



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: English; Cologne, Frankfurt: bilingual (German, English)
Type	Full-time or part-time
Tuition fees	Full-time: € 695,- monthly Part-time: Price on request Admission fee of € 980,- (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 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 other ethical-juristic issues

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 Foundations

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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WHT = weekly hours per term
1 WHT = 1 lesson (à 45 min) per semester week

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. year					
		1. semester Winter 2020/21			2. semester Summer 2021			3. semester Winter 2021/22			4. semester Summer 2022		
		WHT	CP	WL	WHT	CP	WL	WHT	CP	WL	WHT	CP	WL
Comprehensive modules													
1	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												
6	IntLT Intercultural Leadership Techniques												
7	MPsy Media Psychology												
8	ESR Empirical Social Research												
3 of 8 modules													
	Subtotal I	4	6	180	4	6	180	4	6	180			
Subject specific modules													
Foundational modules													
1	BAn Business Anthropology	4	6	180									
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	180			
	Subtotal	16	24	720	4	6	180	4	6	180			
Advanced 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												
10	HORM Human & Organizational Resources Management												
2 of 4 modules													
	Subtotal				12	18	540	12	18	540			
1 further module													
11	MTh Master Colloquium and Thesis										2	30	900
	Subtotal II	16	24	720	16	24	720	16	24	720	2	30	900
Total I+II		20	30	900	20	30	900	20	30	900	2	30	900



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-part-time-

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Module Chronology

			1. year			2. year			3. year														
			1. semester Winter 2020/21			2. semester Summer 2021			3. semester Winter 2021/22			4. semester Summer 2022			5. semester Winter 2022/23			6. semester Summer 2023					
			WHT	CP	WL	WHT	CP	WL	WHT	CP	WL	WHT	CP	WL	WHT	CP	WL	WHT	CP	WL			
Comprehensive modules																							
1	BusE	Business English																					
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3 of 8 modules			Subtotal I			4	6	180	4	6	180	4	6	180	0	0	0	0	0	0	0	0	0
Subject specific modules																							
Foundational modules																							
1	BAn	Business Anthropology	4	6	180																		
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	180			
			Subtotal			8	12	360	4	6	180	4	6	180	4	6	180				4	6	180
Advanced 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																					
10	HORM	Human & Organizational Resources Management																					
2 of 4 modules			Subtotal						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	
			Subtotal II			8	12	360	10	15	450	10	15	450	10	15	450	7	24	720	5	21	630
			Total I+II			12	18	540	14	21	630	14	21	630	10	15	450	7	24	720	5	21	630