

BUSINESS PSYCHOLOGY & MANAGEMENT

Master of Science



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STUDY CONTENT

Psychology brings to the surface how human behaviour arises and how it can be explained. Management can make use of these assumptions and findings. Particularly in view of the changing labour market and constantly changing consumer and industrial markets, the interlocking of know-how from economics and psychology results in exciting fields of research and a competence profile at the cutting edge.

This interdisciplinary master's programme combines the most important methods from the fields of economics and psychology and prepares you for a management position in an international context.

In the first semester you will gain fundamental insights into business administration, psychology and psychological research. You will apply your acquired knowledge in courses such as Market and Trend Research or Advertising and Sales Psychology.

Starting in the second semester, the international orientation as well as other fields of application of business psychology will be expanded on. These include value-oriented leadership and employee relationship management (ERP), aptitude diagnostics and test procedures as well as personnel development and work- and organisational psychology.

A special feature of our master's programme in Business Psychology is the integration of the recent and already very significant topic of user experience. A separate course prepares you for the field of usability in a psychological context and for employment as an experience designer (Design Development).

Graduates of this course of study often work in the following company and activity areas:

- Human resources
- Marketing/Sales
- Market research
- Design development
- Fraud management
- Change management
- Consulting
- Coaching/Training

AT A GLANCE

START OF STUDIES

Fall (August)

LECTURE LANGUAGE

English

DURATION

4 semesters incl. master's thesis

STUDY LOCATION

Cologne & Mainz

STUDY FORM

Full-time (120 ECTS)

ELECTIVE COURSES

In the 2nd & 3rd semester

INTERNSHIP

Minimum 8 weeks (obligatory)

SEMESTER ABROAD

In the 4th semester (optional)

FOREIGN LANGUAGE COURSES

Throughout

SOFT SKILLS

From 1st – 3rd semester

BUSINESS PSYCHOLOGY & MANAGEMENT

Study plan

1. SEMESTER

| | | |
|---|-----------|--------|
| Business Economics | Module 1 | 3 ECTS |
| Empirical Research Methods | Module 1 | 3 ECTS |
| Strategic Analysis & Management | Module 2 | 3 ECTS |
| Innovation Management & Digital Transformation | Module 2 | 3 ECTS |
| Corporate Social Responsibility | Module 3 | 3 ECTS |
| Corporate Governance | Module 3 | 3 ECTS |
| General Psychology | Module 4 | 3 ECTS |
| Psychological Decision Making & Responsibility | Module 4 | 3 ECTS |
| Advanced Intercultural Team Leadership ² | Module 12 | ECTS |
| Language & Communication Skills I ¹ | Module 15 | 2 ECTS |
| Applied Qualitative Research | Module 18 | 2 ECTS |

2. SEMESTER

| | | |
|---|-----------|--------|
| International Economics | Module 5 | 3 ECTS |
| Applied Management Accounting | Module 5 | 3 ECTS |
| Business Elective ³ | Module 6 | 3 ECTS |
| Psychology in Digital Leadership & Agile Management | Module 6 | 3 ECTS |
| Advertising Psychology & Sales Management | Module 7 | 3 ECTS |
| Market Research & Marketing Psychology | Module 7 | 3 ECTS |
| Business Project | Module 8 | 6 ECTS |
| International Project Management ² | Module 13 | 2 ECTS |
| Language & Communication Skills II ¹ | Module 16 | 2 ECTS |
| Applied Qualitative Research | Module 18 | 2 ECTS |

3. SEMESTER

| | | |
|--|-----------|---------|
| Work & Organisational Psychology | Module 9 | 3 ECTS |
| Human Resource Development & Coaching | Module 9 | 3 ECTS |
| Business Elective ³ | Module 10 | 3 ECTS |
| Modern Trends of Applied Business Psychology | Module 10 | 3 ECTS |
| Psychological Testing, Assessment & Statistics | Module 11 | 3 ECTS |
| Business Simulation Game | Module 11 | 3 ECTS |
| Skills Elective ² | Module 14 | 2 ECTS |
| Language & Communication Skills III ¹ | Module 17 | 2 ECTS |
| Experimental Research | Module 18 | 2 ECTS |
| Master Thesis Tutorial | Module 20 | 2 ECTS |
| Internship ⁴ (at least 8 weeks) | | 10 ECTS |

4. SEMESTER

| | |
|---|---------|
| Master Thesis | 24 ECTS |
| Master Thesis Tutorial | 2 ECTS |
| Internship ⁴ (at least 8 weeks) | 10 ECTS |

General economic science teaching content

Interdisciplinary competences

Programme-specific teaching content

Elective range

Each course usually comprises two hours per week during the semester.

¹ For non-native German speakers a choice between English taught Advanced Critical Thinking & Writing Skills course and German is offered.

² In courses such as “Advanced Intercultural Team Leadership” or “International Project Management” your social and leadership skills are trained. In addition to various compulsory courses, there are optional subjects where you can choose which of your competences should be particularly strengthened.

³ In these elective courses you can expand your specialist knowledge according to your individual interests. There is a choice of courses such as “Pricing”, “Branding”, “Leadership”, “Entrepreneurship”, “International Investment”, “Risk Management” or “Portfolio Management”.

⁴ During the semester break you will complete an internship of at least eight weeks at home or abroad.