



STUDYING IN AUGSBURG

Sought-after personalities

With around 6,700 students, 7 faculties, 20 Bachelor degree programs and 19 Master degree programs, the Technical University of Applied Sciences is one of the largest universities of applied sciences in Bavaria. We have made it our mission to develop students into personalities that are highly sought after in business and society. We see ourselves as the authoritative point of contact for companies and prospective students who value personality and wish to assume positions of responsibility in society and business.

City life

With a population of around 300,000, Augsburg is the third largest city in Bavaria and has a lot to offer: A lively cultural scene, many pubs, bars and beer gardens, as well as interesting attractions and a great deal of history. Located just a few kilometers from the mountains and lakes, Augsburg also offers a variety of outdoor pursuits, including climbing, canoeing, standup paddleboarding and hiking. And did you know that the city of Augsburg manages the second largest forest area in Germany, with 7679 hectares?

Your career prospects in Augsburg are excellent – partly due to the proximity to the economically strong metropolitan region of Munich. In addition, the University is well connected in the Augsburg and Munich region and helps you to get started in the working world.



MORE INFORMATION AND APPLICATION

Application

The Business Psychology program can only be started in the winter semester. You can receive further information on applying from the Department of Academic Affairs: www.hs-augsburg.de/en/Application

Student Counseling Service

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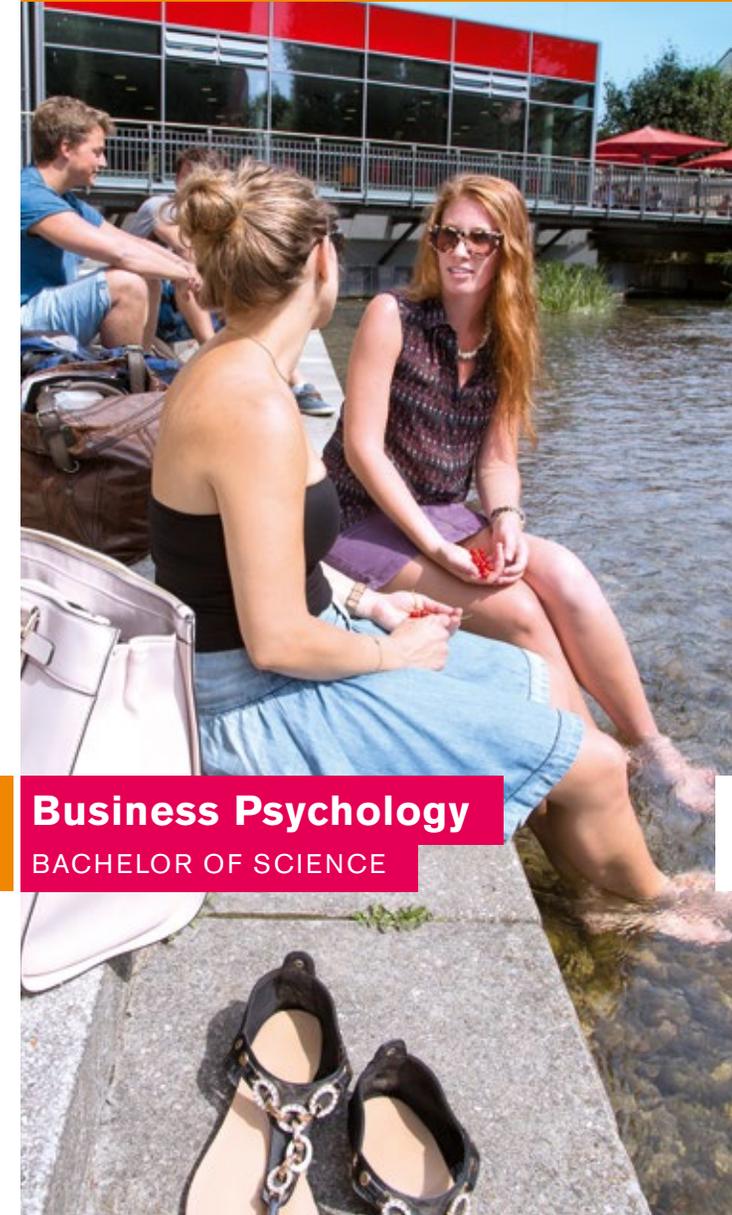
Contact and responsible person

