

Business Psychology M.Sc. Flyer

Study Information

The Master's Degree Programme

Business Psychology

The Programme. What does it consist of?

When companies change due to growth or crises, this has an impact on the business management, but also on the organization as a whole, including personnel, and thus it transforms psychologically, too. Experts with a holistic view are therefore in demand, who can make a strategic contribution at the right interfaces to ensure that the new course of the company leads to success. The interdisciplinary Master's programme in Business Psychology combines content from psychology with questions from economics. It provides in-depth scientific and practice-oriented knowledge of concepts, methods and techniques of Business Psychology. Graduates are qualified for management tasks, positions of responsibility in business organizations as well as in science and research.

Practice Field. What can I do after my studies?

- Focus on work, personnel and organizational psychology: Chances lie in the management of personnel departments, in the organizational development or with personnel service providers.
- Focus on "Market, consumer and media psychology": Career paths exist in national and international marketing, media management, market and trend research and in management consultancies.
- Focus on "Environmental psychology and sustainability": Professional potential exists, for example, in research and development institutions, in environmental communication and in the areas of corporate social responsibility and sustainability management.

Modules. How is the programme structured?

From the very beginning, students specialize in two of the three main areas mentioned above. Further key areas of study convey business, management and research skills as well as competences in Business Psychological consulting. Modules on social development, interculturality and languages provide a multidisciplinary qualification. In the eighth semester, students deepen their basic psychological knowledge and devote themselves to a practical or research project, which can also be completed abroad. This is followed by the master thesis

Qualification. What are the prerequisites for admission?

The programme Business Psychology (M. Sc.) is admission-limited (Numerus clausus). The admission requirement is a qualified Bachelor's or Diploma degree or a comparable first

professional qualification in the field of business psychology or psychology. In addition, core modules from previous studies must be proven (see module graphic on the front page).

How can I apply?

Beginning of studies is the winter semester. All information to the application procedure is available on www.h-da.de/bewerbung

Counselling. Where can I get more answers?

The first point of contact for most questions about studying is the Student Service Center, or SSC for short. In addition to general student counselling and information on the details of the application process, this center also offers advice on the organization or financing of the study programme. Further information on the study programme Business Psychology and contact details can be found at: <https://wipsy.h-da.de>

The Studierendenwerk Darmstadt is responsible for BAföG (German student loan) or student housing. For more information: www.studierendenwerkdarmstadt.de

If you plan to spend some time abroad during your studies, please contact the International Office: www.h-da.de/international

Darmstadt University of Applied Sciences. What can I expect?

A master's degree from h_da is the best basis for a promising career start. According to rankings of the magazine "Wirtschaftswoche", h_da has been one of the top ten universities which personnel managers in Germany preferred for years.

The University of Applied Sciences Darmstadt is known for:

- practical orientation through professionally experienced teachers
- learning and working in moderately sized groups
- the promotion of soft skills and comprehensive knowledge with integrated courses from society, culture and languages in every course of studies

"In the Bachelor's course of studies, the students could already impress me with a broad knowledge of methods. The concept of the Master's programme promises that the methodological training will reach even greater depth."

Andreas Meinheit, Brand Strategy Audi AG

"As a student, it is not only the high practical relevance and the good supervision that convince me, but also the career perspectives that are repeatedly pointed out, which give me the self-confidence to be able to enter the business world with solid knowledge. The new Master's programme promises to expand and deepen all of this."

Lukas Emich, Student B. Sc. Business Psychology