introduction to IFRS Group Accounting <ol style="list-style-type: none"> A. Group Definition and Types, Purpose and Principles of Group Accounting B. Obligation to Prepare Consolidated Financial Statements and Possibilities of Exemption C. Definition of the Consolidated Group D. Preparatory Measures and Consolidation Methods for Subsidiaries, Joint Ventures and Associates 3. Main Features of Auditing <ol style="list-style-type: none"> A. Organization of the Auditing Profession B. Audit Standards and Audit Process C. Quality Control 4. Introduction to Corporate Finance <ol style="list-style-type: none"> A. Grooming Transactions (e.g. Leasing, Sale and Leaseback, ABS, Special-Purpose Entities) B. Accounting for Financial Instruments, Pensions, Restructurings and Special-Purpose Entities C. Standard Setter Trends with Implications for Corporate Finance 5. Specific Key Indicators in Respect of Performance Measurement, such as <ol style="list-style-type: none"> A. Balanced Scorecard B. EVA C. CFROI <p>International Marketing</p> <ol style="list-style-type: none"> 1. The strategic role of market research in business 2. Market research as value. Adding corporate function 3. Strategic and operational tasks of market research 4. Market research using secondary sources 5. Market research using primary data collection 6. Analysis and survey design 7. From the ex-post data analysis to the experiment 8. Qualitative methods of market research 9. Quantitative methods of market research 10. Questionnaire design and interview structure 11. Instrumental data collection methods 12. Data scaling and data analysis 13. Preparation of market research reports 14. Budgeting market research

Sales Management

1. Customer orientation
 - A. Proximity to the customer
 - B. What is customer satisfaction and how is it measured?
 - C. Programmatic customer retention´
2. Customer value
3. Complaint management
4. Aspects of Key-Account-Management
5. Sales Management Control

Course			
No.	Title of the course	Lecturer	SH
20.6	International Accounting/ controlling	Prof. Dr. Andrejewski	0
20.7	International Marketing	Prof. Dr. Riekhof	0
20.8	Sales Management	Prof. Dr. Heinlein	0

Module: BSc GM 6.1 Macroeconomics SS				
Semester	Duration	Type	ECTS-Credits	Student workload
2	1 Sem.	elective	4	Contact hours: 32 h Self-study hours: 89 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
none	BSc GM	Written exam (90 minutes)	Interactive lecture, tutorial exercise	Prof. Dr. Ahrens

Qualifications
Students receive a theoretically founded policy-oriented introduction into macroeconomic analysis. In particular, the interdependence of all major markets is analyzed from both a policy-making and a company-specific perspective. Emphasis is laid on the analysis of fiscal and monetary policy measures.

Learning content
<ol style="list-style-type: none"> 1. Introduction 2. Goods Market 3. Microeconomic aspects of the money market 4. Aggregate analysis of the monetary sector 5. Monetary sector and the goods market 6. Open economy macroeconomics 7. Flexible prices equilibria

Course			
No.	Title of the course	Lecturer	SH
6.1	Macroeconomics	Prof. Dr. Ahrens	3

Module: BSc GM 22.4 Decision Theory WS/SS				
Semester	Duration	Type	ECTS-Credits	Student workload
1,2, 3, 4, 5	1 Sem.	elective	3	Contact hours: 21 h Self-study hours: 69 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
none	BSc GM	Written exam (60 minutes)+ presentation	Interactive lecture, tutorial exercise	Prof. Dr. Ahrens

Qualifications
<p>This course gives an introduction into the basic concepts of Decision/Game Theory. Game Theory deals with the modelling of strategic decision making processes. In short, we deal with economic actors and try to find out how, why and under which circumstances those actors take certain decisions.</p> <p>The students will be confronted with several games (static and dynamic) and will learn to solve those games under given assumptions of player behavior, i.e. they will be able to find equilibria in game theoretic concepts. Their ability to do so will be tested with a written exam (50% of final grade).</p> <p>Furthermore, the students will be able to apply the concepts they are confronted with to real life (economic and political) situations. Thus, they will have to prepare and hold a presentation of 15-20 minutes, in which they apply one game theoretic concept to such a real life problem and offer possible implications/solutions by their game theoretic approach. (50% of final grade)</p>

Learning content
<ol style="list-style-type: none"> 1. Static Games of Complete Information <ol style="list-style-type: none"> A. Basic Concepts and Definitions B. Nash Equilibrium: Games of pure strategies C. Games of mixed strategies: Coordination Games D. Games of mixed strategies: Randomized Strategies 2. Dynamic Games of Complete Information <ol style="list-style-type: none"> A. Repeated Games B. Sequential Games

Course			
No.	Title of the course	Lecturer	SH
22.4	Decision Theory	N.N.	2

Module: BSc GM 16.2 Economic Policy SS				
Semester	Duration	Type	ECTS-Credits	Student workload
4	1 Sem.	elective	4	Contact hours: 21 h Self-study hours: 99 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
none	BSc GM	Written exam	Interactive lecture, tutorial exercise	Prof. Dr. Ahrens

Qualifications
This course offers an introduction into basic problems of economic policy-making in Germany and Europe. Particular emphasis is given to the discussion of different paradigms of policy making, the role of economic institutions and actors as well as the problems of macroeconomic stabilization, business-cycle and growth policy.

Learning content
<ol style="list-style-type: none"> 1. Justifying government action in a market economy 2. Economic paradigms 3. Objectives, actors and tasks of economic policy making 4. Foundations of order policy 5. Stabilization and business-cycle policy 6. Growth and structural policy 7. Globalization towards a new paradigm in economic policy-making

Course			
No.	Title of the course	Lecturer	SH
16.2	Economic Policy	Prof. Dr. Ahrens	3

Module: BSc GM 2.3 International Focus I WS				
Semester	Duration	Type	ECTS-Credits	Student workload
1	1 week	elective	2	Contact hours: 21 h Self-study hours: 39 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
none	BSc GM	Term paper, presentation	Interactive lecture, block lecture	Prof. Dr. Ahrens

Qualifications
Regular lectures make way for the intensive international focus week in November/June; lectures, seminars, and discussions are held on a number of topics such as European integration, the Russian economy, economic development in China or, for example, politics and economics in the UK. In this week students receive input in different research areas referring to Asia Pacific or European Union. Furthermore, guest lecturer from the industry will present interesting topics related to their current international strategies.

Learning content
<ol style="list-style-type: none"> 1. EU : Economic development, political situation, case studies, workshops 2. Asia Pacific: BRICs, economic development, political situation, case studies, workshops

Course			
No.	Title of the course	Lecturer	SH
2.3	International Focus Week	External lecturer	2

Module: BSc GM 6.4 International Focus II SS				
Semester	Duration	Type	ECTS-Credits	Student workload
2	1 week	elective	2	Contact hours: 21 h Self-study hours: 39 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
none	BSc GM	Written exam (60 minutes)	Interactive lecture, block lecture	Prof. Dr. Ahrens

Qualifications
Regular lectures make way for the intensive international focus week in November/June; lectures, seminars, and discussions are held on a number of topics such as European integration, the Russian economy, economic development in China or, for example, politics and economics in the UK. In this week students receive input in different research areas referring to Asia Pacific or European Union. Furthermore, guest lecturer from the industry will present interesting topics related to their current international strategies.

Learning content
<ol style="list-style-type: none"> 1. EU : Economic development, political situation, case studies, workshops 2. Asia Pacific: BRICs, economic development, political situation, case studies, workshops

Course			
No.	Title of the course	Lecturer	SH
6.4	International Focus Week II	External lecturer	2

Module: BSc GM 11.3 International Focus III WS				
Semester	Duration	Type	ECTS-Credits	Student workload
3	1 week	elective	2	Contact hours: 21 h Self-study hours: 39 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	BSc GM	Written exam (60 minutes)	Interactive lecture, block lecture	External lecturer

Qualifications
Regular lectures make way for the intensive international focus week in November/June; lectures, seminars, and discussions are held on a number of topics such as European integration, the Russian economy, economic development in China or, for example, politics and economics in the UK. In this week students receive input in different research areas referring to Asia Pacific or European Union. Furthermore, guest lecturer from the industry will present interesting topics related to their current international strategies.

Learning content
<ol style="list-style-type: none"> 1. EU : Economic development, political situation, case studies, workshops 2. Asia Pacific: BRICs, economic development, political situation, case studies, workshops

Course			
No.	Title of the course	Lecturer	SH
11.3	International Focus Week III	External lecturer	2

Module: BSc GM 16.4 International Focus IV SS				
Semester	Duration	Type	ECTS-Credits	Student workload
4	1 week	elective	2	Contact hours: 21 h Self-study hours: 39 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	BSc GM	Written exam (60 minutes)	Interactive lecture, block lecture	Prof. Dr. Ahrens

Qualifications
Regular lectures make way for the intensive international focus week in November/June; lectures, seminars, and discussions are held on a number of topics such as European integration, the Russian economy, economic development in China or, for example, politics and economics in the UK. In this week students receive input in different research areas referring to Asia Pacific or European Union. Furthermore, guest lecturer from the industry will present interesting topics related to their current international strategies.

