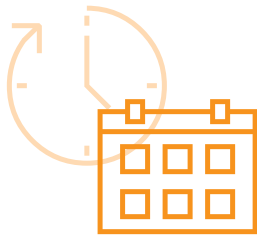


## Start of studies



Admission takes place in the winter semester.



Current enrollment details can be found at  
» [www.hs-EMDEN-LEER.de/en/sl/firstsemester](http://www.hs-EMDEN-LEER.de/en/sl/firstsemester)

## Your study at a glance

**Type:** Full-time study

**Standard period of Study:** 7 semesters

### Admission requirements:

↳ General higher education entrance qualification, entrance qualification for studies at universities of applied sciences, subject-related higher education entrance qualification

**Restricted admission:** Yes

**Teaching languages:** German/English



You can find the latest information on enrolment at  
» [www.www.hs-EMDEN-LEER.de/en/sl/enrollment](http://www.www.hs-EMDEN-LEER.de/en/sl/enrollment)

## Contact



We are happy to help you!

For general questions:

### Our Student Guidance and Advisory Service

Constaniaplatz 4  
26723 Emden  
Telefon +49 4921 807-7575  
» [zsb@hs-EMDEN-LEER.de](mailto:zsb@hs-EMDEN-LEER.de)

For questions on the study course:

### Department of Economics

Silke Willms M.A.  
Telefon +49 4921 807-1162  
» [silke.willms@hs-EMDEN-LEER.de](mailto:silke.willms@hs-EMDEN-LEER.de)



Are you interested in the degree programme?

More info on  
» <http://www.hs-EMDEN-LEER.de/en/sl/bwp>



or come see us in Emden. Take a look at the university and find out more in a personal interview.



↳ Economy

## Business Psychology

Bachelor of Arts (B.A.)



## Your future career field

After completing your studies, you will have interesting prospects when you start your professional life. Thanks to the different specialisations, you will be qualified for many different fields of activity. In addition to direct entry, trainee programmes or assistant functions can also be interesting entry opportunities for you. Your career goals could be, for example: marketing manager, market and consumer researcher, human resources manager or organisational developer.

1 <sup>st</sup> semester	Mathematics, Production and Logistics, Quantitative Methods 1, Economics, Introduction to Psychology, General Psychology 1
2 <sup>nd</sup> semester	Scientific Work, Quantitative Methods 2, Communication and Presentation, Balance Sheet Accounting, Differential Psychology 1, General Psychology 2
3 <sup>rd</sup> semester	Diagnostics 1, Digitalisation, Marketing, Investment and Financing, Differential Psychology 2, Social Psychology
4 <sup>th</sup> semester	Diagnostics 2, Business English, Organisation and Personnel, Private Law for business psychologists, + specialisation modules
5 <sup>th</sup> – 6 <sup>th</sup> semester	Empirical experimental practical project, elective modules + specialisation modules
7 <sup>th</sup> semester	<b>Practical Phase, Bachelor's thesis</b>

## Your degree program

The Bachelor's degree program Business Psychology offers you a comprehensive insight into the basics of Psychology and Business Administration in the first three semesters. You will acquire knowledge of different psychological theories and methods. In addition to the compulsory subjects such as Diagnostics, you will choose your specialisation, depending on your personal interests, in the fourth semester. You will also complete several experimental practical projects. After seven semesters, this degree programme offers you a professionally qualified degree that has prepared you for tasks in business with a high level of practical orientation and will help you successfully enter professional life – or enable you to pursue a Master's programme afterwards.

## Specialisations

In the fourth semester, you will choose your specialisation according to your personal interest and your career aspirations, and complete several associated modules from a portfolio of different business psychology and business administration courses. You will have a total of two different specialisations to choose from:

- ↳ Market and Consumers
- ↳ Human Resources

With the choice of your specialisation, you will already set the course for your future professional career during your studies. Depending on the specialisation, different occupational fields will open up for you. The specialisation in "Market and Consumers", for example, will enable you to start a career as a marketing manager or market researcher, the specialisation in "Human Resources", on the other hand, as a management consultant, human resources officer or organisational developer.

## Project week

For a fortnight a year, you will be in the middle of the project weeks. During this time, you will have the opportunity to gain an insight into the different areas of business and work with your fellow students and guest lecturers in seminar groups and practical workshops. Each project week will have a different focus. During the project weeks you will collect so-called "project points", which you will need for admission to the practical phase.

## Practical phase

During your practical phase, you will work for twelve weeks in a company of your choice. During this time, you will gain valuable experience and gain an insight into the tasks and working environment of a university graduate. You will complete your practical phase with a report and a final presentation.

## Your place of study Emden

Studying in Emden doesn't just mean reading books: We also offer you a wide range of different activities alongside your studies. For example, choose one of our many sports activities, enjoy a cold beer at the next campus party, visit our campus cinema with friends or discover one of the East Frisian Islands on a day trip.