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# SOCIOLOGY – SOCIAL AND ECONOMIC PSYCHOLOGY

USING PSYCHOLOGY TO SOLVE SOCIETAL AND ECONOMIC ISSUES

Master of Science

Faculty of Management, Economics and Social Sciences  
University of Cologne



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# UNIVERSITY OF COLOGNE

## The Faculty of Management, Economics and Social Sciences

The **University of Cologne** is one of the oldest and most prestigious European universities. It has produced several Nobel and Leibniz Prize winners and is part of the only economic cluster of excellence in Germany. Founded in 1388, the University of Cologne is a leader in many disciplines and a member of many international networks.

The **Faculty of Management, Economics and Social Sciences** (also known as "WiSo Faculty") is part of the University of Cologne and has over a century of experience in educating new generations of business professionals, economists, social analysts and political experts. As one of Germany's largest educational institutions, the WiSo Faculty regularly ranks among the top providers of sociological, managerial and business education.

As a student of the WiSo Faculty, you benefit from a teaching approach based on theory and methods in combination with research and applications.

The traditional diversity of subjects, top-level research, practical relevance and internationality allow the WiSo-Faculty to stand up to national and international comparison and to achieve top positions in international research rankings. Through its interdisciplinary research approach, the Faculty's seminars and institutes make a major contribution to the excellent research at the University of Cologne.

The education provided at our Faculty has benefited from many years of experience in working with companies and

visiting lecturers from different professional fields. Several faculty members are professionals and managers who bring important practical experience to the programmes, resulting in sector-specific, up-to-date programme content for our students. True to our motto "Today's ideas. Tomorrow's impact.", this ensures that our interdisciplinary Master in Sociology – Social and Economic Psychology reflects the increased requirements of a highly complex and differentiated labour market.

Social changes also always have an impact at the individual level: A constantly growing number of opportunities leads to more complex (consumer) decisions. Furthermore, globalisation and diversity present new challenges when it comes to collaborating, while anonymity and diffused responsibility complicate civic engagement.

By pursuing a degree through this programme at the WiSo Faculty, you will learn to use sociology and psychology in order to understand and solve social and organisational problems. The programme is open to students of various disciplines. After taking part in state-of-the-art courses on sociological theory, methods, and contemporary societies, you will go on to specialise in theories and methods of social and economic psychology, while learning how to apply them to relevant current problems.

An additional advantage of this programme is the small number of students per cohort (max. 25 students). This small group size enables intensive exchange in the seminars and allows for the possibility of personal interaction with the lecturers.



*"This programme provides fascinating and in depth insights into the different areas of social and economic psychology. In addition, courses in business administration (e.g. Marketing, Corporate Development) or other areas of social sciences can be chosen, which allow for individual specialisation. This programme is complemented by a theoretical and methodological foundation in sociology."*

Prof. Dr. Detlef Fetchenhauer, Chair of Economic and Social Psychology

# FACTS AND FIGURES ABOUT THE WISO-FACULTY

Studies at the WiSo Faculty of Cologne University help to establish an excellent basis for your further professional and personal career paths. With nearly 8,000 students and a host of departments and academic staff, the WiSo Faculty is one of the largest and most renowned schools of management, economics and social sciences in Europe.

- ▶ **7,901** national and international students
- ▶ **149** partner universities worldwide\*
- ▶ **91** professors
- ▶ More than **200** research and teaching assistants

Enrolling in a programme at the WiSo Faculty will give you everything you need to take the next step in furthering your career. One of Germany's most prestigious educational institutions, the school regularly ranks among the top providers of management and business education. The following is an overview of current rankings:

<b>1<sup>st</sup></b> Sociology	In the current Academic Ranking of World Universities ("Shanghai Ranking") by Subject, the University of Cologne ranks first in the national evaluation for "Management", "Business Administration" and " <b>Sociology</b> ", as it did last year.	<b>2<sup>nd</sup></b>	According to the WirtschaftsWoche research ranking, the University of Cologne is one of the most research-intensive German-speaking universities. In business administration, it ranks second within Germany.
<b>1<sup>st</sup></b>	The Supply Chain Management (SCM) Journal List Ranking places the University of Cologne in first place in Germany.	<b>3<sup>rd</sup></b>	According to the WirtschaftsWoche personnel ranking, which asks HR managers in German companies which universities train students best for their needs, the University of Cologne is currently in third place.
<b>1<sup>st</sup></b>	In the AIS 8 Information Systems Ranking in the field of Business Information Systems, the University of Cologne is top of the list in Germany.	<b>3<sup>rd</sup></b>	Prof. Dr. Erik Hornung is the third best researcher at a German university in the Handelsblatt economist ranking "Researchers under 40 (overall research performance)".