Learning content
<ol style="list-style-type: none"> 1. EU : Economic development, political situation, case studies, workshops 2. Asia Pacific: BRICs, economic development, political situation, case studies, workshops

Course			
No.	Title of the course	Lecturer	SH
16.4	International Focus Week IV	External lecturer	2

Module: German language course WS/SS				
Semester	Duration	Type	ECTS-Credits	Student workload
0	4-6 weeks	elective	6	Contact hours: 160 h Self-study hours: 20 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
Depending on level/grading	BSc GM/MSc GM	Written exam (60 minutes)	Interactive lecture, block lecture	External lecturer/IIK

Qualifications
The PFH undertakes to offer all incomings students a German language course either internally or through partner language institutes. Intensive German language courses are offered by our partner institute, the IIK. Applicants have to adhere to the IIK's registration procedure, which includes payment of the full course fee in advance. This is an opportunity for students to improve or intensify their German before semester begins. Students are welcome to continue with a higher level German course during semester.

Learning content
<ol style="list-style-type: none"> 1. Grammar 2. Listening Comprehension 3. Colloquial language

Course			
No.	Title of the course	Lecturer	SH
Not determined	German language course	External lecturer	Not comparable

Module: BSc GM 4.1 Business English I – General Review WS				
Semester	Duration	Type	ECTS-Credits	Student workload
1	1 Sem.	elective	3	Contact hours: 42 h Self-study hours: 48 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	BSc GM	Written exam (90 minutes)	Interactive lecture	External lecturer

Qualifications
All Business English courses have different topics which will be discussed in class. Business English courses are aimed to prepare students for different business situation like job application and to provide adequate vocabularies for Marketing Management, Product Management, Commercial Correspondence and Financial Management. Students will be able to discuss all relevant topics concerning these areas, including advertising, direct marketing and promotional tools. The different ways of promoting products for B2B Marketing up to the internet as promotional tool.

Learning content
<ol style="list-style-type: none"> 1. Grammar review 2. Review of expressions 3. Communication skills: discussions and presentations 4. Writing summaries of newspaper articles 5. Review: how to avoid typical mistakes

Course			
No.	Title of the course	Lecturer	SH
4.1	Business English I – General Review	External lecturer	4

Module: BSc GM 8.1 Business English II – Commercial Correspondence SS				
Semester	Duration	Type	ECTS-Credits	Student workload
2	1 Sem.	elective	3	Contact hours: 42 h Self-study hours: 48 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	BSc GM	Written exam (90 minutes)	Interactive lecture	External lecturer

Qualifications
All Business English courses have different topics which will be discussed in class. Business English courses are aimed to prepare students for different business situation like job application and to provide adequate vocabularies for Marketing Management, Product Management, Commercial Correspondence and Financial Management. Students will be able to discuss all relevant topics concerning these areas, including advertising, direct marketing and promotional tools. The different ways of promoting products for B2B Marketing up to the internet as promotional tool.

Learning content
<ol style="list-style-type: none"> 1. Special vocabulary on commercial correspondence 2. Appointments and travelling arrangements 3. Layout of business letter 4. Enquiries, offers and orders 5. Complaints and adjustments 6. INCO-Terms 7. Transport documents 8. Bank documents

Course			
No.	Title of the course	Lecturer	SH
8.1	Business English II – Commercial Correspondence	External lecturer	4

Module: BSc GM 13.1 Business English III – Job Application/General Management WS				
Semester	Duration	Type	ECTS-Credits	Student workload
3	1 Sem.	elective	3	Contact hours: 42 h Self-study hours: 48 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	BSc GM	Written exam (90 minutes)	Interactive lecture	External lecturer

Qualifications
All Business English courses have different topics which will be discussed in class. Business English courses are aimed to prepare students for different business situation like job application and to provide adequate vocabularies for Marketing Management, Product Management, Commercial Correspondence and Financial Management. Students will be able to discuss all relevant topics concerning these areas, including advertising, direct marketing and promotional tools. The different ways of promoting products for B2B Marketing up to the internet as promotional tool.

Learning content
<ol style="list-style-type: none"> 1. Special vocabulary on job application and general management 2. CV development 3. Correspondence 4. Active and passive interview techniques 5. General management topics <ol style="list-style-type: none"> A. Company structure B. Work and motivation C. Management and Cultural Destiny D. Recruitment

Course			
No.	Title of the course	Lecturer	SH
13.1	Business English III – Job application/ General Management	External lecturer	4

Module: BSc GM 17.1 Business English IV – Financial Management SS				
Semester	Duration	Type	ECTS-Credits	Student workload
4	1 Sem.	elective	3	Contact hours: 42 h Self-study hours: 48 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	BSc GM	Written exam (60 minutes), oral exam (10 minutes)	Interactive lecture	External lecturer

Qualifications
All Business English courses have different topics which will be discussed in class. Business English courses are aimed to prepare students for different business situation like job application and to provide adequate vocabularies for Marketing Management, Product Management, Commercial Correspondence and Financial Management. Students will be able to discuss all relevant topics concerning these areas, including advertising, direct marketing and promotional tools. The different ways of promoting products for B2B Marketing up to the internet as promotional tool.

Learning content
<ol style="list-style-type: none"> 1. Special vocabulary on financial management 2. Stocks and shares 3. Market structure and competition 4. Takeovers, mergers and buyouts 5. Efficiency and employment 6. Business ethics

Course			
No.	Title of the course	Lecturer	SH
17.1	Business English IV – Financial Management	External lecturer	4

Module: BSc GM 21.1 Business English V – The Product WS				
Semester	Duration	Type	ECTS-Credits	Student workload
5	1 Sem.	elective	3	Contact hours: 42 h Self-study hours: 48 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	BSc GM	Written exam (60 minutes), oral exam (10 minutes)	Interactive lecture	External lecturer

Qualifications
All Business English courses have different topics which will be discussed in class. Business English courses are aimed to prepare students for different business situation like job application and to provide adequate vocabularies for Marketing Management, Product Management, Commercial Correspondence and Financial Management. Students will be able to discuss all relevant topics concerning these areas, including advertising, direct marketing and promotional tools. The different ways of promoting products for B2B Marketing up to the internet as promotional tool.

Learning content
<ol style="list-style-type: none"> 1. Conception of a product 2. Launching a product 3. Business plan development 4. Market research including a case study on internet market research and production 5. The products and their specifications and product life cycle

Course			
No.	Title of the course	Lecturer	SH
21.1	Business English V – The Product	External lecturer	4

Module: BSc GM 4.2 Other Foreign Languages WS				
Semester	Duration	Type	ECTS-Credits	Student workload
1	1 Sem.	elective	2	Contact hours: 21 h Self-study hours: 39 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	BSc GM	Regular assessment throughout the course	Interactive lecture	Prof. Dr. Ahrens

Qualifications

It is a matter of importance for students to extend their language skills, in order to gain more international mobility towards their careers. Language learning gives you a competitive edge in today's job market. Therefore PFH offers students a range of language courses not only to extend their language skills, but also to broaden their intercultural skills. A minimum of 5 participants are required to materialize a course.

Learning content

Foreign Languages

- French I (A2/B1)
- Spanish I (A1/A2)
- Chinese for Beginners I

Course			
No.	Title of the course	Lecturer	SH
4.2	French I, Spanish I, Chinese I	External lecturer	2

Module: BSc GM 8.2 Other Foreign Languages SS				
Semester	Duration	Type	ECTS-Credits	Student workload
2	1 Sem.	elective	2	Contact hours: 21 h Self-study hours: 39 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	BSc GM	Written exam (60 minutes)	Interactive lecture	Prof. Dr. Ahrens

Qualifications

It is a matter of importance for students to extend their language skills, in order to gain more international mobility towards their careers. Language learning gives you a competitive edge in today's job market. Therefore PFH offers students a range of language courses not only to extend their language skills, but also to broaden their intercultural skills. A minimum of 5 participants are required to materialize a course.

Learning content

Foreign Languages

- French II (A2/B1)
- Spanish II (A1/A2)
- Chinese for Beginners II

Course			
No.	Title of the course	Lecturer	SH
8.2	French II, Spanish II, Chinese II	External lecturer	2

Module: BSc GM 13.2 Other Foreign Languages WS				
Semester	Duration	Type	ECTS-Credits	Student workload
3	1 Sem.	elective	2	Contact hours: 21 h Self-study hours: 39 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	BSc GM	Written exam (60 minutes)	Interactive lecture	Prof. Dr. Ahrens

Qualifications
It is a matter of importance for students to extend their language skills, in order to gain more international mobility towards their careers. Language learning gives you a competitive edge in today's job market. Therefore PFH offers students a range of language courses not only to extend their language skills, but also to broaden their intercultural skills. A minimum of 5 participants are required to materialize a course.

