



BUSINESS AND ECONOMIC PSYCHOLOGY MASTER (MSC)

Description of the Speciation Modules in Business
and Economic Psychology: XI Cycle (2021/23)

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the Program

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2 WWW: Website Content at SFU.AC.AT

<https://psychologie.sfu.ac.at/en/academics/master-programme/international-business-and-economic-psychology-msc/>

2.1 Master Specialization: Business and Economic Psychology [Header]

In Business and Economic Psychology, we analyze and support the human dimension of economic activities and institutions. Businesses relations are dominated by commercial interests and transactions, that is, the giving and taking of resources according to some specified regulations, norms, and agreements.

Our master-program is designed to respond to the challenge of preparing the coming generation of business psychologists for the ongoing digitalization and internationalization of affairs of almost any kind, be it in the private or public sector.

The outbreak of COVID-19 in early 2020 has set the digitalization of businesses into the epicenter of innovations for the 21st century, and we may expect even more dramatic developments soon in view of technologies such as blockchain and the decentralization of organizations. In our master program, we offer an international campus for students, providing firsthand access to a broad range of academic capacities and resources.

Our Division of Business and Economic Psychology is strongly committed to the training and development of academic skills coupled with continuous transformations in the business environment. During their first academic master-year, students are coached to manage and organize their studies together with their peers. After three highly intense input weeks with academic lecturers and professionals, students take over the responsibility to self-organize classes and teachings according to their needs.

The professional use of online meetings, the psychology of digital communication, the organization of telework groups, the challenge of intercultural communications become this way an integral part of the actual academic process. After their first year of studies, we encourage our Master-students to academic collaborations at our partner-sites, be it for their internship and/or research and writing of their master thesis.

2.2 Professional scope of a business and economic psychologist [2nd level header]

Careers in Business- and Economic Psychology include positions such as Human Resource Executive, Market Research Analyst, Marketing Executive, Industrial and Organizational Psychologist, Corporate Consultant, Family Business Advisor, Human Factor Specialist, Customer Relationship Specialist, Recruitment or Training Specialist, Professional Developmental Coach, Change Management Specialist, Sales Representative... to name a few.

The 21st century has brought about fundamental changes in the way we collaborate and exchange our services and goods. The digitalization of our economy poses opportunities and risks which need to be well understood to make well-informed decisions about how to collaborate best in our economy. We, therefore, have adopted a curriculum in which our students are active partners who participate and decide on the development of their curriculum. This way, we hope to contribute to the formation of a new generation of academics and practitioners prone to take ethically sound responsibilities.

2.3 Our mission [2nd level header]

Our mission is to instill and foster purpose in psychologists' vocation to sustain businesses and economic affairs according to the highest ethical standards and social responsibilities. Our team of academic researchers and experienced professionals is fully dedicated to partner with our students in the development of their purposeful aspirations.

2.4 Research [2nd level header]

The research at our department is dedicated to a better understanding of the psychological dimension in economic activities – with the explicit aim to empower the voices of all the stakeholders involved. Psychological research gives voice to people who would otherwise not be heard nor understood. Theory development plays a crucial role for this purpose and is an integral part of our approach. Empirically, we prefer a methodological mix in our research whenever possible as compared to singular methods.

The students at our department are encouraged to develop their research questions for their master thesis from the early start. We do not delegate readymade research packages to our students because we believe the research mastery must be motivated from within: the questions which are most dear to students and their mission.

2.5 Master Curriculum of the specialization modules [2nd level header]

2.5.1 1st Term (September-February: 23 ECTS + 7 ECTS)

1. Research Paradigms in Business & Economic Psychology (ID 201001; ILV: 3 ECTS)
2. Work Psychology (ID 201002; ILV: 3 ECTS)
3. Social and Organizational Psychology (ID 201003; ILV: 3 ECTS)
4. Consumer and Market Psychology (ID 201004; ILV: 3 ECTS)
6. Personnel Psychology (ID 202001; ILV: 4 ECTS)
5. Behavioral Economics (ID 202002; ILV: 3 ECTS)
7. Electives (optional courses offered in German and English):
SFU Vienna:
Principals of Business Administration (ID 203001; ILV: 4 ECTS)

7 ECTS Core Modules on research methods are offered in national language or English;

2.5.2 2nd Term (February-July: 23 ECTS + 7 ECTS)

