



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 (German, English)
Type	Full-time or part-time
Tuition fees	Full-time: € 850,- monthly Part-time: Price on request Admission fee of € 1.000,- (only prospective students from non-EU/non-Schengen area)
Duration	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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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

Psychological foundations of media consumption

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

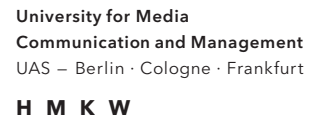
BAn	Business Anthropology Qualitative research methodology, ethnography, cultural psychology
ASt	Advanced Statistics Matrix algebra, multivariate statistics, scaling
OP	Recent Trends in Organizational Psychology Organisational culture, development, change management, intercultural cooperation
OHM	Occupational 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)

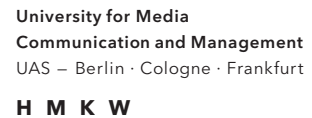
3MR	Psychology of Marketing & Modern Market Research Sales & advertising psychology, customer relationship management
UXNM	User Experience & New Media Usability, human-factors engineering, interaction design for new media
InEn	Innovation & Entrepreneurship Consulting skills, entrepreneurship, innovations, 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)
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Last update: 01.10.2023
Subject to modifications!



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