M.A. Business Psychology
(English or German)

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Campus Cologne: Höninger Weg 139 | 50969 Cologne
Fon +49 (0)221/222 139-33 | study-cologne@hmkw.de

Campus Frankfurt/Main: Theodor-Heuss-Allee 108 | 60486 Frankfurt/Main
Fon +49 (0)69/50 50 253-91 | study-frankfurt@hmkw.de
M.A. Business Psychology

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: English (Berlin) or German (Cologne)
- Learning outcomes: Ability to analyse 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 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:
- Law and the Media, Media Asset Management, Intercultural Leadership Techniques, Media Psychology, Converging Technological Trends, Media Production, Business English

Subject-specific modules

- Recent Trends in Organizational Psychology
- Occupational Health Management
- Psychology of Marketing & Modern Market Research
- User Experience & New Media
- Innovation & Entrepreneurship
- Human & Organizational Resources Management

applications accepted at any time

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: English or German
Type: Full-time or part-time
Tuition fees:
- Full-time: € 670.– monthly
- Part-time: € 449.– monthly
Duration:
- Full-time: 4 semesters
- Part-time: 6 semesters (If you have 210 ECTS, a reduction by one sem. may be granted)
M.A. Business Psychology

Interdisciplinary competencies (3 of 7 elective modules)

**Basics**

<table>
<thead>
<tr>
<th>Module</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BusE</strong> Business English</td>
<td>Commercial correspondence, presentation and moderation</td>
</tr>
<tr>
<td><strong>LawM</strong> Law and the Media</td>
<td>Copyright, DRM, privacy and other ethical-juristic issues</td>
</tr>
</tbody>
</table>

**Technology**

<table>
<thead>
<tr>
<th>Module</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MAM</strong> Media Asset Management</td>
<td>Organisation of data/documents: formats, versioning, searching, distribution etc.</td>
</tr>
<tr>
<td><strong>CTT</strong> Converging Technological Trends</td>
<td>Convergence of communication, computing, and broadcasting technologies</td>
</tr>
<tr>
<td><strong>MPro</strong> Media Production</td>
<td>Introduction to the most important techniques of creative and professional media production</td>
</tr>
</tbody>
</table>

**Human Factors**

<table>
<thead>
<tr>
<th>Module</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IntLT</strong> Intercultural Leadership Techniques</td>
<td>Managerial capabilities in a globalized world</td>
</tr>
<tr>
<td><strong>MPsy</strong> Media Psychology</td>
<td>Psychological foundations of media consumption</td>
</tr>
</tbody>
</table>
M.A. Business Psychology

Subject-specific competencies (10 modules)

6 foundational modules

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>BAn</td>
<td>Business Anthropology</td>
<td>Qualitative research methodology, ethnography, cultural psychology</td>
</tr>
<tr>
<td>ASt</td>
<td>Advanced Statistics</td>
<td>Matrix algebra, multivariate statistics, scaling</td>
</tr>
<tr>
<td>OP</td>
<td>Recent Trends in Organizational Psychology</td>
<td>Organisational culture, development, change management, intercultural cooperation</td>
</tr>
<tr>
<td>OHM</td>
<td>Occupational Health Management</td>
<td>Health, safety and welfare of people engaged in work or employment</td>
</tr>
<tr>
<td>DBMF</td>
<td>Decision Making &amp; Behavioral Finance</td>
<td>Psychology of decision making, game theory, human behavior and markets</td>
</tr>
<tr>
<td>ResPr</td>
<td>Research Project</td>
<td>Applied scientific research methods</td>
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</tbody>
</table>

Advanced modules (3 of 4 compulsory optional modules)

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>3MR</td>
<td>Psychology of Marketing &amp; Modern Market Research</td>
<td>Sales &amp; advertising psychology, costumer relationship management</td>
</tr>
<tr>
<td>UXNM</td>
<td>User Experience &amp; New Media</td>
<td>Usability, human-factors engineering, interaction design for new media</td>
</tr>
<tr>
<td>InEn</td>
<td>Innovation &amp; Entrepreneurship</td>
<td>Consulting skills, entrepreneurship, innovations, business acumen</td>
</tr>
<tr>
<td>HORM</td>
<td>Human &amp; Organizational Resources Management</td>
<td>Selection, recruiting, competence management, training &amp; development, outplacement</td>
</tr>
</tbody>
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1 further module

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>MTh</td>
<td>Master Colloquium and Thesis</td>
<td>Colloquium devoted to master subjects, writing of the MA-Thesis (4th term)</td>
</tr>
</tbody>
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### M.A. Business Psychology

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

**Key figures:**  
16 weeks lecture period per semester  
73 WHT total  
30 Credit Points (CP) per semester  
120 CP total  
30 Workload Hours (1 WL of 60 min) per CP

#### Comprehensive competences

<table>
<thead>
<tr>
<th>Year</th>
<th>Semester</th>
<th>WHT</th>
<th>CP</th>
<th>WL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>1.</td>
<td>73</td>
<td></td>
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<tr>
<td></td>
<td>2.</td>
<td>120</td>
<td></td>
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<tr>
<td>2.</td>
<td>3.</td>
<td>168</td>
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<tr>
<td></td>
<td>4.</td>
<td>120</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>391</td>
<td>120</td>
<td>1168</td>
</tr>
</tbody>
</table>

**Basics**

1. BusE Business English  
2. LawM Law and the Media

**Technology**

3. MAM Media Asset Management  
4. CTT Converging Technological Trends  
5. MedP Media Production

**Human Factors**

6. InHLT Intercultural Leadership Techniques  
7. MPsy Media Psychology

**Subject specific competences**

**Foundational modules**

1. BAn Business Anthropology  
2. ASt Advanced Statistics  
3. OP Recent Trends in Organizational Psychology  
4. OHM Occupational Health Management  
5. DBMF Decision Making & Behavioral Finance  
6. ResPr Research Project

**Advanced modules**

7. 3MR Psychology of Marketing & Modern Market Res.  
8. UXNM User Experience & New Media  
9. InEn Innovation & Entrepreneurship  
10. HORM Human & Organizational Resources Management

**1 further module**

11. MTh Master Colloquium and Thesis

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**Module Chronology**

### Contact hours

- 73 WHT  
- 120 CP  
- 360 CP  
- 300 WL  
- 900 WL  
- 1800 WL  
- 464 h  
- 928 h  
- 1168 h