



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



Comprehensive Competences 3 of 8 Compulsory Elective Modules (15 % of all CPs)

Basics

EMPIRICAL SOCIAL RESEARCH
Qualitative and quantitative research basics, online and offline methods, empirical tools and application
→ 5 CP/3 WHT

LAW AND THE MEDIA
Copyright, DRM, privacy and other ethical and legal issues
→ 5 CP/3 WHT

BUSINESS ENGLISH
Commercial correspondence, discussions, presentation and moderation in business environments
→ 5 CP/3 WHT



Technology

CONVERGING TECHNOLOGICAL TRENDS
Convergence, ubiquitous pervasive computing etc.
→ 5 CP/3 WHT

MEDIA PRODUCTION
AV and cross media conception, planning, production, postproduction
→ 5 CP/3 WHT

GAMIFICATION AND GAMES FOR ORGANIZATIONS
Gamified methods to facilitate learning, innovation and entrepreneurship
→ 5 CP/3 WHT



Human Factors

INTERCULTURAL LEADERSHIP TECHNIQUES
Managerial capabilities in a globalized world
→ 5 CP/3 WHT

MEDIA PSYCHOLOGY
Psychological basics of media production and consumption
→ 5 CP/3 WHT



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

60 WHT throughout the entire study
120 CP throughout the entire study

Subject Specific Competences (85% of all CPs)

6 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

RESEARCH PROJECT
Applied scientific research methods
→ 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



4 Project Modules

PRACTICE MARKETING AND MODERN MARKET RESEARCH
→ 5 CP/3 WHT

PRACTICE USER EXPERIENCE AND NEW MEDIA
→ 5 CP/3 WHT

PRACTICE INNOVATION AND ENTREPRENEURSHIP
→ 5 CP/3 WHT

PRACTICE HUMAN AND ORGANIZATIONAL RESOURCES MANAGEMENT
→ 5 CP/3 WHT



Final Examination (4th term) Closing Module

MASTER COLLOQUIUM AND THESIS
Colloquium devoted to master subjects, writing of the MA-Thesis
→ 30 CP/3 WHT

