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SRH Berlin University of Applied Sciences  
Berlin School of Management

**International Business Administration:  
Business Psychology | B.A.**

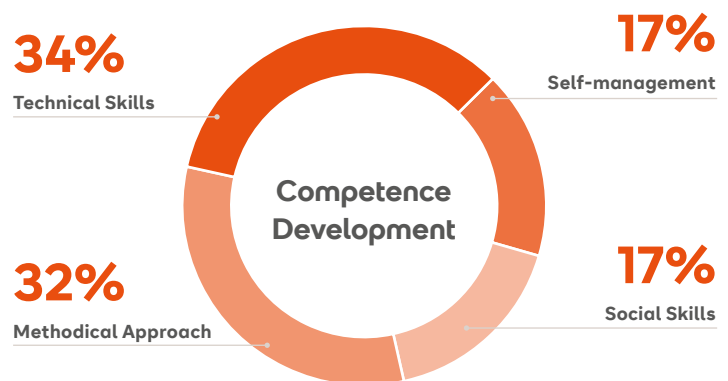
**Experience  
Track and  
Fast Track**

# Our Unique Curriculum for You

This international business bachelor's degree focuses on organisational psychology. Along with your premium education in business management, your distinctive expertise in the latest scientific findings of human thinking, feeling, and acting will set you apart. With this unique combination of business and empathy, you'll ensure sound personnel selection and fair working conditions in Human Resources. In Marketing, you'll act in areas where a deep understanding of customers results in the success of marketing campaigns and strategies.

## Competencies and Curriculum

- Industrial and Organisational Psychology
- Advanced Courses in Business Languages and Accounting
- Recruitment and Leadership
- Personnel Development
- Marketing and Advertising Psychology
- Practical Casework and Excursions



### Semester 1

- Psychology of learning and motivation (incl. psychological methods)
- Principles of International Management
- Accounting
- Get Ready for Tomorrow, Today: Creativity and Innovations
- Applied Business Mathematics
- Languages I (German or Spanish)

### Semester 2

- Marketing
- Principles of Economics
- Psychology of Emotions and Perceptions
- Digital Module: Emotions in the Workplace and in Advertising
- Statistics I
- Languages II (German or Spanish)

### Semester 3

- Management Accounting
- International Business Law
- Social Psychology: Humans and Their Social Environment
- Digital Module: Virtual Teamwork and Communication in Organisations
- Statistics II
- Languages III (German or Spanish)

### Semester 4

- Personality Psychology and Psychological Diagnostics: Understanding People's Differences
- Leadership
- Market and Advertising Psychology OR Econometrics
- Lab Project
- Work and Organisational Psychology: Using Psychology to Shape Work and Collaboration in Organisations
- Psychology-Based Staff Selection

### Semester 5

- Psychology-Based HR Development in a Digital Working World: Training, Coaching, and Team Development
- Digital Business Simulation
- Research Transfer
- Study Project
- Career Coaching
- Business Research Methods

### Semester 6 (optional)

- International Experience Semester: Internship or Study Abroad

### Semester 7

- Internship
- Academic Writing
- Bachelor's Thesis

## Your Future Career

Companies are keenly aware of how vital their staff and high employee satisfaction are. As a business psychologist, you can advise company management on these topics and design and offer actions in the area of personnel and organizational development. Most of our graduates work successfully in marketing and human resources. However, thanks to your business administration and psychology training, you are in demand in the labour market and can accept a wide range of positions.

## Your Success Is Our Mission

- Globally recognized and renowned degree program (state accredited )
- **Direct entry possible: No foundation year required**
- Holistic and hands-on approach to learning
- Personal assistance at our Career Service
- Choose additional courses at other schools such as design or engineering
- Compatible with the best business administration master's programs in Germany and the world
- Complete a semester abroad at one of our partner universities
- Students from 100+ countries provide international flair

## Financing Your Studies

- Find support with student loans such as Daka Berlin: Repay your loan only when you are employed and earn a certain income.
- Education funds such as the SRH Berlin Bildungsfonds from Brain Capital or the Bildungsfonds from Chancen eG also provide financial help: When you start working and have a fixed minimum income, you pay back a percentage of your salary.
- Additionally, there is Bafög and various other scholarships.

**"A business degree with psychology content is the perfect combination for me. I'm very interested in both and it's closer to reality."**

## Key Facts and Figures

### Start

April and October

### Duration

3.5 years (Experience Track)

3 years (Fast Track)

### Mode

Full time

### Credits

210 ECTS (Experience Track)

180 ECTS (Fast Track)

### Degree

Bachelor of Arts

### Language

English

### Tuition Fees (Experience Track)

EU: €690 per month

Non-EU: €4,725 per semester

### CORE Principle

Find all information on our CORE Principle here:

[www.srh-berlin.de/en/core](http://www.srh-berlin.de/en/core)



**Sebastian Müller**  
Student

# Bachelor's Programmes for Cosmopolitan Practitioners

## Berlin School of Management

The Berlin School of Management offers a variety of prestigious business degree programs to choose from. Studying here is unique: Our modern style of learning aims to refine your skills with practical experience and hands-on education. Our university is located in the heart of Berlin and characterized by cultural diversity. Experience a stimulating teaching and learning environment here as well as at our international partner universities.

## Entry Requirements

- General university entrance qualification (Abitur) or subject-restricted higher education entrance qualification (Fachhochschulreife)
- Alternatively: At least two years of vocational training as well as three years of work experience
- Proof of English language proficiency
- High motivation for academic success

**Any questions?**  
**We're happy to help out.**  
**Email us or give us a call.**  
**+49 30 515 650 200**  
**studyinberlin@srh.de**  
**www.srh-berlin.de/en**

## Apply Online Now

Create an account for a smooth online application – it's fast & free.

