



PROGRAM INFORMATION

M.Sc. Psychology (HRDM) with M.A. in Business and Organizational Psychology

Institute of Executive Capabilities
Steinbeis-Hochschule Berlin

and

CHRIST (Deemed to be University)

Steinbeis University Berlin (SHB) is a state-approved, most prestigious private university in Germany.

Working with high-profile academic institutions, enterprises and non-profit organizations in Germany and beyond, the SHB offers transfer and practice-oriented project competence studies. Currently, the SHB has over 8.000 students of all ages, nations and professional background.

As an institute of the SHB, the Institute of Executive Capabilities (IEC) offers academic programs which can strengthen the capability of employees and executives with innovative and consequently transfer oriented study and certificate programs.

Professionally and enthusiastically, the staff of the IEC and its associated partners pursue the promotion of two challenging goals:

1. Innovative and transfer oriented development programs to strengthen the creative roles of employees and executives
2. Promote the awareness and competencies of employees and executives to deal with economic, social, and ecological challenges



Our Study Concept



The concept of studying at SHB/IEC is characterized particularly by the project competence-oriented program. The programs of study presented by SHB/IEC are completely job-related and practice-oriented.

The dynamic development of our economy and society and the many new challenges it creates in all areas of working life are calling for modern professional and management competencies. To master these challenges, organizations need specialists and executives with versatile and comprehensive training and skillsets who can apply their commercial and organizational psychological skills effectively at

the place where human beings and economic sphere intersect. This makes **Business and Organizational Psychologist** became a great demand in the labor market, be it as HR developers or specialists, trainers or coaches, or as business consultants.

The Master's program teaches students the essential functional and managerial expertise and will help them develop the personal skills they need to understand and shape the many factors and mechanism at work in any organization. It offers scientifically grounded academic studies with a strong practical element. Along with the academic formation at our university, every student will be working on a project for a company or an organization. It provides the students with the opportunity to manage their own timetable, to keep them focused on individual professional perspectives by implementing the newly acquired knowledge immediately in the framework of their thesis.

Target Group and Future Perspectives



The Master's program is intended for students who intended to become professionals in Business Management, HR, Consulting, Leadership and Coaching.

This program is also suitable for working professionals from many walks of life – i.e. HR managers, psychologists, business managers, marketing experts, social workers, engineers or scientists, who want to hone their people skills and boost their career with meaningful qualification and become sought-after talents in the labor market.

The **degree course offers scientifically grounded academic studies with a strong practical element**, which will prepare the students for a vast range of functions and fields of work. Students will be able to use the practice-oriented expertise they acquired in the Master's program in many organizational and business areas that are becoming increasingly relevant in the modern work environment, such as:

