

Module: 1040 Social Psychology

Person(s) responsible for the module: Prof. Dr. Thomas Bäumer

Qualification goals:

Knowledge:

After successful completion of the module, the students know the basics of social psychology. They have an overview of the different theoretical approaches, findings and methods of social psychology.

Skills:

Students will be able to link social psychological and business psychological issues.

Competences:

The students have developed the competence to make decisions in business psychology on the basis of scientific findings. They are able to understand and classify original scientific papers and use them for application. By reading original papers, they also strengthen their methodological and language competence (English).

Module contents:

Social psychology

Lecturer(s):

Prof. Dr Thomas Bäumer

Workload:

ECTS: 6

SWS: 4

Contact studies: 60h

Self-study: 120h

Total workload: 180h

Module offer:

Compulsory/elective: Compulsory

Semester: Semester 1

Frequency: winter and summer semester

Duration of the module: 1 semester

Admission requirements: none

Applicability of the module: This module can only be used in the Bachelor's degree programme in Business Psychology.

Form of examination and weighting:

Type of examination: Written examination (90 minutes) / Graded written assignment / Presentation

Weighting: The grade flows with a weighting of of 3% in the final grade

1041 Social Psychology

For Module: 1040 Social Psychology

Person(s) responsible for the module: Prof. Dr. Thomas Bäumer

Qualification goals:

Knowledge:

After successful participation in this course, students know the basics of social psychology. They have an overview of the different theoretical approaches, findings and methods of social psychology.

Skills:

Students will be able to link social psychological and economic psychological issues.

Competences:

The students have developed the competence to make decisions in business psychology on the basis of scientific findings. They are able to understand and classify original scientific papers and use them for application. By reading original papers, they also strengthen their methodological and language skills (English).

Workload:

ECTS: 6

SWS: 4

Contact studies: 60h

Self-study: 120h

Total workload: 180h

Table of contents:

Students learn the basics of social psychology. The knowledge gained is practically applied and deepened using case studies and exercises as examples.

Learning content:

- Introduction to social psychology and social psychological issues
- Social perception and attribution
- Social cognition
- Social identity / self-concept
- Basics of attitude research
- Attitude and behaviour change strategies
- Social influence
- Attractiveness and relationships
- Prosocial behaviour
- Aggression
- Intra-group processes
- Prejudices and stereotypes - conflicts between groups
- Applied social psychology with consideration of business psychology issues

Lecturer(s):

Prof. Dr Thomas Bäumer

Course offer:

Semester: Semester 1

Frequency: winter and summer semester

Type of event: Lecture with integrated exercise

Admission requirements: none

Language: German or English

Didactic aids: script, selected literature

Form of examination and weighting:

Form of examination: Graded written seminar paper

Examination prerequisite for: -

Weighting: The grade is included in the final grade with a weight of 3%.

Bibliography:

Main literature:

Aronson, E., Wilson, T. D., Akert, R. M. & Sommers, S. R. (2018). *Social psychology* (9th edition, global edition). Columbus, Indiananapolis, New York City: Pearson.

Jonas, K., Stroebe, W. & Hewstone, M. (2007). *Social psychology - An introduction* (5th ed.). Wiesbaden: Springer.

Further reading:

Chadee, D. (2011). *Theories in social psychology*. Malden: Wiley-Blackwell.

Fiske, S. T., Gilbert, D.G. & Lindzey, G. (Eds.) (2010). *Handbook of social psychology* (vol. 1 + 2). Hoboken: Wiley&Sons.

Fiske, S. T. & Taylor, S. E. (2020). *Social Cognition. From brains to culture* (4th Edition). London: SAGE.

Frey, D. & Irle, M. (eds.) (2009/2010). *Theories of social psychology* (Vol. 1-3). Bern: Huber.

Hewstone, M., Stroebe, W. & Jonas, K. (2012). *Introduction to social psychology - A European perspective* (5th ed.). Chichester: BPS Blackwell.

Kassin, S. M., Fein, S. & Markus, H. R. (2021). *Social psychology* (11th edition). Boston: CENGAGE.

Myers, D. G. (2012). *Exploring social psychology* (6th ed., international student ed.). New York NY: McGraw Hill.

Myers, D., Abell, J. & Kolstad, A. & Sani, F. (2010). *Social psychology - European edition* (4th ed.). Berkshire: McGraw Hill.

Steg, L. (ed.). (2017). *Applied social psychology. Understanding and managing social problems* (2nd edition). Cambridge: Cambridge University Press.

Van Lange. P.A.M., Kruglanski, A.W. & Higgins, E.T. (Eds.) (2011). *Handbook of theories of social psychology* (Vol. 1 + 2). Los Angeles: Sage.