Learning content
Foreign Languages <ul style="list-style-type: none"> • French III (A2/B1) • Spanish III (A1/A2) • Chinese for Beginners III

Course			
No.	Title of the course	Lecturer	SH
13.2	French III, Spanish III, Chinese III	External lecturer	2

Module: BSc GM 17.2 Other Foreign Languages SS				
Semester	Duration	Type	ECTS-Credits	Student workload
4	1 Sem.	elective	2	Contact hours: 21 h Self-study hours: 39 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	BSc GM	Oral exam (15 minutes)	Interactive lecture	Prof. Dr. Ahrens

Qualifications

It is a matter of importance for students to extend their language skills, in order to gain more international mobility towards their careers. Language learning gives you a competitive edge in today's job market. Therefore PFH offers students a range of language courses not only to extend their language skills, but also to broaden their intercultural skills. A minimum of 5 participants are required to materialize a course.

Learning content

Foreign Languages

- French IV (A2/B1)
- Spanish IV (A1/A2)
- Chinese for Beginners IV

Course			
No.	Title of the course	Lecturer	SH
17.2	French IV, Spanish IV, Chinese IV	External lecturer	2

Module: BSc GM 21.2 Other Foreign Languages WS				
Semester	Duration	Type	ECTS-Credits	Student workload
5	1 Sem.	elective	2	Contact hours: 21 h Self-study hours: 39 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	BSc GM	Oral exam (15 minutes)	Interactive lecture	Prof. Dr. Ahrens

Qualifications

It is a matter of importance for students to extend their language skills, in order to gain more international mobility towards their careers. Language learning gives you a competitive edge in today's job market. Therefore PFH offers students a range of language courses not only to extend their language skills, but also to broaden their intercultural skills. A minimum of 5 participants are required to materialize a course.

Learning content

Foreign Languages

- French V (A2/B1)
- Spanish V (A1/A2)
- Chinese for Beginners V

Course			
No.	Title of the course	Lecturer	SH
21.2	French V, Spanish V, Chinese V	External lecturer	2

Module: BSc GM 16.3 Scientific Writing WS/SS				
Semester	Duration	Type	ECTS-Credits	Student workload
Depends	1 Sem.	elective	2	Contact hours: 21 h Self-study hours: 39 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	BSc GM	Term paper	Workshop, block seminar	Prof. Dr. Ahrens

Qualifications
This course is aimed to give students instructions how to write an academic or scientific term paper. Beginning from the abstract until conclusion. The course content focuses on structuring, wording and referencing as well as on working with Microsoft Word.

Learning content
<ol style="list-style-type: none"> 1. Structuring 2. Wording 3. Referencing 4. Microsoft word template 5. Researching

Course			
No.	Title of the course	Lecturer	SH
16.3	Scientific Writing	N.N.	2

Module: BSc GM 2.4 Scientific Methods WS/SS				
Semester	Duration	Type	ECTS-Credits	Student workload
Depends	1 Sem.	elective	1	Contact hours: 11 h Self-study hours: 20 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	BSc GM	Term paper	Workshop, block seminar	Prof. Dr. Ahrens

Qualifications
This course is aimed to give students instructions how to write an academic or scientific term paper. Beginning from the abstract until conclusion, how to research qualitative sources and to build a reliable reference list.

Learning content
<ol style="list-style-type: none"> 1. Structuring academic writing 2. How to write an introduction 3. Research methods for qualitative resources

Course			
No.	Title of the course	Lecturer	SH
2.4	Scientific Methods	Prof. Dr. Ahrens	2
2.4	Scientific Methods	Prof. Dr. Schüle	2

Module: MSc GM 3.1 Business English I – Marketing Management WS				
Semester	Duration	Type	ECTS-Credits	Student workload
1	1 Sem.	elective	2	Contact hours: 21 h Self-study hours: 39 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	Written exam (60 minutes)	Workshop, block seminar	Prof. Dr. Ahrens

Qualifications
Students will be able to discuss marketing themes in English using the appropriate vocabulary. This seminar looks at all the different marketing management topics, including advertising, direct marketing and promotional tools. The different ways of promoting products for B”B marketing up to the internet as promotional tool.

Learning content
<ol style="list-style-type: none"> 1. Marketing and economic terminology 2. Marketing within the value added chain 3. Marketing in the business world

Course			
No.	Title of the course	Lecturer	SH
3.1	Business English I – Marketing Management	External lecturer	2

Module: MSc GM 7.2 Business English II – International Macroeconomics SS				
Semester	Duration	Type	ECTS-Credits	Student workload
2	1 Sem.	elective	3	Contact hours: 21 h Self-study hours: 69 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	Term paper, oral exam (15 minutes)	Workshop, block seminar	Prof. Dr. Ahrens

Qualifications
Students will be able to discuss marketing themes in English using the appropriate vocabulary. This seminar focuses on topics regarding International Macroeconomics. The role of government in business in conjunction with the central bank (interest rates, business cycles, international trade, money supply, and taxation).

Learning content
<ol style="list-style-type: none"> 1. Reading skills 2. Introduction to the subject: the ABC of academic writing (science communication) 3. The process of writing and the research process 4. Visuals: graphics, tables and describing trends 5. Punctuation and capitalization 6. The tenses of academic writing 7. Logical connectors and linking devices in scientific papers 8. Quoting and paraphrasing 9. Copyrights and referencing publishes work 10. Management and economic terminology

Course			
No.	Title of the course	Lecturer	SH
7.2	Business English II – International Macroeconomics	External lecturer	2

Module: MSc GM 2.3 Sales Management I WS				
Semester	Duration	Type	ECTS-Credits	Student workload
1	1 Sem.	elective	7	Contact hours: 42 h Self-study hours: 168 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	One written assignment (4 ECTS) and a final written exam (3 ECTS)	Interactive lecture, advice sessions, research work	Prof. Dr. Sierke

Qualifications
Students learn the relevant disciplines associated with the core business function of Sales. Particular emphasis is placed on B2B sales. Students know about the different tasks involved and adequate procedures in sales and can apply these.

Learning content
<p>Block 1</p> <ol style="list-style-type: none"> 1. Sales – classification and conceptual definition <ol style="list-style-type: none"> A. Sales – a working definition B. Sales support through marketing C. The market trends D. Marketing and sales approaches E. Requirements of a customer and process oriented sales 2. Sales Policy <ol style="list-style-type: none"> A. Definition and Typology B. Interaction of the sales policy elements C. Sales within B2B D. Distribution Channels 3. Customer orientation, closeness to customers, customer satisfaction and customer loyalty <p>Block 2 “Aspects of Personal Selling in B2B Relationships”</p> <ol style="list-style-type: none"> 1. Sales Strategy <ol style="list-style-type: none"> A. Products, Goals, Budgets 2. Sales Organization Management <ol style="list-style-type: none"> A. Sales team structure B. Deployment C. Compensation D. Performance planning and reporting 3. Sales Process <ol style="list-style-type: none"> A. Customer management B. Sales conversations and presentations C. Close and execution 4. Communication <ol style="list-style-type: none"> A. Models B. Objection management C. Negotiation strategies and tactics 5. Case Studies

Course			
No.	Title of the course	Lecturer	SH
2.3	Sales Management I Block 1	Prof. Dr. Heinlein	4
2.3	Sales Management I Block 2	Tom Schaper	4

Module: MSc GM 2.4 International Marketing I WS				
Semester	Duration	Type	ECTS-Credits	Student workload
1	1 Sem.	Elective	7	Contact hours: 42 h Self-study hours: 168 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	One written assignment (4 ECTS) and a final written exam (3 ECTS)	Interactive lecture, advice sessions, research work	Prof. Dr. Sierke

Qualifications
<p>Students recognise how marketing activities draw on social science fundamentals involving psychology and sociology in order to explain consumer behaviour.</p> <p>From the viewpoint of "Integrated Marketing", students develop a perspective or model which substantiates the effects of all marketing activities in an undertaking in their interplays. Students understand and are able to explain brand management, which leads on to brand communication and its mechanisms of effect.</p>

Learning content
<p>Block 1</p> <ol style="list-style-type: none"> 1. Social Physics 2. Collaborative Consumption. 3. Digital Trends and their Impact on Society and Customer Behavior. <p>Block 2</p> <ol style="list-style-type: none"> 1. Global Advertising/Promotion 2. Global Consumers 3. Global Opportunity - Mobile & Social Media 4. Branding Cross Culture

Course			
No.	Title of the course	Lecturer	SH
2.4	International Marketing I	Prof. Dr. Riekhof	4
2.4	International Marketing I	Dr. Jenny Ma	4

Module: MSc GM 6.3 Sales Management II SS				
Semester	Duration	Type	ECTS-Credits	Student workload
2	1 Sem.	Elective	4	Contact hours: 42 h Self-study hours: 78 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	Written Exam (90 minutes) or Oral Exam (15 minutes)	Regular lecture	Prof. Dr. Albe

Qualifications
Students expand their knowledge of selected topics related to the core corporate sales function. Theoretical fundamentals form the starting point for learning and implementation in practice. Students can apply this knowledge and are qualified to take on responsibilities in higher-ranking sales positions.