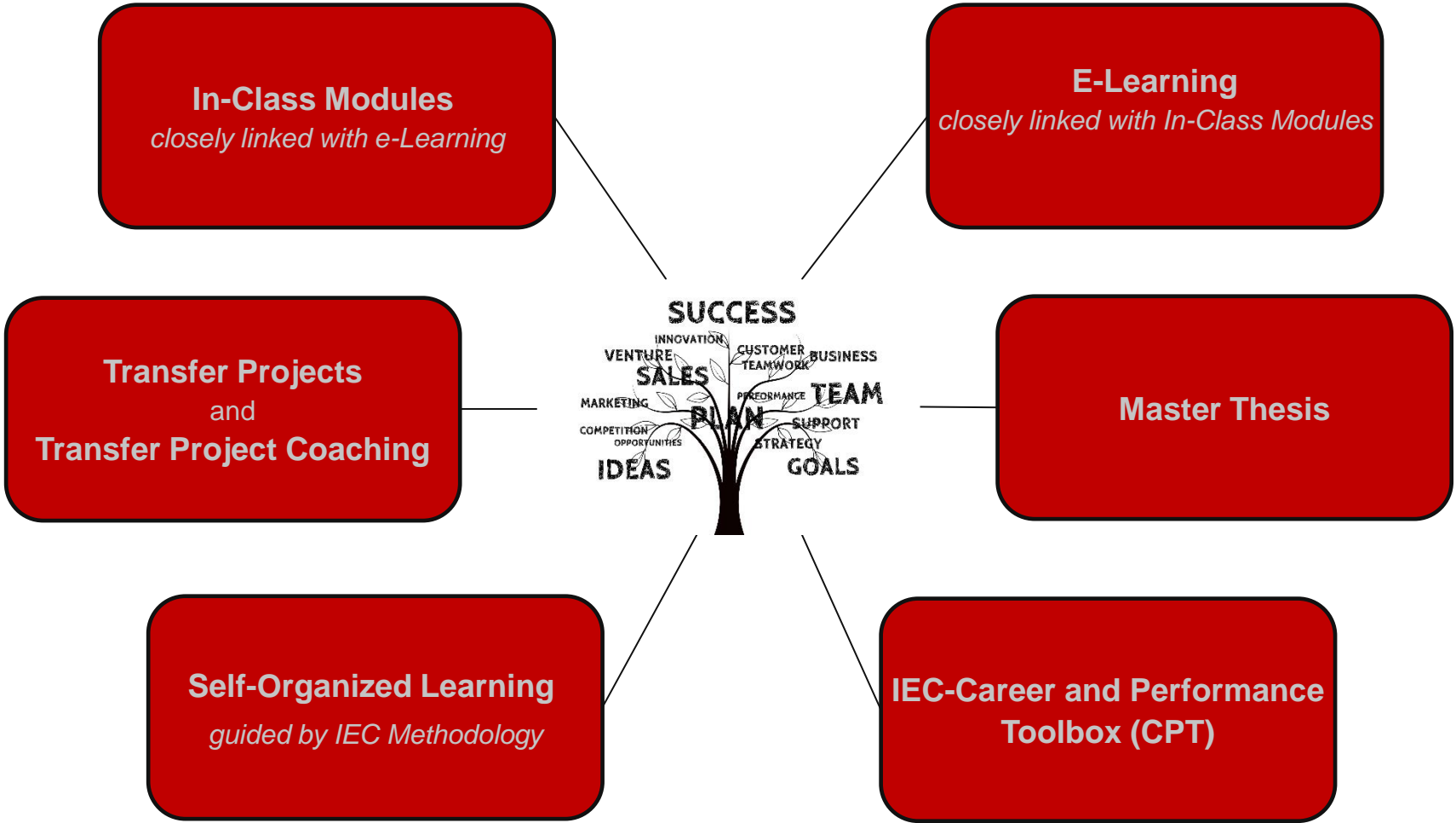
- ❖ Business Management
- ❖ HR Management
- ❖ Marketing & Communication
- ❖ Market Research
- ❖ Leadership
- ❖ Coaching
- ❖ Consulting
- ❖ Project Activities and Network Management

The Curriculum Modules

SEM	Modules	Detailed Topics
1	Introduction and Methods	<ul style="list-style-type: none"> Quantitative Methods Organizations in Society and Economy Introduction to I/O Psychology Scientific Work
	Business Psychology 1	<ul style="list-style-type: none"> General Psychology Differential Psychology Social Psychology
2	Business Psychology 2	<ul style="list-style-type: none"> Psychological Diagnostics Aptitude Testing/Diagnostics Test Construction Statistics in Psychology
	Organizational Behavior, Organizational Management	<ul style="list-style-type: none"> Corporate Health Management Principle of Organizations and Organizational Design Individual Differences in Organizations
	Organizational Consulting, Organizational Development	<ul style="list-style-type: none"> Managerial Economics HR Accounting HR Finance HR Analytics

The Curriculum Modules

SEM	Modules	Detailed Topics
3	Human Resource Management 1	<ul style="list-style-type: none"> • Strategy-oriented HRM • Performance Management • Talent Management • Personnel Marketing and Recruiting • Knowledge and Service Workers
	Human Resources Management 2	<ul style="list-style-type: none"> • Leadership and Management • Team-, Organizational-, and Cultural-Analysis • Organizational Consulting • Diversity Management
4	Market and Advertising Psychology	<ul style="list-style-type: none"> • Psychology of Demand • Consumer Behavior • Marketing and Advertising Psychology
	Psychological Aspects of Organizational Change	<ul style="list-style-type: none"> • Business Coaching • Change Management





The Master's program offered by SHB/IEC, M.A. in Business and Organizational Psychology, is accredited by FIBAA.

FIBAA, or **Foundation for International Business Administration Accreditation**, is a European, internationally oriented agency for quality assurance and quality development in higher education.



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