



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

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

Career options: Business psychologist, business psychology consultant

Shortly

DEGREE

Master of Science (M.Sc.)

START

April (summer term)

October (winter term)

DURATION

Full-time: 4 semesters

Part-time: 6 semesters

LANGUAGE

bilingual (Cologne)

or Englisch (Berlin,

Frankfurt/Main)

TYPE

On-campus study

with online studies

THE MEDIA UNIVERSITY

– State-recognized university

– Institutional accreditation

by the German Council

of Science and Humanities

– Program accreditation

by the FIBAA

LOCATIONS

Berlin, Cologne, Frankfurt/Main

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

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)



Ein Boost an Fachkompetenz für Ihre kreative Karriere



Locations

CAMPUS BERLIN

Tel +49 (0) 30 – 46 77 693 – 30

studienberatung-berlin@media-university.de

CAMPUS COLOGNE

Tel +49 (0) 221 – 222 139 – 33

studienberatung-koeln@media-university.de

CAMPUS FRANKFURT

Tel +49 (0) 69 – 50 50 253 – 96

studienberatung-frankfurt@media-university.de



Interdisciplinary competencies (3 of 8 elective modules)

Basics

BUSINESS ENGLISH
Commercial correspondence, presentation and moderation
→ 6 CP / 4 WHT

LAW AND THE MEDIA
Copyright, DRM, privacy and ethical-juristic issues
→ 6 CP / 4 WHT

EMPIRICAL SOCIAL RESEARCH
Quantitative and qualitative methods, conception and implementation of empirical social research
→ 6 CP / 4 WHT



Technology

MEDIA ASSET MANAGEMENT
Organisation of data/documents: formats, versioning, searching, distribution etc.
→ 6 CP / 4 WHT

CONVERGING TECHNOLOGICAL TRENDS
Convergence of communication, computing, and broadcasting technologies
→ 6 CP / 4 WHT

MEDIA PRODUCTION
Introduction to the most important techniques of creative and professional media production
→ 6 CP / 4 WHT



Human Factors

INTERCULTURAL LEADERSHIP TECHNIQUES
Managerial capabilities in a globalized world
→ 6 CP / 4 WHT

MEDIA PSYCHOLOGY
Psychological foundations of media consumption
→ 6 CP / 4 WHT



Key figures

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

WORKLOAD AND CP

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

Subject-specific competencies

Basics

6 foundational modules



BUSINESS ANTHROPOLOGY
Qualitative research methodology, ethnography, cultural psychology
→ 6 CP / 4 WHT

ADVANCED STATISTICS
Matrix algebra, multivariate statistics, scaling
→ 6 CP / 4 WHT

RECENT TRENDS IN ORGANIZATIONAL PSYCHOLOGY
Organisational culture, development, change management, intercultural cooperation
→ 6 CP / 4 WHT

OCCUPATIONAL HEALTH MANAGEMENT
Health, safety and welfare of people engaged in work or employment
→ 6 CP / 4 WHT

DECISION MAKING AND BEHAVIORAL FINANCE
Psychology of decision making, game theory, human behavior and markets
→ 6 CP / 4 WHT

RESEARCH PROJECT
Applied scientific research methods
→ 6 CP / 4 WHT

Advanced modules

2 of 4 compulsory optional modules

PSYCHOLOGY OF MARKETING AND MODERN MARKET RESEARCH
Sales & advertising psychology, customer relationship management
→ 6 CP / 5 WHT

USER EXPERIENCE AND NEUE MEDIEN
Usability, human-factors engineering, interaction design for new media
→ 6 CP / 5 WHT

INNOVATION AND ENTREPRENEURSHIP
Consulting skills, entrepreneurship, innovations, business acumen
→ 6 CP / 5 WHT

HUMAN AND ORGANIZATIONAL RESOURCES MANAGEMENT
Selection, recruiting, competence management, training & development, outplacement
→ 6 CP / 5 WHT

Closing module (4th term)

1 further module



MASTER COLLOQUIUM AND THESIS
Colloquium devoted to master subjects, writing of the MA-Thesis
→ 30 CP / 2 WHT



Änderungen vorbehalten. Stand: 05/2024