1. Personnel Selection (ID 206001; UE: 3 ECTS)
2. Market Research (ID 206001; UE: 3 ECTS)
3. Competences in Organizational Psychology (ID 206001; UE: 3 ECTS)
4. Competences in Work Psychology (ID 206001; UE: 3 ECTS)
5. Conflict resolution in organizations (ID 206001; SE: 3 ECTS)

6. Service Psychology (ID 206001; ILV: 4ECTS)

7. Electives (optional courses offered in German and English):

SFU Vienna:

Dialogical Practice in Organizations (ILV: 4 ECTS; English only)

Organisational-Psychological Consulting (ILV: 4 ECTS; German only)

7 ECTS Core Modules on research methods are offered in in national language and English;

3rd Term (October-February: 30 ECTS)

Preparing the Master thesis (SE: 5 ECTS)

Internship Supervision (UE: 3 ECTS)

Internship (22 ECTS)

4th Term (February-July: 30 ECTS)

Research Workshop (SE: 5 ECTS)

Masterthesis (25 ECTS)

2.6 Application @ SFU Vienna

Tarek el Sehity

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2.6.1 Application Documents [

- Bachelor's certificate
- Motivation letter
- CV

2.7 International Coordination [

Tarek el Sehity

Location: SFU Vienna

Tarek el Sehity studied Psychology at the Universities of Vienna, Paris, Liechtenstein, Rome and collaborates with research institutions (National Research Council of Italy, Stanford University, Claremont Graduate College) on his projects dedicated to empowerment of people in social institutions of all sorts.

Teaching and Research: Paradigms in Economic Psychology, Psychology of Family Businesses/Enterprises, Family Purpose for Families with extraordinary responsibilities

Faculty: Psychology | Head of International Division Business and Economic Psychology

Location: SFU Vienna, Berlin, Milano, Ljubljana

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2.8 Site-Coordination SFU Berlin

Prof. Dr. Meike Watzlawik;

Mr. Sassan Yassini, Dipl.;

Professor for Developmental, Cultural, and Educational Psychology at the Sigmund Freud University Berlin (since 2015). Prior to her current position at SFU Berlin, she was the CEO of a private career-counseling center where she helped adolescents and young adults find the right educational or occupational path.

Her research focuses on identity development (e.g., sexual identity, occupational identity, identity development of twins and other siblings).

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Sekretariat & Studien Service Center [=>link to] <https://www.sfu-berlin.de/de/kontakt-sfu-berlin/sekretariat-studien-service-center/>

2.9 Site-Coordination SFU Ljubljana

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2.10 Site-Coordination SFU Milano

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2.11 Lecturers und Researchers

2.11.1 SFU Vienna

Univ.-Ass. Felicitas Auersperg, MSc.

Univ.-Ass. Mag. Jost-Alexander Binder, MSc.

Dr. Tarek el Sehity, Ph.D.

Univ.-Ass. Oliver Wegenberger, MSc.

2.11.2 SFU Berlin

Univ.-Prof. Dr. David Becker, Ph.D.

Univ.-Prof. Dr. Meike Watzlawik, Ph.D.

Assoc. Prof. Dr. Lucas Mazur, Ph.D.

2.11.3 SFU Ljubljana

2.11.4 SFU Milan

Dr. Simona Scaini, PhD.

2.11.5 Associate Lecturers and Researchers

Dr. Martin Einhorn

Adj. Prof. Dr. Dasha Grajfoner, Ph.D.

Guest Prof. Dr. Mag. Martina Hartner-Tiefenthaler, Ph.D.

Mag. Cornelia Kastner

Mag. Herbert Kastner

Prof. Mag. Dr. Clara Kulich, Ph.D.

Dr. Francesca Marzo, Ph.D.

Dr. Elisabeth Ponocny-Seliger, Ph.D.

Dr. Raffaella Pocobello, Ph.D.

Dr. Sebastian Schuh

Dr. Ralf Sichler, Ph.D

Mag. Jennifer Stark

Mag. Nicola di Sarli, MBA

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3 Module Manual for the Study Program Master Psychology with focus on Business and Economic Psychology

The Master's programme in Psychology comprises 4 semesters (minimum study period) and 120 ECTS credits. It concludes with the academic degree Master of Science (MSc.).