Learning content
<ol style="list-style-type: none"> 1. Selected aspects of the sales organisation <ol style="list-style-type: none"> A. Efficiency of the sales organisation B. Sales and E-Commerce 2. Customer satisfaction <ol style="list-style-type: none"> A. The Kano model B. The Homburg model C. The KAMQUAL model D. Gauging customer satisfaction 3. Customer bonding <ol style="list-style-type: none"> A. Theoretical fundamentals B. Empirical findings C. Sales strategies for bonding customers 4. Customer qualification – customer value 5. Key Account Management

Course			
No.	Title of the course	Lecturer	SH
6.3	Sales Management II	Prof. Dr. Heinlein	4
6.3	Sales Management II	Tom Schaper	4

Module: MSc GM 6.4 International Marketing II SS				
Semester	Duration	Type	ECTS-Credits	Student workload
2	1 Sem.	elective	3	Contact hours: 21 h Self-study hours: 69 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	Written Exam (90 minutes) or Oral Exam (15 minutes)	Regular lecture	Prof. Dr. Albe

Qualifications
<p>Under the term product management, students acquire the knowledge and skills they will require as graduates for a later position as product manager.</p> <p>In addition, they get to understand how distribution affects marketing work and how distribution paths need to be determined in marketing decisions. They work on the philosophy of the exact testing and controllability of all marketing measures as a characteristic of direct marketing and learn to recognize the critical factors in the success of E-Business and to use these in specific industries and businesses.</p>

Learning content
<p>Part I</p> <ol style="list-style-type: none"> 1. Pricing: Objectives 2. Introduction: Why Pricing matters 3. Pricing Research 4. Pricing Strategy 5. Pricing Execution 6. Pricing Controlling 7. Next Steps in Pricing <p>Part II</p> <ol style="list-style-type: none"> 8. Branding 9. Direct Marketing & Marketing Communication 10. E-business & its Implications for Marketers

Course			
No.	Title of the course	Lecturer	SH
6.4	International Marketing II	Prof. Dr. Riekhof	4
6.4	International Marketing II	Dr. Jenny Ma	4

Module: MSc GM 7.1 International Political Economy SS				
Semester	Duration	Type	ECTS-Credits	Student workload
2	1 Sem.	elective	3	Contact hours: 21 h Self-study hours: 69 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	Assignment and Oral Exam (15 Minutes)	Interactive lecture	Prof. Dr. Ahrens

Qualifications
<p>This course is about the political economy of policy reform in emerging economies and less developed countries. How can policy makers craft a stable and secure politico-institutional foundation for economic reform? Theories: New Political Economy and New Institutional Economics. Methodology: Country-specific experiences will be highlighted through the presentation and discussion of case studies.</p> <p>The course objectives are to promote students' analytical capabilities as well as discussion and presentation skills, to raise awareness of interdisciplinary analyses and their relevance for business strategies, to provide knowledge about different theories in economics and political science and insight into economic and political reforms in emerging economies and less developed countries.</p> <p>This is a reading class that consists of around 6 lectures, during which students are expected to actively participate in discussions.</p>

Learning content
<ol style="list-style-type: none"> 1. Introduction 2. Theoretical approaches: neoclassical theory, New Institutional Economics and New Political Economy 3. The agenda for political reforms: on the sequence, timing and speed of economic reforms 4. The role of the state and political barriers for implementing reforms 5. Country analyses 6. Collective action and institutions: on the importance of governance for successful economic development

Course			
No.	Title of the course	Lecturer	SH
7.1	International Political Economy	Prof. Dr. Ahrens	3

Module: MSc GM 4.1 Project Work I WS				
Semester	Duration	Type	ECTS-Credits	Student workload
1	1 Sem.	Elective	8	Contact hours: 0 h Self-study hours: 240 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	Term paper and presentation	Regular lecture, block lecture	Prof. Dr. Zilling

Qualifications
<p>In this module, students tackle topics taken from current events or which arise from on-going research or practical projects. They are able to describe and analyse complex interplays and draw a reference to theory-practice in their project reports.</p> <p>During the project work and in dependence on the chosen subject, the students' expertise is expanded on the basis of the knowledge gained during the Master's degree course. Students deal with methods of project management and the planning of work procedures, working in a structured manner and independently in the team.</p> <p>Depending on the nature of the assignment, projects could involve individual or group work.</p>

Learning content
<p>The learning content depends on the type of project the students chooses.</p> <p>An example could be the following: Regional economic development, European integration, international marketing, good governance in developing countries or, for example, public policy on innovation. The main theme/s of the course shall be presented in the first week of lecturers; students will be assigned a topic/case study for their term paper to be written in English and presented (20min) during a seminar taking place shortly after submission.</p> <p>A term paper of 20 pages is to be written in English.</p> <p>The paper is to be written in accordance with the principles of scientific and academic writing. At least 15 academic (non-online) sources are to be cited.</p>

Course			
No.	Title of the course	Lecturer	SH
4.1	Project Work I	Faculty members	0

Module: MSc GM 8.1 Project Work II SS				
Semester	Duration	Type	ECTS-Credits	Student workload
2	1 Sem.	elective	8	Contact hours: 0 h Self-study hours: 240 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	Term paper and presentation	Regular lecture, block lecture	Prof. Dr. Zilling

Qualifications
<p>In this module, students tackle topics taken from current events or which arise from on-going research or practical projects. They are able to describe and analyse complex interplays and draw a reference to theory-practice in their project reports.</p> <p>During the project work and in dependence on the chosen subject, the students' expertise is expanded on the basis of the knowledge gained during the Master's degree course. Students deal with methods of project management and the planning of work procedures, working in a structured manner and independently in the team.</p> <p>Depending on the nature of the assignment, projects could involve individual or group work.</p>

Learning content
<p>The learning content depends on the type of project the students chooses.</p> <p>An example could be the following:</p> <p>Regional economic development, European integration, international marketing, good governance in developing countries or, for example, public policy on innovation. The main theme/s of the course shall be presented in the first week of lecturers; students will be assigned a topic/case study for their term paper to be written in English and presented (20min) during a seminar taking place shortly after submission.</p> <p>A term paper of 20 pages is to be written in English.</p> <p>The paper is to be written in accordance with the principles of scientific and academic writing. At least 15 academic (non-online) sources are to be cited.</p>

Course			
No.	Title of the course	Lecturer	SH
8.1	Project Work II	Faculty members	0

Module: MSc GM 9.1 Project Work III WS				
Semester	Duration	Type	ECTS-Credits	Student workload
3	1 Sem.	elective	8	Contact hours: 0 h Self-study hours: 240 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	Term paper and presentation	Regular lecture, block lecture	Prof. Dr. Zilling

Qualifications
<p>In this module, students tackle topics taken from current events or which arise from on-going research or practical projects. They are able to describe and analyse complex interplays and draw a reference to theory-practice in their project reports.</p> <p>During the project work and in dependence on the chosen subject, the students' expertise is expanded on the basis of the knowledge gained during the Master's degree course. Students deal with methods of project management and the planning of work procedures, working in a structured manner and independently in the team.</p> <p>Depending on the nature of the assignment, projects could involve individual or group work.</p>

Learning content
<p>The learning content depends on the type of project the students chooses. An example could be the following:</p> <p>Regional economic development, European integration, international marketing, good governance in developing countries or, for example, public policy on innovation. The main theme/s of the course shall be presented in the first week of lecturers; students will be assigned a topic/case study for their term paper to be written in English and presented (20min) during a seminar taking place shortly after submission.</p> <p>A term paper of 20 pages is to be written in English. The paper is to be written in accordance with the principles of scientific and academic writing. At least 15 academic (non-online) sources are to be cited.</p>

Course			
No.	Title of the course	Lecturer	SH
9.1	Project Work III	Faculty members	0

Module: MSc GM B1.1 Corporate Strategy WS				
Semester	Duration	Type	ECTS-Credits	Student workload
1	1 Sem.	elective	2	Contact hours: 21 h Self-study hours: 39 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	Written exam (90 minutes)	Interactive lecture, case studies simulation game	N.N.

