

Business Psychology (M.Sc.) dual

Media
University
of Applied Sciences



Study program

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, Recruiter, HR/People Expert, Market Researcher, User Experience and Social Media Designer, Organizational/HR-Developer, Coach, Consultant

Key facts

DEGREE

Master of Science (M.Sc.)

START

April (summer term)

October (winter term)

DURATION

Full-time: 4 semesters

Part-time: variable

LANGUAGE

German (Cologne) or

English (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

– Good degree in general psychology or in a specialised area of psychology (university or university of applied sciences)

or

– 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)



A boost of expert skills for your creative career



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



Studies and job

The Master's degree (M.Sc.) can be completed in four semesters in a dual practice-integrated program. **“Dual-practice-integrated”** means that the students work in a cooperating company. In addition to the teaching of theoretical knowledge, practical company projects are integrated into the degree program. **Media University supports applicants** in finding a partner company on the basis of its own network.

Key figures ↙

WORKLOAD AND CP

WHT: Weekly hours per term

1 WHT: 1 lesson (à 45 min) per lecture week

1CP: 30 hours workload

16 WEEKS lecture period per semester

50 WHT throughout the entire study

120 CP throughout the entire study

Subject Specific Competences

5 Foundational Modules ↙

BUSINESS ANTHROPOLOGY
Qualitative research methodology, ethnography, cultural psychology
→ 5 CP/4 WHT

ADVANCED STATISTICS
Matrix algebra, multivariate statistics, scaling
→ 5 CP/3 WHT

RECENT TRENDS IN ORGANIZATIONAL PSYCHOLOGY
Organizational culture, development, change management, intercultural cooperation
→ 5 CP/3 WHT

OCCUPATIONAL HEALTH MANAGEMENT
Occupational health, safety, mental and physical well-being
→ 5 CP/3 WHT

DECISION MAKING AND BEHAVIORAL FINANCE
Psychology of decision making, game theory, human behavior and markets
→ 5 CP/3 WHT

5 Advanced Modules ↙

MARKETING AND MODERN MARKET RESEARCH
Sales and advertising psychology, customer relationship management
→ 5 CP/3 WHT

USER EXPERIENCE AND NEW MEDIA
Usability, human-factors engineering, interaction design for new media
→ 5 CP/4 WHT

INNOVATION AND ENTREPRENEURSHIP
Consulting skills, entrepreneurship, innovations, business acumen
→ 5 CP/3 WHT

HUMAN AND ORGANIZATIONAL RESOURCES MANAGEMENT
Selection, recruiting, competence management, training and development, outplacement
→ 5 CP/4 WHT

SOCIAL STRATEGIES AND TRANSFORMATION
Environmental psychology, sustainable organizations and organizational development, strategies of social and organizational transformation, environmental communication
→ 5 CP/3 WHT

Dual Practice in Cooperation with the Company ↙

COMPANY PROJECTS
Transfer projects in companies, mentored by university lecturers
→ 55 CP/14 WHT



Closing Module (4th term): Final Examination ↙

MASTER COLLOQUIUM AND THESIS
Colloquium devoted to master subjects, writing of the MA-Thesis
→ 15 CP/3 WHT