As of Jan 22

\* The WiSo Faculty maintains excellent partnerships with 149 leading institutions of higher education across the world on different levels of study, enabling its students to spend time abroad within a range of study and exchange programmes. Students can choose from an attractive range of partner universities, depending on their chosen path of study.

# SOCIOLOGY – SOCIAL AND ECONOMIC PSYCHOLOGY (M.Sc.)

## Key Facts



**Degree:**  
Master of Science



**Duration:**  
4 Semesters



**Language:**  
English



**Credits:**  
120 ECTS



**Content:**  
Knowledge, theories and methods in Sociology and Social and Economic Psychology are applied to relevant current problems and used to develop solution strategies.



**International:**  
1 Optional  
Semester Abroad

## This programme provides you with:

- a solid foundation in sociological and advanced methods of cross-sectional data analysis.
- in-depth knowledge of social and economic psychology, including advanced skills in decision-making, persuasion, consumer behavior and organisational psychology.
- skills for planning, conducting and evaluating psychological studies.
- general analytical skills for identifying, understanding and solving societal problems.

Due to the programme's interdisciplinary nature and also because of the diversity in the backgrounds, students are encouraged to broaden their horizons. Additionally, this program puts an emphasis on the area of business ethics and corporate social responsibility. Theoretical and methodological skills in sociology and psychology are continuously applied to current issues during the course of study.

## This programme is right for you if you:

- have successfully completed a bachelor's or equivalent degree in psychology, sociology, management or business administration, economics, political science, or another relevant discipline, in which you received at least basic understanding of statistics.
- are interested in understanding the psychological explanations behind various social and economic phenomena.
- are interested in furthering your analytical, critical thinking, and problem-solving skills and wish to refine your writing and language skills.
- would like to improve as a team player, because working in groups is often practiced in seminars and will be an asset to you within a working environment.
- are eager to develop a profile that will prepare you for working responsibly in exciting areas.

Prior knowledge of social and economic psychology is advantageous but not mandatory.





*"Studying social and economic psychology was very inspiring and gave me many new insights. I can already apply this knowledge in various areas such as my part-time job and also in my private life."*

**Thomi**  
Student at the Faculty of Management, Economics and Social Science



# PROGRAMME OVERVIEW

## Preparing you to solve societal and economic issues

The **M.Sc. Sociology – Social and Economic Psychology** at the University of Cologne is unique in its interdisciplinary orientation and combination of different subjects. It is also characterised by its well-balanced composition of theory and practical application.

In addition, this programme, with its limited number of places (a maximum of 25), offers you the opportunity to actively engage in discussions with lecturers and fellow students and to intensively work together in small groups.

We give you the chance to complete your master's degree entirely in English. You will receive training from the internationally renowned Institute of Sociology and Social Psychology (ISS). The ISS has been ranked as Germany's top department in sociology (Shanghai Ranking 2018, 2019, 2020) and is known for linking sociology and psychology. Furthermore, the two Chairs of Social and Economic Psychology take on a leading role within the programme: Prof. Dr. Fetchenhauer has gained international recognition as a result of his research focus on social trust, economic lay theories and evolutionary psychology, and Prof. Dr. Hölzl is an expert on economic decisions, affective forecasting and cognitive judgement errors.

## Benefits of joining this programme:

- You will study a coherent programme, integrating sociology, social and economic psychology, business administration (e.g. courses in marketing or cooperate development) and other disciplines of social sciences.
- You will gain insight into societal and organisational challenges by studying subjects such as contemporary societies, organisational culture, job satisfaction and commitment in a constantly changing work environment, coordination and collective action, influencing factors and consequences of consumer decisions.
- What you learn on a theoretical level is constantly linked to practical and application-oriented issues.
- You will receive key qualifications in empirical research (cross-sectional data analysis, psychometrics, experimental designs) that are in high demand and sought after on the labour market.
- You will be able to study the most requested Master's programme in the University of Cologne, giving you a unique qualification throughout Germany in an innovative and well demanded area.



# CURRICULUM

<b>Core Section</b> Lectures on the Analysis of Cross-Sectional Data, Sociological Theory and Contemporary Societies 24 ECTS	
<b>Specialisation Section</b> 42 ECTS	(Choice of 2) <b>Supplementary Section</b> 24 ECTS
<b>Theoretical Foundations of Social and Economic Psychology</b>	<b>Corporate Development</b>
<b>Psychometrics</b>	<b>Marketing</b>
<b>Research Seminar Social and Economic Psychology</b>	<b>Media and Technology Management</b>
(Choice of) 3 Seminars, e.g. <ul style="list-style-type: none"> <li>■ Social and Economic Cooperation</li> <li>■ Organisational Psychology</li> <li>■ Consumer Psychology</li> <li>■ Societal &amp; Organisational Problems</li> </ul>	<b>Political Science</b>
	<b>Economics for Social Sciences</b>
	<b>Economic Geography</b>
	<b>Studies Abroad</b>
<b>Master Thesis</b> 30 ECTS	