Qualifications
<p>Building on the value chain approach, the student's knowledge is expanded through Porter's approach with regard to corporate infrastructure in a modified, modern form. Students can critically categorise the central tasks and dimensions of corporate management.</p> <p>Students acquire fundamental theoretical knowledge and applied skills in management research and practice. During the Corporate Management course, students particularly learn to use the main methods and techniques which enable them to take on responsible management positions and to reflect critically upon the strategic instruments and strategic processes commonly found in practical management.</p> <p>Students understand the triptych of strategy, structure and culture as one of the major factors in management decision-making from an organisational aspect and from human resources management. The module qualifies students to take on management positions in companies. Insofar, this module can be regarded as being closely connected to the "Entrepreneurship" module. However, whilst the focus there is on owner-run enterprises, the "Executive Management" module takes the viewpoint of a large-scale undertaking listed on the stock exchange.</p>

Learning content
<ol style="list-style-type: none"> 1. Categorization of corporate strategy <ol style="list-style-type: none"> A. Delimitation of the terms strategy and strategic management B. Theoretical perspectives of strategic management 2. Process of strategic management <ol style="list-style-type: none"> A. Strategic goal formation B. Strategic analysis C. Formulation of strategy D. Implementation of strategy 3. Strategic control 4. Case study on strategic management

Course			
No.	Title of the course	Lecturer	SH
B1.1	Corporate Strategy	Prof. Dr. R. Rickards	0

Module: MSc GM B1.2 Human Resource Management WS				
Semester	Duration	Type	ECTS-Credits	Student workload
1	1 Sem.	Elective	2	Contact hours: 21 h Self-study hours: 39 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	Chartbook and presentation	Interactive lecture, seminar (students' chartbook presentations)	Prof. Dr. Antje Britta Mörstedt

Qualifications
<p>Building on the value chain approach, the student's knowledge is expanded through Porter's approach with regard to corporate infrastructure in a modified, modern form. Students can critically categorise the central tasks and dimensions of corporate management.</p> <p>Students acquire fundamental theoretical knowledge and applied skills in management research and practice. During the Corporate Management course, students particularly learn to use the main methods and techniques which enable them to take on responsible management positions and to reflect critically upon the strategic instruments and strategic processes commonly found in practical management.</p> <p>Students understand the triptych of strategy, structure and culture as one of the major factors in management decision-making from an organisational aspect and from human resources management. The module qualifies students to take on management positions in companies.</p> <p>Insofar, this module can be regarded as being closely connected to the "Entrepreneurship" module. However, whilst the focus there is on owner-run enterprises, the "Executive Management" module takes the viewpoint of a large-scale undertaking listed on the stock exchange.</p>

Learning content
<p>Explanation of the Term HRM</p> <p>Challenges of HRM</p> <p>The Term Generation</p> <p>Differentiation of Significant Generations</p> <p>Possible Content of Demographic Human Resource Work</p> <p>Characteristics of generation Y (Millennials) in comparison to generation Z</p> <p>Significant Instruments of HRM to Fulfill the Expectations of Generation Y:</p> <ul style="list-style-type: none"> • Recruitment • Cultivation • Retention Management • Leadership Management

Course			
No.	Title of the course	Lecturer	SH
B1.2	Human Resources Management	Prof. Dr. Antje Britta Mörstedt	2

Module: MSc GM B1.3 Organization WS				
Semester	Duration	Type	ECTS-Credits	Student workload
1	1 Sem.	elective	2	Contact hours: 21 h Self-study hours: 39 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	Written exam	Regular lecture, block lecture	Prof. Dr. Antje Britta Mörstedt

Qualifications
<p>Building on the value chain approach, the student's knowledge is expanded through Porter's approach with regard to corporate infrastructure in a modified, modern form. Students can critically categorise the central tasks and dimensions of corporate management.</p> <p>Students acquire fundamental theoretical knowledge and applied skills in management research and practice. During the Corporate Management course, students particularly learn to use the main methods and techniques which enable them to take on responsible management positions and to reflect critically upon the strategic instruments and strategic processes commonly found in practical management.</p> <p>Students understand the triptych of strategy, structure and culture as one of the major factors in management decision-making from an organisational aspect and from human resources management. The module qualifies students to take on management positions in companies. Insofar, this module can be regarded as being closely connected to the "Entrepreneurship" module. However, whilst the focus there is on owner-run enterprises, the "Executive Management" module takes the viewpoint of a large-scale undertaking listed on the stock exchange.</p>

Learning content
<p>The course is structured as follows. Note that all contents are subject to changes even after the course has started.</p> <ol style="list-style-type: none"> 1. Foundations <p><u>Part I: The Manager's Behaviour with Hidden Information Problems</u></p> <ol style="list-style-type: none"> 2. Screening 3. Signaling <p><u>Part II: The Manager's Behaviour with Hidden Action Problems</u></p> <ol style="list-style-type: none"> 4. Pay for Performance 5. Monitoring 6. Social Preferences 7. Teamwork <p><u>Part III: The Manager's Behaviour with Hidden Action & Hidden Information Problems</u></p> <ol style="list-style-type: none"> 8. Promotions

Course			
No.	Title of the course	Lecturer	SH
B1.3	Organization	Dr. Marco de Pinto, Chair of Personnel Economics at	2

		Trier University	
--	--	------------------	--

Module: MSc GM 3.2 Soft Skills WS				
Semester	Duration	Type	ECTS-Credits	Student workload
1	1 Sem.	elective	1	Contact hours: 21 h Self-study hours: 9 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	Attendance	Regular lecture, block lecture	External lecturer

Qualifications
<p>Students improve their command of English language and extend their key qualifications. There are integral components of the internationally aligned Master’s degree course and required in all modules during the course of studies as well as in the future working environment. The aims of this module are:</p> <ul style="list-style-type: none"> To acquire and expand knowledge in business English, in particular concerning marketing topics. To teach/ apply conflict management skills so that these can be deployed in the intended profession in the best possible way.

Learning content
<p>Conflict Management – from Conflict to Cooperation</p> <ol style="list-style-type: none"> Recognizing conflicts at an early stage <ol style="list-style-type: none"> Interpreting communicative signals Perception – interpretation – conflict What are the basic obstacles? Different conflicts <ol style="list-style-type: none"> Taking action Developing strategies Play out or avoid conflicts? How do others perceive you in a conflict situation? <ol style="list-style-type: none"> Video training Principles of perception Introduction to the theory of communication <ol style="list-style-type: none"> Four sides of a message Non-verbal communication Active listening Introduction to conflict theory <ol style="list-style-type: none"> Recognizing conflicts Analyzing conflicts Different types of conflicts Strategies to resolve

Course			
No.	Title of the course	Lecturer	SH
3.2	Soft Skills I	External lecturer	0

Module: MSc GM B5.1 Innovation Management SS				
Semester	Duration	Type	ECTS-Credits	Student workload
2	1 Sem.	elective	2	Contact hours: 21 h Self-study hours: 39 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	Written Exam (90 minutes) or Assignment	Interactive lecture	Prof. Zilling/ N.N.

Qualifications
<p>Students gain theoretical and applied knowledge to manage SMEs and owner-run undertakings. Whilst traditional business administration science is oriented to the concerns listed on the stock market, the perspective of undertakings run by entrepreneurs is assumed in this module. In the design of its content, the course looks at the main challenges faced by SMEs in a changing global economy. Alongside the fundamental knowledge concerning problems in the life cycles of SMEs, particular attention is paid to innovation management and company succession. The course methodology consists of a critical reflection of empirical and theoretical findings involved in SME management and SME economics. Particular emphasis is placed on the integration of case studies. The course thus also serves as preparation for the case study to be processed by students during the internship phase. Students are well-qualified to take up management positions in SMEs or even in internal or external succession processes in family-run businesses.</p>

Learning content
<ol style="list-style-type: none"> 1. Introduction to Innovation management <ol style="list-style-type: none"> A. Innovation terms B. Importance of innovation for the overall economy Innovation regime 2. Planning phase in the innovation process <ol style="list-style-type: none"> A. Generating ideas Assessing ideas 3. Implementation phase in the innovative process <ol style="list-style-type: none"> A. Launching innovations onto the market B. Adoption process; diffusion models C. Resistance to innovations (promoters/ opponents) D. Project management 4. Obstacles to innovation projects 5. Critical success factors of innovations

Course			
No.	Title of the course	Lecturer	SH
B5.1	Innovation Management	N.N.	2

Module: MSc GM B5.2 Management for SMEs SS				
Semester	Duration	Type	ECTS-Credits	Student workload
2	1 Sem.	elective	2	Contact hours: 21 h Self-study hours: 39 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	Interactive lecture Written exam (90 minutes) or Assignment	Interactive lecture	Prof. Dr. Vollmar

Qualifications
<p>Students gain theoretical and applied knowledge to manage SMEs and owner-run undertakings. Whilst traditional business administration science is oriented to the concerns listed on the stock market, the perspective of undertakings run by entrepreneurs is assumed in this module.</p> <p>In the design of its content, the course looks at the main challenges faced by SMEs in a changing global economy. Alongside the fundamental knowledge concerning problems in the life cycles of SMEs, particular attention is paid to innovation management and company succession.</p> <p>The course methodology consists of a critical reflection of empirical and theoretical findings involved in SME management and SME economics. Particular emphasis is placed on the integration of case studies. The course thus also serves as preparation for the case study to be processed by students during the internship phase.</p> <p>Students are well-qualified to take up management positions in SMEs or even in internal or external succession processes in family-run businesses.</p>

Learning content
<ol style="list-style-type: none"> 1. The role of the entrepreneur in business 2. The entrepreneurial profile 3. The benefits of entrepreneurship 4. The drawbacks of entrepreneurship 5. The forces that are driving the growth of entrepreneurship 6. Cultural diversity of entrepreneurship 7. What role do small businesses play in the economy? 8. Putting failure into the proper perspective 9. What can entrepreneurs do to avoid becoming another failure statistic?