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You can find more information under:
www.hs-augsburg.de/en/Business/Business-Psychology

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Business Psychology

BACHELOR OF SCIENCE



BUSINESS PSYCHOLOGY (B. SC.)

Study program in brief

- Standard period of study: 7 semesters
- Starts in semester: Winter semester
- ECTS: 210
- Degree: Bachelor of Science (B.Sc.) in Business Psychology

Profile

Business Psychology students will be prepared for a wide range of roles and learn how people perceive, think, feel, act, process information and learn. The study program takes into account the changed profile of business psychologists and prepares them for the challenges of the working world 4.0. These include the digitalization of the working world, the potential of Big Data in market research and personnel recruitment, and the increasing use of artificial intelligence (AI) in personalized learning and human-machine collaboration.

The study program offers:

- Practical semesters, practical projects & practical contacts
- Teamwork & professional communication
- Research methods & data analytics
- English as foreign language for business

Career opportunities:

After successful completion of the study program, students have the option to pursue a Master degree at a university or a university of applied sciences or to enter the workforce directly. Students may take on roles in the fields of personnel management, human-machine interface design, or market and consumer research. Typical job titles include: Human resource and organization developer, market researcher, change manager, psychological data analyst, advertising creator, corporate consultant, marketing manager, recruiter.



STUDY PROGRESS

Structure and contents

The Bachelor in Business Psychology program comprises seven semesters, including one practical semester. It is a full-time program in which 210 ECTS points can be attained. The academic title Bachelor of Science (B.Sc.) in Business Psychology is awarded after successful completion of the study program.

Structure

	CONTENTS	MODULES (EXCERPT)
ORIENTATION & INTERMEDIATE PHASE (1st – 4th semester)	<ul style="list-style-type: none"> ▪ Fundamentals of psychology and business ▪ Research methods ▪ Key skills English, ethics in digitalization 	<ul style="list-style-type: none"> ▪ Data analytics ▪ Market and consumer psychology ▪ Organizational psychology ▪ Personnel psychology ▪ Occupational psychology ▪ Engineering psychology
INTERNSHIP (5th semester +/- 1)	<ul style="list-style-type: none"> ▪ Insight into the professional world ▪ Practical courses 	<ul style="list-style-type: none"> ▪ Internship ▪ Practical seminar ▪ Compulsory elective modules
ADVANCED PHASE (6th – 7th semester)	<ul style="list-style-type: none"> ▪ Choice of two advanced modules ▪ Projects and seminars ▪ Bachelor thesis 	<ul style="list-style-type: none"> ▪ Market and opinion research ▪ Transformation management ▪ Cross-cultural management ▪ Human-machine interaction ▪ Personnel management in the digital context



INTERNATIONALITY

Lived internationality

The Augsburg Technical University of Applied Sciences maintains a large network of partner universities worldwide. Around 150 incoming and outgoing students per year ensure an intensive student exchange. Internationally oriented courses and Business English are central components of the study program.

Quotes:

"A wide range of electives allows our students to focus on their own interests in the later semesters."

Study program director
Prof. Dr. Sarah Hatfield

"An additional focus is on the design of social interaction and lived diversity as well as the transformation to a resilient organization."

Study program founder
Prof. Dr. Mahena Stief

"With the Bachelor in Business Psychology, we can offer companies in our region another approach to be able to better support them in their digital transformation process."

University President
Prof. Dr. Gordon Thomas Rohrmair