## From basic knowledge to your personal expert know-how

- You will receive advanced training in sociology and become an expert in economic and social psychology: You will be introduced to psychometric methods, learn about strategic interactions, collective actions, social norms, organisational culture and job satisfaction as well as personal, situational and social influences on consumer behavior. You will also gain practical research experience within the research seminar – one of the highlights of the programme.
- In addition, you will be presented with valuable opportunities to further develop your profile and prepare you for the labour market. You can choose modules from different areas of business administration and economics as well as from other social sciences.
- Three basic courses in sociology equip you with state-of-the-art knowledge on contemporary societies and how to use sociological theory to understand the social world. You will also learn and practice advanced methods for analyzing cross-sectional data.
- With your master's thesis, you will complete your studies by applying the knowledge and skills you have acquired throughout the programme. You will then be ready to continue your career as an expert in your field.

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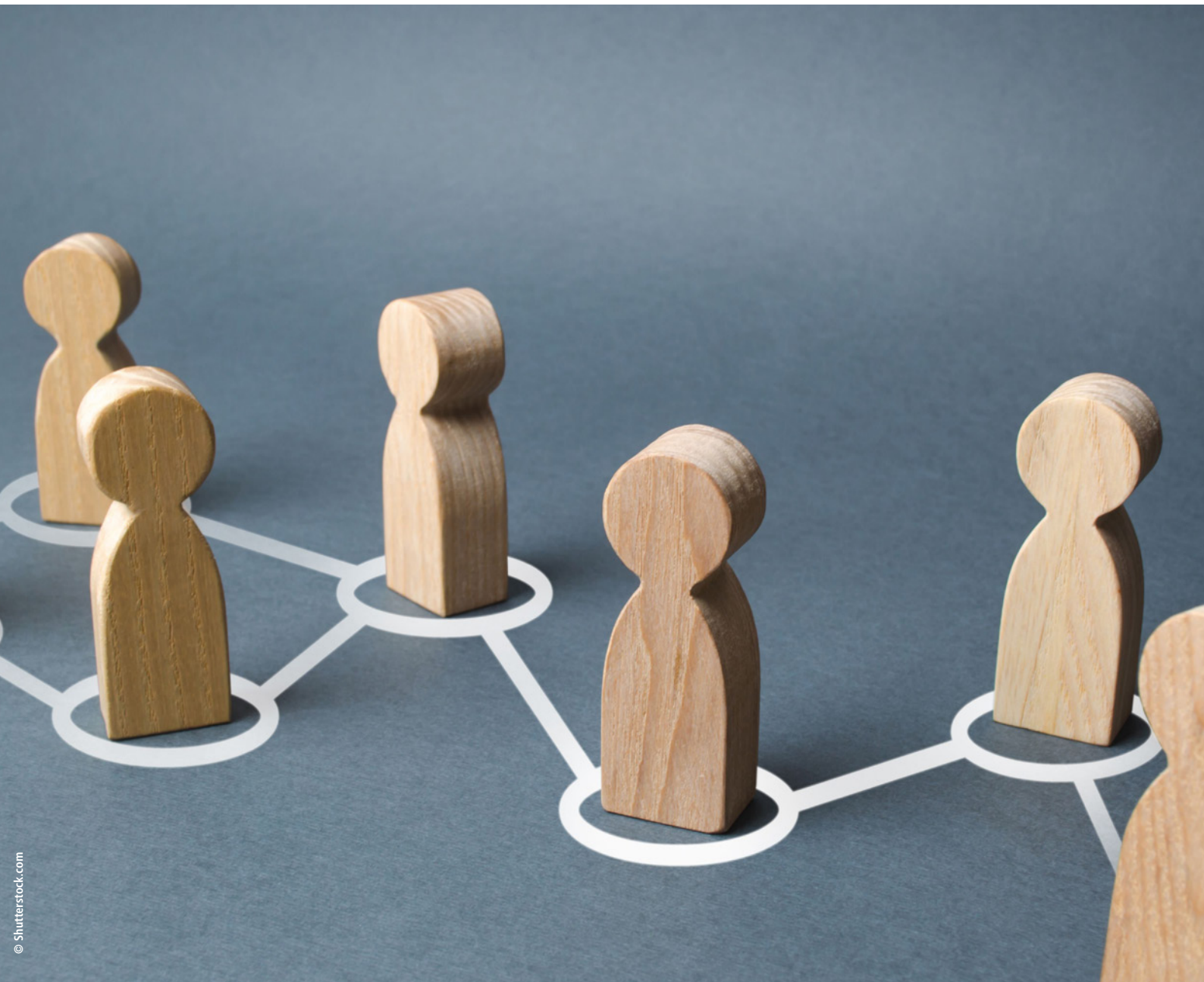
# INTERNATIONAL

## English taught programme

The M.Sc. Sociology – Social and Economic Psychology is taught entirely in English. Therefore, this programme is open to students from countries all over the world. Hence, studies occur in an environment that is international and intercultural.