The study program Master Psychology is offered by the Faculty of Psychology

- at the Faculty of Psychology in Vienna in German and English (International Programme)
- in German SFU Linz
- in German SFU Berlin
- in Italian language SFU Milan
- in Slovenian language SFU-Ljubljana (starting at the winter term 2021)

The requirements for admission to the Master's degree program in Psychology are laid down in the admission regulations of the Faculty of Psychology.

The types of courses listed in this module handbook are subject to the study regulations of the Faculty of Psychology.

The master's programme is divided into core modules and three modules of specialisations. These are presented separately below.

3.1 Overview study program Master Core-Modules

The core of the Master Psychology programme is structured in the following 4 modules:

	Modul-Descriptions	ECTS-AP
M.4	Research methods and evaluation [1 st and 2 nd Term]	12
M.5	Contextual Legal Framework [1 st and 2 nd Term]	2
M.7	Internship [3rd Term]	25
M.8	Preparation for- and supervision of master thesis [4 th Term]	10
	Master thesis and examination [4 th Term]	25

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3.2 Description of the core modules

Modul 1: Research methods and evaluation (12 ECTS)

LV-Typ	Lehrveranstaltung	ECTS	SWS	Semester
ILV	Research methods and evaluation- Quantitative methods I ID204001	3	2	1
ILV	Research methods and evaluation- Qualitative approaches I ID204003	3	2	1
ILV	Research methods and evaluation- Quantitative methods II ID204001	3	2	2
ILV	Research methods and evaluation- Qualitative approaches II ID204004	3	2	2

Workload: 12 ECTS / 8 SWS
300 working hours; thereof 90 unity attendance time

Frequency: annually

Options _____: none

Requirements: none

Duration: 1. And 2. Semester

3.2.1 ILV Research methods and evaluation- Quantitative methods I - 3 ECTS/ 2 SWS

Course description: Based on the knowledge of descriptive and inferential statistics an overview of multivariate procedures is given. In particular, the regression-analytical evaluation approach will be discussed in detail, taking into account the prerequisites and further developments, and the connection between regression-analytical and variance-analytical approaches will be established. The following procedures are discussed in detail: Linear regression, binary logistic regression, multinomial regression. Students will receive homework exercises on the material presented in the lecture. These homework exercises are to be worked on independently and are then discussed in detail in the exercises. The exercises are divided into theoretical questions, comprehension questions and questions to be answered with SPSS including reporting.

3.2.2 ILV Research methods and evaluation- Qualitative Approaches I - 3 ECTS/ 2 SWS

Course description: The course combines the refreshment and consolidation of the methodological knowledge from the bachelor's programme with an in-depth practical research training in methodological competencies. In the context of the exercise, students are instructed to apply their acquired knowledge in project-based teaching. In addition to the collection of their own material, the focus here is on the ethical and practical handling of data in research.

3.2.3 ILV Research Methods and Evaluation - Quantitative Approaches II - 3 ECTS/ 2 SWS

Course description: Continuation of the course 'Quantitative Methods I' from the WS (building up).

Additionally AMOS is introduced as an evaluation program for complex regression analytical evaluations including LISREL models. In detail the following methods are treated: Cluster analysis, discriminant analysis, path models (AMOS), confirmatory factor analysis (AMOS), LISREL models (AMOS), survival analyses and Cox regression, power analyses. In the exercise part the students receive a homework consisting of 7 examples (3 theory examples + 2 comprehension examples + 2 SPSS examples) for the contents studied in the lecture.

3.2.4 ILV Research Methods and Evaluation- Qualitative Approaches II 3 ECTS/ 2 SWS

Course description: The consecutive continuation of the course from the winter semester aims at getting to know and deepening qualitative evaluation methods by presenting concrete research projects. In the context of the exercise the evaluation skills as well as the preparation and presentation of results will be deepened. A central point in this step is the introduction to the publication of qualitative-reconstructive findings.

Learning objectives of the module:

Students have theoretical and practical basics in the field of qualitative and quantitative research strategies. They have gained an overview of both survey (e.g. interview procedures, questionnaire construction) and evaluation procedures (e.g. reconstructive procedures, descriptive and inferential statistics). You can apply the procedures practically and classify them critically. In addition, they have acquired the competence to develop research work in the qualitative and quantitative field within the framework of project-based teaching.

