

Bachelor's Degree Program

Business Psychology (B.Sc.)

Study: What is it about?

The 6-semester-long Bachelor of Science degree in Business Psychology enables participants to understand, explain, and predict human behavior within a business context. The practice-oriented study program is specifically tailored to the scope of duties required in business and society. During their studies, students learn to find psychologically grounded solutions for business-related questions (e.g., how to encourage a company's employees to be more involved in their jobs). Students are given the opportunity to specialize in two of three areas: (1) work, personnel, and organization; (2) market, consumers, and media; or (3) environment and sustainability.

Fields of practice: How will this degree support me professionally?

Business psychologists are sought after in the job market because they offer a unique mixture of psychological and business-related knowledge. Graduates of the Bachelor's degree program will find excellent job opportunities in the following sectors:

- Work, personnel, and organizational psychology (e.g., in personnel and organizational development)
- Market, consumer, and media psychology (e.g., in market research and advertising)
- Environmental psychology (e.g., scientific institutions and government organizations)

Curriculum: How is the program structured?

The Bachelor's degree program in Business Psychology is divided into 6 semesters. During the first 3 semesters, practice-oriented basics are taught to give students a general understanding of business psychology matters. In the 4th and 5th semesters, students choose their areas of focus. For each area of focus, there will be specific seminars and lectures. In addition, teams of students carry out two 2-semester-long projects with real project partners. In the last semester, the study program concludes with a practical phase (internship) and the bachelor thesis.

Admission requirements: What do I need to qualify for the program?

The Bachelor's degree program in Business Psychology is restricted (numerus clausus system). The following school degrees are valid as admission requirements:

- General higher education entrance qualification
- Subject-related entrance qualification valid in Hesse
- Advanced technical certificate valid in Hesse

English language skills are also required as well as an interest in business- and psychology-related topics.

Application and program start

Courses commence in October for the winter semester. All information about the application process can be found on the Internet at www.h-da.de/bewerbung.

Consultation: Where can I obtain more info?

The first point of contact is the Student Service Center (SSC). Besides general course guidance and detailed information related to the application process, the SSC also gives advice on organizational and financial matters.

For additional information on the B.Sc. program in Business Psychology and further contact details, please email wipsy.fbgs@h-da.de.

For those who need more information on the topics of study, financing, or student housing, the Studierendenwerk Darmstadt is responsible. Learn more at www.studierendenwerkdarmstadt.de/en/.

If you plan to spend some time abroad during your studies, please contact the Internationalization Department at www.h-da.de/international.

“In market and organizational research, specialists with a combination of psychological and economic skills and sound methodological education are indispensable. The Bachelor’s program in Business Psychology at the University of Applied Sciences in Darmstadt teaches precisely these competencies combined with a practical education that optimally prepares the graduates for their professional careers.”

Dr. Dietmar Freiburg, Division Manager GfK Trustmark Germany, GfK (Gesellschaft für Konsumforschung)

Hochschule Darmstadt: What should I expect?

A Bachelor’s degree from h_da is the best basis for entering into a promising career. According to the renowned German business magazine Wirtschaftswoche, h_da enjoys a top reputation with German personnel managers and has received high scores because of its close connection to professional practitioners and organizations. Darmstadt University of Applied Sciences is renowned for:

- Efficient course organization and short durations of study
- Practical work in cooperation with professional organizations as an integral program aspect
- Optimal preparation for entry into professional life

More info at <http://www.h-da.com>.

“Sustainable management must be our guiding social principal to maintain an ecologically, socially, and economically stable society. This requires experts who combine the expertise of Business Psychology with ethical and sustainable matters. The B.Sc. in Business Psychology at the University of Applied Sciences in Darmstadt combines business-related and psychological topics with sustainability and ethics in a particularly intensive manner, thus opening up a wide field of work for graduates with a high level of social responsibility.”

Prof. Dr. Karl-Heinz Erdmann, Head of the Policy Department at the Federal Agency for nature conservation