Course			
No.	Title of the course	Lecturer	SH
B5.2	Management for SMEs	Prof. Dr. Rickards	0

Module: MSc GM B5.3 Company Succession SS				
Semester	Duration	Type	ECTS-Credits	Student workload
2	1 Sem.	elective	2	Contact hours: 21 h Self-study hours: 39 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	Written Exam (90 minutes) or Assignment	Interactive lecture	N.N.

Qualifications
<p>Students gain theoretical and applied knowledge to manage SMEs and owner-run undertakings. Whilst traditional business administration science is oriented to the concerns listed on the stock market, the perspective of undertakings run by entrepreneurs is assumed in this module.</p> <p>In the design of its content, the course looks at the main challenges faced by SMEs in a changing global economy. Alongside the fundamental knowledge concerning problems in the life cycles of SMEs, particular attention is paid to innovation management and company succession.</p> <p>The course methodology consists of a critical reflection of empirical and theoretical findings involved in SME management and SME economics. Particular emphasis is placed on the integration of case studies. The course thus also serves as preparation for the case study to be processed by students during the internship phase.</p> <p>Students are well-qualified to take up management positions in SMEs or even in internal or external succession processes in family-run businesses.</p>

Learning content
<p>Part I: Student learn to describe personality traits of entrepreneurs, identify psychological reasons why succession planning can be difficult, describe the phases of a succession plan, give recommendations on how to implement a succession planning process and explain the contingency model for deciding whether to select a family member or an external person as successor.</p> <ol style="list-style-type: none"> 1. What is succession planning? 2. What characterizes successful entrepreneurs? 3. Why do business owners struggle with finding a successor? 4. Phases of a succession plan 5. How to implement a succession planning process? 6. The contingency model <p>Part II: For private, owner-managed, or family-owned businesses, a solid succession plan can drive the growth of the business, reduce taxes, and set the stage for retirement.</p> <p>What are the broad range of questions that business owners need to consider in order to facilitate an orderly transition of management and ownership?</p> <ol style="list-style-type: none"> 1. How a strategic, long-term approach to business succession planning can help meet personal and business goals — and how to get started. 2. How the choice of entity structure, valuation methods and financing options can impact succession planning — and outcomes — for private businesses. 3. How management talent assessment, development and compensation planning can help solidify the next generation of company leadership. 4. How planning ahead for estate and gift taxes, life insurance and investments can help address family and business needs and meet retirement goals. 5. How to balance business needs and family concerns in order to create a long-term governance plan that can help the business and family prosper together. 6. How adopting leading practices and strategies can help confirm one’s legacy isn’t left to chance.

<p>Part III – Legal aspects</p> <ol style="list-style-type: none"> 1. Succession in Germany – State of Play 2. Company Succession and M&A 3. M&A Process 4. Recent Legal Developments in the M&A Market

Course			
No.	Title of the course	Lecturer	SH
B5.3	Company Succession	Prof. Dr. Vollmar	2
B5.3	Company Succession	Prof. Dr. Rickards	2
B5.3	Company Succession	Prof. Dr. Lahme	2
B5.3	Company Succession	Prof. Dr. Weibelzahl	2

Module: BSc PSY 9b Developmental Psychology – Adulthood				
Semester	Duration	Type	ECTS-Credits	Student workload
3	1 Sem.	elective	5	Contact hours: 42 h Self-study hours: 108 h

Frequency of offer: only in winter semesters

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
Developmental Psychology – Childhood and Adolescence	BSc PSY	Written exam (60 minutes), presentation	Lecture, seminar	Prof. Dr. Lepach-Engelhardt

Qualifications
<p>The students know the particularities of developmental psychology during adult age and are able to discuss the various development sectors.</p> <p>After an introduction to developmental psychology regarding age and to the importance of development context, the lecturer will discuss the development of cognition, motivation, personality and the Self during adulthood. Furthermore, the students gain knowledge about study designs appropriate to the developmental context. Various aspects of prevention and intervention regarding critical life tasks and aging in midlife and old age are discussed.</p> <p>Qualification objectives are to enable the students to understand and comprehend the various development aspects during adulthood, and to apply their knowledge to practical use. The contents make up the foundation for the understanding of developmental changes in adult age, and help the students to affect influencing factors.</p>

Learning content
<p>1. Cognitive Development, motivation, personality and Self (lecture)</p> <ul style="list-style-type: none"> A. Basic assumption and concepts of developmental psychology of lifespan B. Social development in partnership, parenthood and older age C. Modern family concepts D. Cognitive development E. Motivational development and life goals F. Development of Self and well-being G. Health and activities of daily living in older age H. Death and dying I. Implementation aspects (prevention and intervention) <p>2. Chosen Areas of Development (seminar)</p> <p>The event deepens chosen aspects of development based on research literature. Discussions encourage a critical reflection of theory and models.</p> <p>3. Chosen Areas of Development (seminar)</p> <p>The event deepens chose aspects of development based on research literature. Discussions encourage a critical reflection of theory and models.</p>

Course			
No.	Title of the course	Lecturer	SH
9.b	Developmental Psychology – Adulthood	Prof. Dr. Lepach-Engelhardt	4

Module: BSc PSY 10.a General Psychology IIa				
Semester	Duration	Type	ECTS-Credits	Student workload
2	1 Sem.	elective	4	Contact hours: 42 h Self-study hours: 78 h

Frequency of offer: only in summer semesters

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
General Psychology I	Bachelor PSY, BSc WiPsy	Written exam (60 minutes), presentation	Lecture, seminar	Prof. Dr. Wenke

Qualifications
<p>General Psychology is concerned with mental representations, processes and functional principles of human behavior and experience. General psychology IIa covers theory and findings on human thinking and decision making.</p> <p>After the lecture + seminar the students are able to reflect and compare theories and concepts of cognitive psychology concerned with thinking, and can apply them to new practical problems.</p>

Learning content
<ol style="list-style-type: none"> 1. Thinking and decision making (lecture) <p>The lecture is about the basic phenomena associated with (human) thinking as well as their theoretical explanations:</p> <ol style="list-style-type: none"> A. Reasoning: Deductive, inductive and analogical reasoning B. Problem solving: transformation problems, insight problems, complex problem solving, expertise C. Judgment and decision-making 2. Applied psychology of judgment and decision making (seminar) <ol style="list-style-type: none"> A. Complements and deepens the contents of lecture with special emphasis on applications

Course			
No.	Title of the course	Lecturer	SH
10.a	General Psychology IIa	Prof. Dr. Wenke	4

Module: BSc PSY 10b General Psychology IIb				
Semester	Duration	Type	ECTS-Credits	Student workload
3	1 Sem.	elective	4	Contact hours: 42 h Self-study hours: 78 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
General Psychology 1+2	BSc PSY, BSc WiPsy	term paper	lecture, seminar	Prof. Dr. Wenke

Qualifications
<p>General Psychology is about structures, processes and functional principles of human thinking, problem solving and decision-making. The basics of emotion, experience and behavior are part of the lecture as well.</p> <p>After the lecture the students are able to reflect and compare theories and concepts of psychology, and use them for new practical problems.</p>

Learning content
<ol style="list-style-type: none"> 1. Emotion and Motivation (lecture) The lecture gives an overview about theories and results of motivational conditions and requirements of human behavior. Traditional and new theories will be discussed. 2. Emotion and Motivation – Deepening (seminar) Aspects of motivation and emotion psychology are deepened with literature. Discussions and reflection of the theories are part of the seminar as well.