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3.3 Modul 2: Historical Context (2 ECTS)

LV-Typ	Lehrveranstaltung	ECTS	SWS	Semester
VO	History of applied psychology I ID205001	1	1	1
VO	History of applied psychology II ID205002	1	1	2

Workload: 2 ECTS / 2SWS

50 working hours; thereof 11.25 hours attendance time

Frequency: annually

Ellective: none

Prerequisites: none

Dauer: 1st and 2nd Term

Learning objectives of the module:

3.3.1 VO History of applied psychology I

1 ECTS/ 1 SWS

LV-Description:

3.3.2 VO History of applied psychology II

1 ECTS/ 1 SWS

LV-Description:

3.4 Modul 3: Internship (25 ECTS)

LV-Typ	Lectures	ECTS	SWS	Semester
	Internship ID207001 <	22		3
UE	Internship supervision ID207002	3	2	3

Workload: 25 ECTS

625 work hours Internship; 22,5 hours in Supervision

Frequenz: annually

Elective: none

Prerequisites : 1st & 2nd term concluded

Duration: 3rd term

Aim of the Modul: The aim of the module is to enable students on the one hand to quickly adapt to new work situations, to perceive and react adequately to needs (their own and those of others, e.g. patients/clients/customers, organisation, employees, etc.) and on the other hand to develop a professional understanding of their role as a psychologist. The documentation of activities should be encouraged, since reporting is an essential part of the job description of many psychologists and is also important for one's own work organisation and reflection. Means of mutual exchange should be learned and practised in order to promote reflection, further development and quality assurance. The ability to accept criticism should be encouraged and it should be made aware that things, viewed from different perspectives, lead to different results. Through the course, a personal exchange on the various internship institutions and experiences is aimed for.

3.4.1 Internship 22 ECTS

In the 550h internship, students learn about psychological tasks and problems as they arise in practice and work on them themselves under supervision using the knowledge they have acquired. In addition to gaining experience in the future professional field and the opportunity to make initial professional contacts, the internship also serves above all to develop a professional self-image.

3.4.2 UE Internship supervision 3 ECTS/ 2 SWS

Course Description:

The course serves to critically reflect experiences from the internship and to put them into a broader context. For this purpose a diary is to be kept from the beginning of the internship. One part of the diary consists of the entry of the daily activities during the internship, furthermore the description and reflection of a learning experience/awareness (at least 1 per week) is required.

In peer groups, questions relevant to the internship are to be dealt with on an interviewer basis. A peer group consists of a minimum of 3 and a maximum of 6 people.

After completion of the internship, an internship report has to be submitted.

3.5 Modul 4: Vorbereitung und Begleitung Masterarbeit (10 ECTS)

LV-Typ	Lectures	ECTS	SWS	Semester
SE	Preparation of Master thesis ID208001	5	3	3
SE	Research Workshop ID208002	3	2	4
UE	Scientific Writing ID208003	2	2	4

Workload: 10 ECTS / **8 SWS**
Arbeitsstunden; davon Stunden Präsenzzeit

Frequenz: jährlich

Wahlmöglichkeiten: keine

Voraussetzungen: keine

Dauer: 3. und 4. Semester

Learning objectives of the module: The scientific education enables the student to acquire psychological theories, to research the current state of the art of the subject and thus to orientate his/her own work on the basis of experience and to move confidently in professional circles. Furthermore, students can assess the scientific and practical relevance of psychological studies, independently design and conduct empirical scientific studies, and also contribute to the development of theory and methods in key areas.

3.5.1 SE Preparation Masterthesis 5 ECTS/ 3 SWS

Course-Description: The seminar comprises preparatory meetings agreed upon independently with the supervisors, where the conception, implementation and presentation of the Master's thesis are discussed and critically reflected upon. These meetings are documented in a written supervision pass.

3.5.2 SE Research Workshop 3 ECTS/ 2 SWS

Course-Description: In the research workshop, students present their concept and the progress of their Master's thesis to their fellow students and to staff* of the Faculty of Psychology. Each student* is allowed about 10 minutes presentation time and 20 minutes discussion time. The discussion with fellow students and teachers serves to deepen and specify concepts and to continue the progress of the work in a methodically reflected way.

3.5.3 UE Scientific Writing 2 ECTS/ 2 SWS

Course-Description: The process of writing a scientific master thesis is deepened in all steps (brainstorming, research, exposé, raw text, handling of scientific literature, paraphrasing of scientific texts, text revision & linguistic fine-tuning). By writing their own texts along the course of the Master's thesis, students will consolidate and differentiate the writing skills they have already acquired. Peer feedback is used to learn the principles of reviewing scientific texts.

