

2019.FS

Module Name: Psychology			
Module Code	w.BA.XX.2Psych.XX		
Module Description	Students understand the basic psychological concepts and different psychological models. They are able to apply these to psychological issues and utilize them in their studies or professional lives. They can apply their psychological knowledge to a more differentiated self-awareness and a more conscious approach towards others.		
Program and Specialization	<ul style="list-style-type: none"> § Business Administration - Accounting, Controlling, Auditing § Business Administration - Banking and Finance § Business Administration - Banking and Finance (FLEX) § Business Administration - Banking and Finance (PIE) § Business Administration - Economics and Politics § Business Administration - General Management § Business Administration - Risk and Insurance § Business Information Technology 		
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009		
Module Category	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Module Type: Compulsory Elective</td> <td style="width: 50%;">Program Phase: Main Study Period</td> </tr> </table>	Module Type: Compulsory Elective	Program Phase: Main Study Period
Module Type: Compulsory Elective	Program Phase: Main Study Period		
ECTS	3		
Organizational Unit	W Zentrum für Kulturmanagement Ltg.		
Module Coordinator	Bruno Seger (sgeu)		
Deputy Module Coordinator	Leticia Labaronne (lael)		
Prerequisite Knowledge	Basic principles of scientific methodology		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence 		
Contribution to Program Learning Objectives	Professional Competence <ul style="list-style-type: none"> § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change 		
Module Learning Objectives	Students... <ul style="list-style-type: none"> § understand the current principal directions, fields of application, and methodologies of psychology. § are capable of recognizing psychological problems and assessing possible solution concepts appropriately and constructively. § understand personality structures and group processes and can apply appropriate models in their professional work. § have a broadened understanding of their own personality and social skills. 		
Module Content	<ul style="list-style-type: none"> § Systematology of the current main directions of psychology § Empirical methods, psychological schools, and pragmatic approaches § Emotions research § Cognitive research § Personality theories § Social psychology, group processes § Motivation, learning, memory, forms of intelligence § Industrial psychology 		

Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Exercises § Literature Review	Social Settings Used: § Individual Work § Pair Work	
Digital Resources	§ Reader § Teaching Videos		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	-	-	
Small Class	28 h	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	28 h	0 h	62 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others	Assessment	Length (min.)	Weighting
Written Assignment	Grade	-	100,00%
Classroom Attendance Requirement	-		
Language of Instruction/Examination	German		
Compulsory Reading	Scripts and specialist texts		
Recommended Reading	Zimbardo, P. & Gerrig, R. (2014). Psychologie. 20th edition. München: Parson Studium. ISBN 978-3-86894-213-2.		
Comments	-		