



Bachelor in

Business Psychology (B.A.)

Your Profile

You believe that people are at the heart of everything and you want to learn more about how people perceive themselves and their surroundings, how they behave, interact and change the world. You would like to acquire practical skills in the areas of management and psychology (without focusing on psychological therapy). You want to engage socially and are curious about how we work together and how we think. You find it exciting to find human-centered solutions to major challenges for organizations, to resolve conflicts and to develop teams. These skills will open up many perspectives for you in advising people and developing organizations and market strategies.

Key Information

The course focuses on psychological traditions rooted in the humanities and social sciences, with a strong focus on qualitative methods. It follows an interpretive approach that combines management studies with various psychological fields. You can specialize in

- (1) International Human Resources Management,
- (2) Change and Transformation Management or
- (3) Market and Consumer Psychology.

During a semester abroad you can deepen your skills at one of our partner universities.

Career Opportunities

- Business Psychologist
- Market Researcher
- HR Counselor / HR Specialist
- Business Coach
- And more, varies on specialization

Timeline and Credit Points

Duration 6 semesters	Study program start Fall semester	Total ECTS 180 Credits
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Contact:

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Application Deadline

Applicants within the EU:

September 1st

Applicants from outside the EU:

July 15th or later, depending on the visa process of your home country.

Requirements

- **No NC (Numerus Clausus) required (individual selection process)**
- **Certificate of secondary education**
For applicants from specific countries (e.g. USA, Canada, Mexico, Vietnam, Korea, Brazil, Argentina, Ecuador) it is mandatory to level out the gap between the different education systems with an International Foundation Year.
- **Proof of English language proficiency**
You must have either a C1 level (CEFR), an IELTS score of 6.5, or an internet-based TOEFL score of 100 points or better.
- **Online application (including motivation letter)**
- **Successful interview with admissions and head of study program**

Tuition Fees

- EU: 790 € per month, Non-EU: 1.090 € per month
- In addition, a mandatory student union fee of 67.70 € per semester

[Click here to apply online](#)

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