Master thesis and examination (25 ECTS)

Course-Typ	Course	ECTS	SWS	Semester
	Master-thesis	20		4
	Master exam	5		4

Workload: 25 ECTS

325 hours

Frequency: annually

Electives: none

Prerequisites: Conclusion of 1st – 3rd term

Duration: 4th Semester

Learning objectives of the module: Students have the ability to conduct independent psychological research under loose supervision. These empirical works follow the scientific, legal and ethical standards of psychological research. Students provide evidence of their ability to competently answer questions on psychological theory and application in an examination situation. They are able to exchange ideas with experts and to present and communicate research results to others.

3.5.4 Master thesis

20 ECTS

The master thesis is a qualification thesis and serves to prove that the student is able to independently work on an empirical question from the field of psychology with scientific methods and to present the results appropriately.

3.5.5 Master's examination

5 ECTS

The Master's examination is an examination before a board of examiners consisting of two examiners and a chairperson. The first examiner is usually the assessor (or the supervisor) of the Master's examination, the second examiner is elected from an examination board. The examination consists of two subject-specific examination interviews in two different agreed examination areas of the programme. In addition, the Master's thesis is presented in the form of a five-minute poster presentation as part of the Master's examination. An overall mark is awarded for both examination subjects.

4 Overview Master's focus Business and Economic Psychology (Business and Economic Psychology)

The master focus is structured in the following 4 modules:

	Modul-Denomination	ECTS-AP
M.1	Theory and Concepts	12
M.2	Professional Consolidation	14
M.3	Optional Lectures	8
M.6	Competences and Capabilities	12

4.1 Modul 1: Theory and Concepts (12 ECTS)

LV-Typ	Lectures	ECTS	SWS	Semester / Term
ILV	Research Paradigms in Business and Economic Psychology [201001]	3	2	1
ILV	Work Psychology [201002]	3	2	1
ILV	Organizational and Social Psychology [201003]	3	2	1
ILV	Market and Consumer Psychology [201004]	3	2	1

Workload: 12 ECTS/ 8 SWS
300 working hours; including 120 units in presence

Frequency: annually

Electives: none

Prerequisites: none

Dauer: 1st Term

Learning objectives of the module: In this module students develop a basic understanding of contemporary economic and business psychology based on the development and history of the discipline. Students are familiar with the central questions in the field of research and know the different paradigmatic approaches as well as epistemological and scientific positions. Students acquire the ability to assess independently- and to reflect on psychological concepts and theories and have the basic knowledge for a critical understanding of the instruments and methods used in the field. In the course of the module, students acquire the conceptual-theoretical "tools" for a psychologically sound understanding of the economic and business environment. Special emphasis is placed on the relationship between different approaches and perspectives so that the complexity of psychosocial business environments can be adequately grasped.

4.1.1 ILV Research Paradigms in Business and Economic Psychology [201001] 3 ECTS/ 2 SWS

Course-Description: Students attend 80% of their classes on site (SFU-Vienna). On-site classes are structured in the form of an intense 2-days kick-off meeting at the start of the term (week 39/40) at the SFU-Vienna Campus. Students are endowed with the relevant materials and taught on the main research topics and approaches in Business- and Economic

Psychology and are instructed to develop their first research proposal based on their personal interests in this field. Paradigmatic concepts such as purpose (Frankl), goals (Castelfranchi), interests, needs, autonomy-dependencies-interdependencies, relational self (Stone-center), social power, money and ownership are analyzed and discussed. Students are then coached in the development of their research proposals in the field of business- and economic psychology throughout the first semester in the form of a blended-learning approach (online and/or onsite meetings), and finally present their research proposal at a round table research meeting in week 7 (February). Students get an overview and understanding of the main psychological topics in business- and economic psychology and the possible empiric approaches used to investigate these topics.