Course			
No.	Title of the course	Lecturer	SH
10.b	General Psychology IIb	Prof. Dr. Wenke	4

Module: BSc PSY 12.a.1 Work and Organization Psychology				
Semester	Duration	Type	ECTS-Credits	Student workload
3	1 Sem.	elective	4	Contact hours: 42 h Self-study hours: 78 h

Frequency of offer: only in winter semesters

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	BSc PSY	Exam (60 minutes) or term paper	Lecture and seminar	Prof. Dr. Vogelgesang

Qualifications
<p>The students possess important theoretical and application-oriented skills in the field of work psychology. They recognize the psychological motivations, processes, conditions, results, and consequences of human work and work behaviour in the context of enterprises and other organizations. They are capable of analyzing, evaluating, and (re-)designing tasks, jobs, conditions and work environments by purposefully applying selected procedures of work analysis and critically reflecting their value.</p> <p>In the lectures, the fundamental facts are taught. The aim is to create an overview of the meaning of psychological concepts in the application field of job analysis procedures for the students and to teach functional expertise for the use of concrete measures.</p> <p>Since work and organization psychology gains importance as a foundation course, the module constitutes an important practice-oriented deepening.</p> <p>The contents of modules 13.a.1 and 13.b.1 create the basis for the practical use of work psychological measures and constitute an essential component of a business psychological orientation.</p>

Learning content
<ol style="list-style-type: none"> 1. Work Psychology (lecture) <ol style="list-style-type: none"> A. Development of work B. Regulation of work behavior C. Career choice and career development D. Working security E. Work and health—effects of work F. Work and emotion G. Work-life-balance H. Flexibilization of work a psychological contract I. Unemployment J. Demographic change, work, and age 2. Working psychology (exercise) Analysis and reflection of different work psychological concepts by way of illustration.

Course			
No.	Title of the course	Lecturer	SH
12.a.1	Work and Organization Psychology	Prof. Dr. Vogelgesang	4

Module: BSc PSY 12.a.2 Clinical Psychology				
Semester	Duration	Type	ECTS-Credits	Student workload
3	1 Sem.	elective	4	Contact hours: 42 h Self-study hours: 78 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	BSc PSY	Exam (60 minutes) or long term paper	Lecture and seminar	Prof. Dr. Ruhland

Qualifications
<p>The students possess important theoretical and application-oriented skills in the field of clinical psychology.</p> <p>In the lectures, the fundamental technical facts are taught. The aim is to create an overview of the foundation and types of mental disorders and to introduce them to the fields of epidemiology, diagnosis, and classification. Models and approaches of the clinical psychology play an important role being a classic, traditional use of psychology. Specializing in this topic therefore constitutes a possibly practical deepening. The classification of mental disorders regarding children, adolescents as well as adults forms an equally important tool as the diagnosis of psychological abnormalities and disorders.</p> <p>Overall, students know the different theoretical approaches, can understand and explain mental disorders on the basis of different models and possess first knowledge of the classification and diagnosis of psychological disorders. The contents constitute an important basis for the understanding of mental disorders and the clinical functioning, and supply students the necessary knowledge to apply their skills to practice.</p>

Learning content
<ol style="list-style-type: none"> 1. Models and Foundation – fields of Clinical Psychology (lecture) <ol style="list-style-type: none"> A. Models of clinical psychology B. Learning psychology foundation C. Cognitive psychology foundation D. Bio-psychology foundation E. Developmental psychology foundation F. Social psychology foundation 2. Diagnosis (seminar) <ol style="list-style-type: none"> A. From symptoms to diagnosis: general foundation and examples B. Classification of mental disorders regarding children and adolescents C. Classification of mental disorders regarding adults D. Clinical diagnosis: anamnesis, exploration, psychometric approaches E. Epidemiology and healthcare research

Course			
No.	Title of the course	Lecturer	SH
12.a.2	Clinical Psychology	Prof. Dr. Ruhland	4

Module: BSc PSY 12.a.3 Educational Psychology				
Semester	Duration	Type	ECTS-Credits	Student workload
3	1 Sem.	elective	4	Contact hours: 42 h Self-study hours: 78 h

Frequency of offer: only in winter semesters

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	BSc PSY	Exam (60 minutes) or term paper	Lecture and seminar	Prof. Dr. Lepach-Engelhardt

Qualifications
<p>The students possess important theoretical and application-oriented skills in the field of educational psychology.</p> <p>The lecture serves to introduce students to the topics of educational psychology. The students not only gain insight into the foundations and application fields of educational psychology, but also learn about and how to apply important factors of learning-teaching-processes within the seminar. Educational psychology is offered as an elective course with a consecutive programme over 3 semesters. Students can choose 3 out of 4 offered elective courses (o work and organization psychology, clinical psychology, educational psychology and health psychology).</p> <p>The contents of educational psychology offer a foundation for the understanding of psychological work in the field of education and promote the logical approach to educational problems.</p>

Learning content
<ol style="list-style-type: none"> 1. Introduction to the topics of educational psychology (lecture) <ol style="list-style-type: none"> A. Educational psychology as science (description, explanation and prognosis) B. Educational psychology as practical teaching of action C. Methods of educational psychology 2. Learning and Teaching <ol style="list-style-type: none"> A. Foundation and conditions for successful learning (inter alia individual basic conditions for successful learning, social basic conditions [family, team, peer], organizational basic conditions) B. Instruction and promotion of learning processes

Course			
No.	Title of the course	Lecturer	SH
12.a.3	Educational Psychology	Prof. Dr. Lepach-Engelhardt	4

Module: BSc PSY 12.a.4 Health Psychology				
Semester	Duration	Type	ECTS-Credits	Student workload
3	1 Sem.	elective	4	Contact hours: 42 h Self-study hours: 78 h

Frequency of offer: only in winter semesters

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	BSc PSY	Exam (60 minutes) or term paper	Lecture and seminar	Prof. Dr. SG

Qualifications
<p>The students possess important theoretical and application-oriented skills in the field of health psychology. The fundamental facts of health psychology are presented in the lecture and then deepened in the seminar. Besides various definitions of important health psychological notions, the courses take a look at specific clinical and health concepts. The question what illness and health each means and how they relate to one another is targeted. Even though health psychology is one of the younger disciplines of psychology, it has gained importance in recent years. Besides the more classic topics it now constitutes another option and enables a first practical deepening in this field. The qualification goal is to enable the students to know and define the various concepts and theories of health psychology and to apply them adequately to practical questions. The contents supply an important basis for the understanding of health psychological interventions and provide the students with the necessary knowledge to use their information in practice.</p>

Learning content
<ol style="list-style-type: none"> 1. Introduction to health psychology (lecture) Foundation and introduction to the topics of health psychology, inter alia delimitation of health and illness, psycho-social factors, health risks, health prevention. 2. Concepts of health and illness (seminar) The seminar takes a closer look on specific concepts of health psychology and current research topics.

Course			
No.	Title of the course	Lecturer	SH
12.a.4	Health Psychology	Prof. Dr. Gutmann	4

Module: BSc PSY 12.b.2 Clinical Psychology				
Semester	Duration	Type	ECTS-Credits	Student workload
4	1 Sem.	elective	4	Contact hours: 42 h Self-study hours: 78 h

Frequency of offer: only in summer semesters

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
Foundation course of the same name (12.a)	BSc PSY	Exam (60 minutes) or term paper	Lecture and seminar	Prof. Dr. Ruhland

Qualifications
The students have important practical and theoretical knowledge in the field of clinical psychology. They are able to classify a psychological disorder by current classification systems. The fundamental concepts were taught during the lecture. The goal of the lecture is to give an overview of symptomatology development and etiological models of psychological disorders and exercise on case studies. As a classical subject of psychology, knowledge about disorders of children, youths and adults could be learned. This is important to know for practical work in clinical psychology, the provided soft skills include the classification of psychological disorders, the ability to work in a team by working in small groups and moderating group discussions.

Learning content
<ol style="list-style-type: none"> 1. Psychological Disorders <ol style="list-style-type: none"> A. What is divergent? B. The problem of objectivity C. Symptomatic and duration of psychological disorders D. Organic and symptomatic psychological disorders E. Psychological and behavior disorders forced by psychotropic substances F. Schizophrenia, schizotypal and delusional disorder G. Affective disorders H. Neurotic, stress-related and somatoform disorders I. Behavioral disorders with bodily dysfunction and factors J. Personality and behavioral disorders K. Intelligence disorder L. Developmental disorder M. Behavioral and emotional disorder beginning in childhood or youth N. The etiology of psychopathology 2. Psychological Disorders – Deepening (seminar) <p>The seminar is supposed to deal with case studies on important psychological disorders. The seminar is focused on the latest research papers on clinical psychology.</p>

Course			
No.	Title of the course	Lecturer	SH
12.b.2	Clinical Psychology	Prof. Dr. Ruhland	4

Module: BSc PSY 12.b.4.1+2 Health Psychology SS				
Semester	Duration	Type	ECTS-Credits	Student workload
4	1 Sem.	elective	4	Contact hours: 42 h Self-study hours: 78 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
Foundation course of the same name (12.a)	BSc PSY	Exam (60 minutes) or term paper	Lecture and seminar	Prof. Dr. Gutmann

Qualifications
<p>The students possess important theoretical and application-oriented skills in the field of health psychology.</p> <p>The module builds on the foundation courses “Introduction to health psychology”. The course focuses on the question concerning risks and resources in context with health psychological problems. Particular significance belongs to the notion of resilience. Stress as a current affair is made a subject of discussion against the background of current disease and health models.</p> <p>The qualification goal is to enable the students to know and define the various health psychological factors and to understand and explain illness and health models, and to adequately apply them to practical problems. The contents supply an important basis for the understanding of health psychological work and provide the students with the necessary knowledge to use their information in practice.</p>

Learning content
<ol style="list-style-type: none"> 1. Health risks and resources (lecture) <ol style="list-style-type: none"> A. Definition of terms B. Risk behavior, risk perception, risk communication C. Stress D. Resources, resilience 2. Selected topics of health psychology (seminar) The seminar deals with current research topics concerning the main concepts of health psychology.

