

H M K W

## M.Sc. Business Psychology

For more information and how to apply, visit: www.hmkw.de

→ Private university

→ State-approved

→ Accredited by FIBAA and the German Council of Science and Humanities

Start summer (April) and winter term (October)

Locations Berlin, Cologne, Frankfurt/Main

Language Berlin and Frankfurt: English; Cologne: bilingual (Ger-

man, English)

Type Full-time or part-time

Tuition fees Full-time: € 850,- monthly

Part-time: Price on request

Part-time: Price on request

Admission fee of € 1.000,- (only prospective students from non-EU/non-Schengen area)

Full-time: 4 semesters; Part-time: 6 semesters

Applications accepted at any time

#### Overview

• Features: Specializing in the theory and practice of business psychology, with a non-clinical, analytical

and consultancy oriented perspective that is highly relevant for the job market

• Language: Berlin: English; Cologne, Frankfurt: bilingual (German, English)

• Learning outcomes: Ability to analyze and solve issues related to human resources, industrial, organizational and

other business related processes from a business psychology standpoint, within a research or

practitioner/consultancy context

### **Target Group**

• Applicants: Graduates of general or specialized psychological studies programs

• Career options: Business psychologist, business psychology consultant

### **Admission Requirements**

• Very good degree in general psychology or in a specialised area of psychology (university or university of applied sciences)

or

Very good degree in another study program of economical or social science (university or university of applied sciences), with at least 20 credit points acquired in psychology related subjects and at least 10 credit points acquired in statistical/methodological subjects

· Successful interview and letter of motivation

### **General modules**

#### Elective subjects:

 Electives on Convergent Technological Trends, Media Law, Media Production, Intercultural Management Skills, Media Psychology, Business English, Gamification and Games for Organizations etc.

### Subject-specific modules

- Recent Trends in Organizational Psychology
- Occupational Health Management

2 of the 4 advanced modules:

- Psychology of Marketing & Modern Market Research
- User Experience & New Media
- Innovation & Entrepreneurship
- Human & Organizational Resources Management

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# M.Sc. Business Psychology

## Interdisciplinary competencies (3 of 8 elective modules)

### **Basics**

BusE	Business English								
	Commercial correspondence, presentation and moderation								
LawM	Law and the Media								
	Copyright, DRM, privacy and ethical-juristic issues								
GO	Gamification and Games for Organizations								
	Gamification techniques to facilitate learning, innovation and entrepreneurship								

## **Technology**

MAM	Media Asset Management										
	Organisation of data/documents: formats, versioning, searching, distribution etc.										
CTT	Converging Technological Trends										
	Convergence of communication, computing, and broadcasting technologies										
MPro	Media Production										
	Introduction to the most important techniques of creative and professional media production										

### **Human Factors**

IntLT	Intercultural Leadership Techniques								
	Managerial capabilities in a globalized world								
MPsy	Media Psychology								
-									

## **Methodological basics**

ESR	Empirical Social Research
	Quantitative and qualitative methods, conception and implementation of empirical social research



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## Subject-specific competencies

### 6 foundational modules

BAn	Business Anthropology								
	Qualitative research methodology, ethnography, cultural psychology								
ASt	Advanced Statistics								
	Matrix algebra, multivariate statistics, scaling								
OP	Recent Trends in Organizational Psychology								
	Organisational culture, development, change management, intercultural cooperation								
ОНМ	Occupational Health Management								
	Health, safety and welfare of people engaged in work or employment								
DBMF	Decision Making & Behavioral Finance								
	Psychology of decision making, game theory, human behavior and markets								
ResPr	Research Project								
	Applied scientific research methods								

## Advanced modules (2 of 4 compulsory optional modules)

3MR	Psychology of Marketing & Modern Market Research									
	Sales & advertising psychology, costumer relationship management									
UXNN	User Experience & New Media									
	Usability, human-factors engineering, interaction design for new media									
InEn	Innovation & Entrepreneurship									
	Consulting skills, entrepreneurship, innovations, business acumen									
HORM	Human & Organizational Resources Management									
	Selection, recruiting, competence management, training & development, outplacement									

### 1 further module

MTh	Master Colloquium and Thesis
	Colloquium devoted to master subjects, writing of the MA-Thesis (4th term)



# M.Sc. Business Psychology

WHI = weekly hours per term

1 WHT = 1 lesson (à 45 min) per semester weel

#### Key figures:

16 weeks lecture period per semester
62 WHT total
30 Credit Points (CP) per semester
120 CP total
30 Workload Hours (1 WL of 60 min) per CP

