

Study
Business Psychology,
BSc at the UE

Study psychological and economic thinking -
for the workplace of the future.



Degree:
Bachelor of Science (BSc)

Duration and credits:
6 semesters, 180 ECTS

Start:
Summer semester - March
Winter semester - September

Language:
German & English

Locations:
Berlin (English)
Hamburg (German)
Iserlohn (German)

Admission requirements:

- **100% completed Online application form**
- **High school/Bachelor diploma and transcript**
- **Language qualification, B2 Level**
- **Curriculum Vitae (CV)**
- **Copy of Passport** (scanned)
- **Motivation letter** (min. 500 words)
- **Admission test**



Perspectives at the UE

Globalisation, digitalisation and demographic change are constantly confronting companies and their employees with new challenges. Modern companies have to react quickly and correctly to changes. Therefore, our economy needs agile experts who can support the labour market in the future with their psychological and economic know-how.

As a business psychologist, you provide concepts that optimally prepare managers and employees for the professional world of tomorrow. The career opportunities are diverse: human resources, recruitment diagnostics, marketing and advertising, market research and analytical activities, management consultancy, executive coaching and occupational health management.

All advantages at a glance

- Study psychology without Numerus Clausus (NC)
- Hybrid teaching for more flexibility
- Combination of theory and practical experience through the analysis of real case studies
- Integrated internship in the fifth semester
- Opportunities to establish business contacts during your studies
- Practice-oriented teaching by experts in science, business and the health sector
- Individual support in small learning groups
- Support with applications and job placements through our Career Centre
- Further career opportunities through our two consecutive psychology master's programmes.

Why choose UE?

Over 10 years ago, UE was the first private university in Germany to offer the Business Psychology programme. In our programme we analyse the main areas of applied psychology in the professional context, such as industrial and organisational psychology, and broaden the range of knowledge in business administration and labour law.

You will acquire skills in different areas, such as personnel consulting and development, psychological diagnostics and market research. The combination of theory and practice is particularly important to us, which is why an internship is also integrated in the fifth semester, in close cooperation with our professors.

Short Curricula

1st-2nd semester	3rd-4th semester	5th semester	6th semester
<ul style="list-style-type: none"> • General introduction to psychology • Marketing, sales and CRM • Economics and management basics • Digital media and communication • Social psychology • Financial accounting 	<ul style="list-style-type: none"> • Law • Digital transformation • Controlling & financial management • Basics of diagnostics and test theory • Employability: soft skills • Corporate management • Personality psychology • Industrial and organisational psychology 	<ul style="list-style-type: none"> • Internship 	<ul style="list-style-type: none"> • Bachelor's thesis and complementary modules

For more information, please reach out to your personal advisor.

Contact



www.ue-germany.com