BACHELOR (B.SC.) APPLIED PSYCHOLOGY

Learn how to apply your psychological expertise in interpersonal situations and processes in a working environment. This course offers a more practical focus on the features of psychology, teaching you to apply them in the real world. Whether it's in business, health, media or communication psychology – professionals with expertise in people's behaviour are always in demand.

Degree
Bachelor of Science (B.Sc.)

Electives
In the Applied Psychology distance learning programme, you can choose electives worth 30 ECTS and thus focus on interesting practical areas.

Study model and accreditation*
– Online studies
– German accredited institution, recognised by ZFU (German Central Office for Distance Learning)

Study start and duration
Official start date: August 1st, 2023*
Afterwards: Anytime
Duration: 36, 48, 72 months

Credits
180 ECTS

iu INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES

*Subject to state accreditation. We expect the Ministry's approval no later than the start of the programme. So far, all of our programmes have been successfully accredited and approved on time.

Study Content (180 ECTS)

MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
Psychology	**1**	5 ECTS	E/AWB
Introduction to Academic Work		5 ECTS	BWB
Introduction to Industrial and Organizational Psychology		5 ECTS	E
Differential and Personality Psychology		5 ECTS	E
Social Interaction Psychology		5 ECTS	E
General Psychology: Learning, Emotion, Motivation and Attention		5 ECTS	E
Introduction to Empirically Scientific Psychology	**2**	5 ECTS	E
Statistics		5 ECTS	E
General Psychology: Perception, Memory, Language and Cognition		5 ECTS	E
Developmental Psychology		5 ECTS	OA
Positive Psychology		5 ECTS	E
Introduction to Psychological Assessment		5 ECTS	E
Psychology of Behavior and Evolution	**3**	5 ECTS	E
Basics of Counseling		5 ECTS	WAWA
Research Methodology and Data Analysis		5 ECTS	WACS
Implementing Diagnostic Tools		5 ECTS	WACS
Clinical Psychology: Mental Disorders		5 ECTS	E
Basics of Occupational and Organisational and Educational Psychology		5 ECTS	E
Intercultural Psychology	**4**	5 ECTS	E
Collaborative Work		5 ECTS	OA
Seminar: Methods of Individual and Group Counseling		5 ECTS	WARE
Health and Prevention		5 ECTS	E
Project: Communication for Practical Problem Solving		5 ECTS	OPR
Empirical Social Research		5 ECTS	WAWA
Conflict Management and Mediation	**5**	5 ECTS	E
Interaction and Communication in Organisations		5 ECTS	E
Practical Project: Psychology OR		10 ECTS	IRP
Systemic Counseling and Coaching		10 ECTS	E/WARE
Electives A		10 ECTS	
Electives B	**6**	10 ECTS	
Electives C		10 ECTS	
Bachelor Thesis		10 ECTS	WABT

CHOOSE YOUR ELECTIVES

Choose one elective from "Electives A" list:
– Agile Management and Leadership
– Health Psychology: Stress and Coping
– Media Psychology and User Research
– Psychology of Communication and Persuasion

Choose one elective from "Electives B" list:
– Health Psychology: Interventions
– Media Psychology and Communication Research
– Organizational Development and Change Management
– Psychology of Human-Computer Interaction

Choose one elective from "Electives C" list:
– Corporate Communication and PR
– Design Thinking and Prototyping
– New Work and Personnel Psychology
– Occupational Health Management and Burnout Prevention
– Studium Generale

E = Exam, OA = Oral assignment, PC = Presentation: Colloquium, WB = Workbook, BWB = Basic Workbook, AWB = Advanced Workbook, WABT = Written assessment: Bachelor thesis, WACS = Written assessment: Case study, WAMT = Written assessment: Master thesis, WAPR = Written assessment: Project report, WARE = Written assessment: Research essay, WAWA = Written assessment: Written assignment, OP = Online Presentation, OPR = Oral project report, P = Portfolio, POP = Proof of Participation, IRP = Internship Reflection Paper

ELECTIVES

OCCUPATIONAL HEALTH MANAGEMENT AND BURNOUT PREVENTION

The constant change in the world of work is changing the expectations of employees and managers, which can lead to overload. In this module you will deal with the possibilities of occupational health management in organisations, stress management as well as structural prevention possibilities of burnout in companies. You will learn how to sensitise managers to burnout and will be given extensive practical material to create concepts for a concrete project and work them out in a practical way.

MEDIA PSYCHOLOGY AND USER RESEARCH

Based on an introduction to the human perceptual apparatus and the structure of the human brain, you will deal with individual media selection, media reception and media effects. Furthermore, the module teaches you techniques and methods of user research to derive user requirements. In addition to interview methods, you will learn more about observation techniques, the design of questionnaires and observation protocols as well as the development of moderation guidelines for focus groups. focus groups. Finally, you will also be introduced to specific service design methods and tools.

AGILE MANAGEMENT AND LEADERSHIP

The course will give you an understanding of innovative and modern leadership that inspires others to think ahead and act across sectors. That's because today, leaders are needed who not only give instructions, but also create a framework in which others can innovate. You also deal with the concept of agility as a central aspect of corporate and team leadership and with agile concepts used in practice such as Scrum and Kanban.

JOB PROSPECTS

With your degree in applied psychology, you can expect a wide range of tasks in media, user research, health promotion, organisational development and consulting in personnel recruitment and in all areas of communication where a psychological background is required. You can use your psychological knowledge as a speaker on prevention and health promotion, as a change management consultant or as a speaker in corporate development.

ADMISSION

We try to keep admission as simple as possible at IU. To successfully enrol, there are just a few requirements we need you to prove.

ADMISSION REQUIREMENTS
– Higher Secondary School Leaving Certificate such as A-Levels or IB Diploma and your transcript of records.
– A subject-related higher education entrance qualification.

Depending on your qualifications, you might have to meet additional requirements, such as successfully passing a university entrance examination or one of the following programmes to make sure you are ready to study with us:
– Bachelor Entrance Examination (included in Scholarship Program)
– Pathway Programme (for on-campus studies)

Please get in touch with our Study Advisory Team to find out the exact requirements applicable for your application.

SCHOLARSHIP PROGRAMME
Start in our Scholarship Programme as a participant with immediate access to 50% of your courses. You can do this by taking our Entrance Examination which will be included in your course as part of the Scholarship Programme. Once admission and the courses are completed, you can finish your degree.

Questions? Speak to your study advisor, they will guide your through every step of the process.

PROOF OF ENGLISH LANGUAGE SKILLS
We therefore ask for proof of your English language skills*. If English is your native language or you graduated from an English-speaking school/university, you don't need to prove your English skills.

Accepted certifications:
– English Courses (complimentary when signing up with IU)**
– TOEFL (min. 80 points) or
– IELTS (min. Level 6.0 out of 9 points) or
– Duolingo English test (min. 95 points) or
– Cambridge Certificate (min. B grade overall) or
– Equivalent proof

*Proof must be provided before the start of the study and must not be older than five years.
**Please note that English Courses aren't accepted as a language certificate for on campus study programmes.

8 STEPS TO COMPLETE YOUR STUDIES

1 Register and apply online

2 Choose your course

3 Download your study scripts

4 Work independently with study scripts

5 Take part in Q&A sessions

6 Prepare for exams and take them either:
– directly online, or
– at an IU examination centre (remember to register in time).

7 Bachelor thesis and colloquium

8 Complete your studies with certificate