4.1.2 ILV Work Psychology [201002] 3 ECTS/ 2 SWS

LV-Description: Students attend 80% of their classes on site (SFU-Vienna). On-site classes are structured in the form of an intense 2-days kick-off meeting at the start of the term (week 39/40) at the SFU-Vienna Campus. Participants of the class are coached in the development of their understanding in the field of work psychology throughout the semester in the form of a blended-learning approach (online and/or onsite meetings). Students get an overview and understanding of the historic milestones of work psychology; fundamentals of theories and processes in work psychology (workflow analysis, workplace design, stress and motivation, safety on the workplace, dis-occupation, etc.). They develop an understanding of the significance of the psychological fundamentals in the business environment and make the acquaintance of empiric research on psychological distress as well as the salutogen factors at the workplace.

4.1.3 ILV Organizational and Social Psychology [201003] 3 ECTS/ 2 SWS

Course-Description: Students attend 80% of their classes on site (SFU-Vienna). On-site classes are structured in the form of an intense 2-days kick-off meeting at the start of the term (week 39/40) at the SFU-Vienna Campus. The students have an overview of the historical development of organizational psychology, are well acquainted with the central sociological, economic and psychological theories of organization. They understand the importance of findings from social psychological research in relation to the actions of individuals in organizations, as well as the role of power and authority in organizational processes. Students are familiar with current theories and empirical research on personnel- and leadership

psychology and have a profound overview of theories and intervention techniques of conflict management in organizations.

4.1.4 ILV Market and Consumer Psychology [201004] 3 ECTS/ 2 SWS

Course-Description: Students attend 80% of their classes on site (SFU-Vienna). On-site classes are structured in the form of an intense 2-days kick-off meeting at the start of the term (week 39/40) at the SFU-Vienna Campus. The students gain a profound overview of the historical development of market and consumer psychology; as well as an overview of the strategies with which companies seek to influence consumers' purchasing decisions. They know about the relationship between sales media (product, price, distribution, and communication policy) and influencing purchasing behavior and are familiar with the empirical methods of consumer behavior research and familiar with purchasing decisions. They also know strategies with which companies can promote their own image and learn about have an overview of the current state of knowledge regarding various forms of problematic purchasing behavior (e.g. shopping addiction).

4.2 Modul 2: Consolidation (12 ECTS)

LV-Typ	Lectures	ECTS	SWS	Semester / Term
ILV	Personnel Psychology [202001]	4	3	1
ILV	Behavioral Economics [202002]	3	2	1
ILV	Psychology of the Service-Sector [202003]	4	3	2
ILV	Conflict Management in Organizations [202004]	3	2	2

Workload: 14 ECTS / 10 SWS

350 working hours; including 150 units in presence

Frequenz: annually

Electives: none

Prerequisites : none

Duration: 1st and 2nd term

Learning objectives of the module: The aim of the module is to gain a insight into the fundamental areas of business and economic psychology. The focus of this module is to convey the empirical tools of the basic approaches and concepts. Students will understand the purpose and limitations of the instruments in the use of everyday business life in classic as well as new areas of research and application in Business and Economic Psychology: basics and recent developments and challenges in (1) personnel selection and (2) the psychology of the service sector; behavioural economics for the understanding of psychologically sound decision mechanisms; dialogical organizational management for the understanding of new approaches in the organizational sector.

4.2.1 ILV Personnel Psychology [202001] 4 ECTS/ 3 SWS

Course-Description: Students attend 80% of their classes on site (SFU-Vienna). On-site classes are structured in the form of an intense 2-days kick-off meeting at the start of the term (week 39/40) at the SFU-Vienna Campus. Students know concepts and methods of personnel psychology and are able to critically assess their relevance for practical problems in human resource management in companies. They know central procedures of personnel selection and have learned to apply them in exercises. Students are familiar with various methods of personnel assessment and can identify their strengths and weaknesses in relation to concrete practical problems. They know various instruments for assessing potential and have also tested them in practical exercises. In total, they have the necessary basic knowledge to independently develop a design for personnel development measures adapted to specific problems.

4.2.2 ILV Behavioral Economics [202002] 3 ECTS/ 2 SWS

Course-Description: Students attend 80% of their classes on site (SFU-Vienna). On-site classes are structured in the form of an intense 2-days kick-off meeting at the start of the term (week 39/40) at the SFU-Vienna Campus. Students are endowed with the relevant materials and taught on the main research topics and approaches in Behavioral Economics and are instructed to develop their first experiments in this field. Students are coached in the development of their experiments throughout the semester in the form of a blended-learning approach (online and/or onsite meetings). Results of the experiments (group work) are presented and discussed during of a 1-day research workshop at the end of the term (week 7/8). The course is an introduction to the topic of behavioral economics, as well as an in-depth study of the following topics: decision heuristics, decision process anomalies, mental accounting, nudging, the role of emotions in decision-making, behavioural economics in research: laboratory experiments, behavioral economics in practice (e.g. in companies or in the consumer world).