## Optional semester abroad

The integration of the “Studies Abroad” module into the programme provides you with attractive options for spending a term abroad.





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# CAREER OPPORTUNITIES

Skills acquired in the M.Sc. Sociology – Social and Economic Psychology programme prepare you for a broad range of international professional careers in private enterprises, civil service or in non-governmental organisations.

The special combination of methodical skills and advanced social and economic psychological knowledge, supplemented by further economic or social science subjects, allows you to develop a unique profile, which qualifies you to work in areas such as:

- Organizational Development
- Coaching or Consulting
- Management and HR Development
- Market and Opinion Research
- Marketing and Communication
- Media
- Trainee Programmes
- Academic Research

This programme offers career opportunities in a wide range of branches, such as in the private sector, in research institutions, public, private or non-governmental institutions.

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*“Consumer behaviour has both individual and societal aspects. The choice of products, their use, and their disposal are influenced by situational, personal and social factors. Exemplary societally relevant dimensions of consumption are compulsive shopping, consumer debt, or sustainability.”*

Prof. Dr. Erik Hölzl, Chair of Economic and Social Psychology



# COLOGNE

## An open minded and science-centred city!

Cologne is located within a metropolitan area of about 13 million people in the heart of Germany's economy which makes it easy for students and faculty to collaborate with great companies. It is one of Germany's most attractive locations and offers a vibrant student life.

With around 103,000 students and a lively start-up culture, Cologne is the economic and scientific centre of the Rhineland region. In addition to 17 universities and business schools, the area is also home to numerous internationally renowned research institutions as ESA European Space Agency or Gesis – Leibniz Institute for Social Sciences, with knowledge transfer to industry and society playing a key role. Successful transfer structures include the university's Excellence Start-Up Center GATEWAY start-up service, the start-up network cologne e.V. and the Digital Hub Cologne.

Cologne is also proud of its reputation as a vibrant and tolerant city and at the same time being both multicultural – with almost 25 % non-German citizens from 183 different nations – and strong in its local identity. Karneval, Cologne's famous carnival season every February, and the popular local beer "Kölsch", brewed exclusively in Cologne, are only two examples of the vivid cultivation of the city's traditions.

- ▶ Over **1 million** inhabitants in the city of Cologne
- ▶ **13 million** inhabitants in the metropolitan area of Cologne
- ▶ More than **100,000** students in Cologne
- ▶ Over **one third** of Cologne's total area is covered by public parks, sports grounds and nature areas
- ▶ **1** famous Gothic cathedral, the "Kölner Dom"
- ▶ **Unlimited** opportunities to fall in love with the city

Official Cologne Facts & Figures 2019 by City of Cologne



Liebe deine Stadt







# INFORMATION

Online Application:



## Application information and requirements

Application process and deadline:

- Applicants with a German bachelor degree apply via KLIPS
- Applicants with a non-German bachelor degree apply with their VPD document issued by uni-assist via KLIPS
- Application deadline is **June 15th**.

Requirements and selection procedure

A Bachelor degree or equivalent in the respective field (worth at least 180 ECTS) credits and an overall grade point average of at least 2.7 (German grade). Applicants must meet the following requirements:

- At least 18 ECTS credits in the field of Social Sciences and/or Business Administration and/or Economics
- At least 12 ECTS credits in the field of Statistics
- English language skills level B2 CEFR

The Admissions Board will communicate its decision by the end of July. Enrolment usually takes place in August.

## Detailed information and contact



If you are interested in more detailed information on the contents of the programme or the course of study, please contact Prof. Dr. Fetchenhauer, Chair of Social and Economic Psychology (master\_SEP@wiso.uni-koeln.de).

We are happy to support you in your ambitions: for students the WiSo Student Service Point offers not only advice on studying but also support on all aspects of career choice, career planning and the application process:



WiSo Student Service Point  
Phone: +49 (0) 221/470-8818  
[wiso-studentservice.uni-koeln.de](https://wiso-studentservice.uni-koeln.de)





*"Being one of the worldwide largest Faculties of Business, Economics, and Social Sciences, we bring together excellent researchers, students, alumni, and organizations in a friendly and stimulating environment to jointly address today's grand challenges. Our Faculty is part of an outstanding network of universities and cooperates with leading organizations. This leads into a great reputation in teaching, research and transfer activities, which is reflected in excellent rankings."*

Prof. Ulrich W. Thonemann, PhD  
Dean



Today's ideas.  
Tomorrow's impact.

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