## **Module Chronology**

			1.	year	•				2.	yeaı	•				
				1. semester Winter 2020/21			1	emest nmer 2		3. semester Winter 2021/22			4. semester Summer 202		
,	ompre	hensive modules		WH	ГСР	WL	WHT	СР	WL	WHT	СР	WL	WHT	СР	WL
	BusE	Business English													
2	LawM	Law and the Media													
3	MAM	Media Asset Management													
4	CTT	Converging Technological Trends	>	4	6	180	4	6	180	4	6	180			
5	MedP	Media Production		S	tudent	s choose	one o	of thes	se module	es in t	heir 1	., 2. and	3. terr	n, res	pective
6	IntLT	Intercultural Leadership Techniques		(i.	e. the	y choose	3 m	odules	in total,	each	of whi	ch are m	utually	y inde	pende
7	MPsy	Media Psychology													
8	ESR	Empirical Social Research	)												
	3 of 8 mc	dules	Subtotal I	4	6	180	4	6	180	4	6	180			
S	-	specific modules ational modules													
1	BAn	Business Anthropology		4	6										
2	ASt	Advanced Statistics		4	6	180									
3	OP	Recent Trends in Organizational Psychology		4	6	180									
4	OHM	Occupational Health Management					4	6	180						
5	DBMF	Decision Making & Behavioral Finance		4	6	180									
6	ResPr	Research Project								4	6				
			Subtotal	16	24	720	4	6	180	4	6	180			
	Advan	ced modules													
7	3MR	Marketing & Modern Market Research					6	9	270	6	9	270			
8	UXNM	User Experience & New Media					6	9	270	6	9	270			
9	InEn	Innovation & Entrepreneurship		In	their 1	. term, st	uden	ts cho	ose 2 of t e. the tw	hese	4 adv	anced m	odule	s whic	they
10		Human & Organizational Resources Manage		lai	Ke iii u	icii Z. aiii				1			uese	iecieu	·).
	2 of 4 mc	dules	Subtotal				12	18	540	12	18	540			
	1 furth	er module													
		Master Colloquium and Thesis											2	30	900
11	MTh												2	30	900
11	MTh														
11	MTh		Subtotal II	16	24	720	16	24	720	16	24	720	2	30	900
11	MTh		Subtotal II	16	24	720	16	24	720	16	24	720	2	30	900

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-part-time-

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30 Credit Points (CP) per semester
120 CP total
30 Workload Hours (1 WL of 60 min) per CP

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			. yeaı		l.				year		L				year		l.		
		1	semest inter 20			emeste nmer 2			emest ter 20			emest nmer 2			emest		1	emeste nmer 2	
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1 E	BusE Business English	\																	
2	Law and the Media																		
3	MAM Media Asset Management																		
	Converging Technological Trends	<b>4</b>	6	180	4	6	180	4	6	180									
	MedP Media Production		Studen	ts choose	one	of thes	e module	l es in 1	their 1	2.									
	IntLT Intercultural Leadership Techniques		and 3.1	term, resp	ectiv	ely													
	MPsy Media Psychology			ey choose y indeper			in total,	each	of whi	ch are									
8	ESR Empirical Social Research		mataan	y maopor		,.													
3	3 of 8 modules Subtota	4	6	180	4	6	180	4	6	180	0	0	0	0	0	0	0	0	0
e	higgs angulas																		
Su	bject specific modules																		
ı	Foundational modules																		
1 E	BAn Business Anthropology	4	6	180															
	ASt Advanced Statistics	4	6	180															
3 (	OP Recent Trends in Organizational Psychology							4	6	180									
4 (	OHM Occupational Health Management										4	6	180						
5	DBMF Decision Making & Behavioral Finance				4	6	180												
6 F	ResPr Research Project																4	6	180
	Subtot	al 8	12	360	4	6	180	4	6	180	4	6	180				4	6	180
_	Advanced modules																		
	Marketing & Modern Market Research				6	9	270	6	9	270									
	USER Experience & New Media										6	9	270	6	9	270			
	InEn Innovation & Entrepreneurship	lr	their 1.	term, stude	ents ch	noose 2	of these 4	advan	nced m	odules, wh	ich the	y will to	ake in their	2. till	5. term				
	HORM Human & Organizational Resources Management	,	. e. uie u	wo other mi				6											
2	2 of 4 modules Subtot	ai			6	9	270	6	9	270	6	9	270	6	9	270			
•	1 further module																		
11	MTh Master Colloquium and Thesis													1	15	450	1	15	450
														1	15	450	1	15	450
	Subtotal	II 8	12	360	10	15	450	10	15	450	10	15	450	7	24	720	5	21	630
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	T-4-11		10	540	1.1	24	620	14	24	620	10	15	450	7	24	720	_	24	630
	Total I+	II 12	2 18	540	14	21	630	14	21	630	10	15	450	1	24	720	5	21	030

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