4.2.3 ILV Psychology of the Service-Sector [202003] 4 ECTS/ 3 SWS

Course-Description: Students attend 80% of their classes on site (SFU-Vienna). On-site classes are structured in the form of an intense 1-days kick-off meeting at the start of the second term (week 9/10) at the SFU-Vienna Campus. Students can identify the psychological factors influencing the relationship or interaction between providers and customers of services and assess them in terms of the success or failure of customer contact. They know

psychological concepts for the development of "customer orientation" in sales-persons. Students are well acquainted with current empirical findings on various aspects of seller-buyer interactions and are familiar with findings on the special features of services offered via the Internet or social networks (especially with regard to e-Consulting). Students know how customer satisfaction can be operationalised and measured and can assess which psychological aspects influence the customer's evaluation of services provided.

4.2.4 ILV Dialogical Conflict Management in Organizations [202004] 3 ECTS/ 2 SWS

Course-Description

Students attend 80% of their classes on site (SFU-Vienna). On-site classes are structured in the form of an intense 1-day kick-off meeting at the start of the second term (week 9/10) at the SFU-Vienna Campus. Students get an overview and understanding of the complexity of the concept of culture and understand that at the heart of intercultural competence is the ability to acknowledge one's own intercultural incompetence and to engage curiously with others. Topics covered are: Conflict topic universalism versus particularism: recognition of diversity, without culturalist stigmatization, as well as the relevance of a dialogical human rights-based approach. Dialogality, conflicts, conflict capacity, conflict management in international relations are all topics on which students can reflect.

4.3 Modul 3: Elective Lectures (8 ECTS)

LV-Typ	Lectures	ECTS	SWS	Semester
ILV	Introduction in Business Administration [203001]	4	2	1
ILV	Psychologische Organisationsberatung [de] [203002]	4	2	2
ILV	Dialogical Practice in Organizations [en] [203003]	4	2	2

Workload: 8 ECTS / 4 SWS
200 working hours; including 60 units in presence

Frequency: annually

Electives: yes

Prerequisites: none

Duration: 1st and 2nd Term

Learning objectives of the module: The elective courses have the purpose of providing complementary interdisciplinary perspectives in the field of business- and economic psychology. Students acquire the necessary basic knowledge of the concepts of the immediate neighboring disciplines of business administration and systems theory in order to provide the necessary interdisciplinary connectivity in daily practice.

4.3.1 ILV Introduction in Business Administration [203001] 4 ECTS/ 2 SWS

Course-Description: Students have to fulfil the following requirements: three units of lectures per week; independent processing of supplementary academic literature to support or deepen the understanding of the lecture materials, preparation for the written examination.

Students have a general overview of the conceptual, theoretical and methodological foundations of business administration and know about the economic basics of business management and marketing. They have an insight into the fundamentals of human resources management; understand the logic of operational cost accounting (balance sheet preparation; controlling) and have a good overview of labour-law issues.

4.3.2 ILV Psychologische Organisationsberatung [203002] 4 ECTS/ 2 SWS

Course-Description: Students attend 70% of their classes on site (SFU-Vienna). After completing the course, students are familiar with basic theories, concepts and methods of

psychological organizational consulting. In particular, they have developed a differentiated and interdisciplinary understanding of selected approaches to organisational diagnostics, organisational development and systemic consulting. In terms of content, students have dealt in depth with theoretical and practical aspects of organisational culture and organisational learning and know the importance of leadership and power in organisations as well as the significance of resistance and conflicts in social change processes. They have also acquired strategies for practical conflict management. After completing the exercise 'Psychological Organizational Counseling', students will have a solid foundation for their further or later development of practical organizational competence.

4.3.3 ILV Dialogical Practice in Organizations [203003] 4 ECTS/ 2 SWS

Course-Description: Students attend 70% of their classes on site (SFU-Vienna). After completing the course, students are familiar with basic theories, concepts and methods of dialogical practices in organizations. In particular, they have developed an understanding of the principles of dialogical practice as opposed to diagnostic approaches. In terms of content, students have to deal in depth with theoretical and practical aspects of organisational culture and organisational learning and know the importance of leadership and power in organisations as well as the significance of dialogue and reflection in social change processes. They have also acquired strategies for practical conflict management. After completing the exercise 'Dialogical Practice in Organizations', students will have a solid foundation for its application in the business and public environment.