Course			
No.	Title of the course	Lecturer	SH
12.b.4.1+2	Health Psychology	Prof. Dr. Gutmann	4

Module: BSc PSY 13 Experimental Internship				
Semester	Duration	Type	ECTS-Credits	Student workload
4	1 Sem.	elective	7	Contact hours: 42 h Self-study hours: 168 h

Frequency of offer: only in summer semesters

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
Introduction to psychology and psychological methods, statistics 1+2	BSc PSY	Project paper	Seminar and internship	Staff members

Qualifications
<p>The experimental internship helps psychology students to get theoretical knowledge of how an experimental research works. This knowledge is used then for the practical research. Because experimental research is an important part of psychology, it is important that students learn how to plan, perform and analyze research.</p> <p>The students gain the abilities to perform and plan experiments on their own. With their knowledge they will be able to give a statement in the results of the experiment.</p>

Learning content
<ol style="list-style-type: none"> 1. Experimental Planning <ol style="list-style-type: none"> A. Literature finding and work out of a scientific question B. Production of hypothesis C. Experiment design 2. Internship <ol style="list-style-type: none"> A. Preparation of investigation B. Data collection and input C. Data evaluation D. Presentation of results

Course			
No.	Title of the course	Lecturer	SH
13	Experimental Internship	Faculty members	4

Module: BSc WiPsy 13 Business Psychology 1				
Semester	Duration	Type	ECTS-Credits	Student workload
3	1 Sem.	elective	8	Contact hours: 63 h Self-study hours: 177 h

Frequency of offer: only in winter semesters

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	BSc WiPsy	Exam (120 minutes)	Lecture and seminar	Prof. Dr. Weibelzahl

Qualifications
<p>With this module the students learn what the most important aspects of economical psychology are and gain the skills to analyze business psychological aspects of the labor market. The basic professional contents are taught in the lectures and get deepened in the seminar. The goal of the module is to get an overview of psychological aspects, for example decisions, max of utility and supply and demand on the labor market.</p> <p>After the lecture the students have the qualifications to understand different aspects of business psychology. The topics of the lecture help to understand basic business psychological assumptions and support students to answer scientific questions from a business psychological point of view.</p>

Learning content
<ol style="list-style-type: none"> 1. Business Psychology and Decision Making (lecture) <ol style="list-style-type: none"> A. Contents and Limits of Business Psychology <ol style="list-style-type: none"> a. Business psychology in the broadest sense b. Business psychology in a narrow sense B. Fragility of economic principles <ol style="list-style-type: none"> a. Decisions b. Decision aberration c. Maximization of utility d. Levels of analysis and decision aberration e. Possibility of error prevention and impulses of reasonable attitude 2. Everyday understanding of economics and labor markets (lecture) <ol style="list-style-type: none"> A. Everyday understanding of economics <ol style="list-style-type: none"> a. Economic knowledge of children and youth b. Economic acting of children and youth c. Economic understanding of adults B. Labor market <ol style="list-style-type: none"> a. Gainful Employment b. Supply and Demand of work c. Entrepreneurs d. Wage and wage equality e. Unemployment 3. Business Psychology – Deepening (seminar) The students have the opportunity to choose between different scientific questions.

Course			
No.	Title of the course	Lecturer	SH
13	Business Psychology	Prof. Dr. Weibelzahl	2

Module: BSc PSY 16.4.1+2 Health Psychology				
Semester	Duration	Type	ECTS-Credits	Student workload
5	1 Sem.	elective	8	Contact hours: 63 h Self-study hours: 177 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
The Foundation course	BSc PSY	Exam (90 minutes) and a case work on one of the chosen topics	Lecture, exercise, seminar	Prof. Dr. Gutmann

Qualifications
<p>The students possess important theoretical and application-oriented skills in the field of psychological health promotion.</p> <p>The field of health promotion gains increasing significance. In this, the focus lies on the prevention of risk behavior and not only on intervention or management of health impairment. Since the outcome of prevention depends on many factors such as the type of risk behavior, the specific conception of preventive interventions is a big challenge.</p> <p>The module directs toward the mediation of insights into health promotion to the students. A crucial focus is put on specific areas (risk behavior, age, groups/organizations, and living conditions). The module addresses application-orientation by the aimed mediation of communicative and consultation competences, which will prepare the students for later practical occupation.</p> <p>The students acquire the skill to perform consultations with various target groups, and know about the specialties of specific areas of health psychology. The contents provide the students with comprehensive knowledge in a young, but increasingly significant field of applied psychology.</p>

Learning content
<ol style="list-style-type: none"> 1. Health promotion (lecture) <ol style="list-style-type: none"> A. health and well-being B. health related aims and expectations C. health-relevant personality traits D. subjective theories of health and illness E. diagnosis of social support 2. Specific Areas of Health Promotion (deepening) (seminar) <ol style="list-style-type: none"> A. prevention of risk behavior B. prevention during life span C. prevention in groups and organizations D. prevention in specific living conditions 3. Communication Skills and consultation in the area of health psychology (exercise) <ol style="list-style-type: none"> A. Preparation of Consultations B. Organisation C. Welcoming and Warm up D. Topic Collection E. Support vs. Leadership F. Giving Inspiration G. Demonstrating results H. Closing Consultation

Course			
No.	Title of the course	Lecturer	SH
16.4.1+2	Health Psychology	Prof. Dr. Gutmann	4

Module: BSc WiPsy 20 Psychology of Marketing and Advertising WS				
Semester	Duration	Type	ECTS-Credits	Student workload
5	1 Sem.	elective	8	Contact hours: 63 h Self-study hours: 177 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
none	BSc WiPsy	Exam (120 minutes), case study	Lecture, exercise	Prof. Dr. Weibelzahl

Qualifications
<p>Content of teaching: The students possess important theoretical and application-oriented skills in the field of marketing and advertising psychology.</p> <p>The relevant course deals with the various psychological aspects of marketing and advertisement. The exercise is designed to give students an opportunity for applying their acquired knowledge and skills in a real world problem solving exercise.</p> <p>The main focus is on the foundations of marketing, the effect as well as design of advertisements. The goal is to create an overview of psychological factors of marketing and advertisement, and to connect economic and psychological approaches.</p> <p>The students acquire the skills to understand the psychological background of marketing and advertising, to measure the effects, as well as to effectively design appealing advertisement. Furthermore they are familiar with psychological foundations of the perception of advertising.</p>

Learning content
<ol style="list-style-type: none"> 1. Marketing and Advertising Psychology: Foundation and Models (lecture) <ol style="list-style-type: none"> A. Marketing and Advertising Psychology B. Definition of Marketing and its relevance C. Product and Program Policy D. Price Policy E. Distribution Policy F. Communication Policy G. Market Segmentation 2. Marketing and Advertising Psychology: Models <ol style="list-style-type: none"> A. Stage models of advertising impact B. Hierarchy-of-effects-models C. Two-process-models D. The dual mediation model E. The Rossier-and-Percy-model F. Function of advertising impact models 3. Marketing and Advertising Psychology: methods and interventions (lecture) <ol style="list-style-type: none"> A. Measuring and advertising impact B. Behavioral level C. Evaluation D. Recruitment test E. Recognition and recall tests F. Attention and activation testing G. Advertising impact measurement H. Advertising impact or advertising success?

- 4. Psychological Foundations
 - A. Psychology of perception – foundation
 - B. Attention, curiosity, and involvement
 - C. Learning psychology – foundation
 - D. Attitude psychology – foundation
 - E. Emotion, activation and mood
 - F. Judging, decision-making, and habit
- 5. Outlook
 - A. Relation of theory and practice in marketing and advertising psychology
 - B. Ethical questions of marketing and advertising psychological action
- 6. Exercise: Design of Advertisement (exercise)
 - A. Formal aspects of ad-design
 - a. Typographical aspects
 - b. Size of advertisement
 - c. Placement
 - d. Usage of colors
 - B. Content related aspects of ad-design
 - a. Text comprehensibility and advertising
 - b. Humor
 - c. Sex Appeal
 - d. Anxiety Appeal
 - e. Models
 - f. Pictures
 - g. Repetition of advertisement

Course			
No.	Title of the course	Lecturer	SH
20	Psychology of Marketing and Advertising	Prof. Dr. Weibelzahl	4