4.4 Modul 6: Competences and Capabilities (12 ECTS)

LV-Typ	Lectures	ECTS	SWS	Semester
ILV	Personnel Selection [206001]	3	2	2
ILV	Competences in Work Psychology [206002]	3	2	2
ILV	Competences in Organizational Psychology [206003]	3	3	2
ILV	Customer Insights – Applied research for decision support [206004]	3	2	2

Workload: 12 ECTS / 8 SWS

325 Arbeitsstunden; davon 120 Einheiten Präsenzzeit

Frequenz: jährlich

Wahlmöglichkeiten: keine

Voraussetzungen: keine

Dauer: 2. Semester

Learning objectives of the module: This module provides students with comprehensive skills in the planning, implementation and evaluation of psychological interventions in the business environment based on case studies. Students are familiar with the central issues and challenges of the field, know the different paradigmatic approaches and are able to place their meaning and effects in a historical context. They acquire comprehensive skills in writing-up reports and present findings. They know about the interdisciplinary interaction of different professional groups in the business environment (psychologists, economists, business administration managers, occupational therapists, social workers, etc.) and are familiar with the planning and implementation of interventions.

4.4.1 ILV Personnel Selection [206001] 3 ECTS/ 2 SWS

Course-Description:

Students attend 70% of their classes on site (SFU-Vienna). On-site classes are structured in the form of an intense 1-days kick-off meeting at the start of the second term (week 9/10) at the SFU-Vienna Campus. Students get an overview and understanding of the implications for human resource management of the behavioral sciences, government regulations; the elements of the HR (e.g., selection, training, onboarding and development) and be familiar with key terminology. They can apply the principles and techniques of human resource

management gained through this course to the discussion of major personnel issues and the solution of typical case problems.

4.4.2 ILV Psychology of coaching [206002] 3 ECTS/ 2 SWS

Course-Description:

Students attend 70% of their classes on site (SFU-Vienna). On-site classes are structured in the form of an intense 1-days kick-off meeting at the start of the second term (week 9/10) at the SFU-Vienna Campus. The exercise supports deeper understanding of the models and theories of work psychology. Furthermore, it provides the opportunity to experience application of these theories through realistic practical implication projects. Students fully understand how to prepare for and conduct the evaluation of psychological strain in the workplace according to ISO 10075 and experience such an evaluation process, either in a leading or in a participating role. They understand the difference between structural and behavioural prevention methods and know-how to implement them and experience the implementation of one such method, either in a leading or in a participating role. They are familiar with work analysis and can draw conclusions for job design based on the results and are able to draw up a concept for their respective practical implication.

4.4.3 ILV Competences in Organizational Psychology [206003] 3 ECTS/ 2 SWS

Course-Description:

Students attend 70% of their classes on site (SFU-Vienna). On-site classes are structured in the form of an intense 1-days kick-off meeting at the start of the second term (week 9/10) at the SFU-Vienna Campus. As organisational psychology is an evidence-based discipline, i.e. all interventions have to be underpinned by research, recent scientific findings (see e.g. Journal of Occupational and Organizational Psychology) will form the basis of the course. The course will focus the following areas of knowledge: organizational development (including communication and employer branding), diversity management and equal opportunities (especially concerning questions of gender, age and intercultural competencies), assessment centers, change management (especially against the background of digitalization), teambuilding, project management.

4.4.4 ILV Customer Insights – Applied research for decision support [206004] 3 ECTS/ 2 SWS

Course-Description:

Students attend 70% of their classes on site (SFU-Vienna). On-site classes are structured in the form of an intense 1-days kick-off meeting at the start of the second term (week 9/10) at the SFU-Vienna Campus. Students are familiar with what market researchers do in companies and with trends in operational market research. They have the ability to plan a market research project in all its phases (sample planning, survey methods, questionnaire design). They can select a research topic and pitch convincing presentations. They have the statistical knowledge to analyze results (univariate statistics, multivariate statistics, qualitative analyses, analysis trends) and can lastly present them in a state-of-the-art fashion.

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