

Bachelor in Economic Psychology B.Sc. - Hof University — Hof University

Source: <https://www.hof-university.com/studying-at-hof-university/our-degree-programs/economic-psychology-bsc.html>

The interdisciplinary Bachelor's program in Economic Psychology imparts both the knowledge of business and economics as well as current findings from psychology. In addition, the methodological and statistical orientation lays the foundation for independent, structured problem analysis.

At the end of your studies, you will see yourself as a psychologist who is qualified to act efficiently in a company from a business management point of view. You do not judge a company solely by its sales figures or production processes, but you can also visibly and measurably shape the working climate and the dynamics of employee groups.

Furthermore, in the context of applied behavioral research, you will have a sound methodological knowledge and gain initial confidence in dealing with quantitative and qualitative empirical methodology. Finally, you will become familiar with the basic features of psychology and understand the science of human thought and action, so that at the end of the program this will qualify you for further, more in-depth courses of study in both psychology and business administration.

Introductory stage

Human Resources and Organizational Management (E)

Business Mathematics

Statistics I

Fundamentals of Business Law

Basics Marketing and E-Commerce (E)

General Psychology I

Presentation and Moderation

Introduction Digital Business (E)

Introduction Accounting

English I

Introduction to Business Administration

Fundamentals of Social Psychology

General Psychology II

Area of specialization

Elective module

International Project

Module according to § 4 paragraph 2 SPO

Mandatory modules

Fundamentals of Corporate Finance

Statistics II

Statistics with R

Motivation and Action

Biological Psychology and Neuropsychology

Differential psychology and aptitude diagnostics

Fundamentals of Economics

English II

Industrial and Organizational Psychology

Fundamentals of Procurement, Production and Logistics (E)

Developmental and educational psychology

Quantitative research methods

Clinical Psychology

Project Management (E)

Labor Law

Human Resources Development (E)

Qualitative Research Methods

Interviewing, mediation and conflict management

Employee management (E)

Psychological test procedures and test construction

Health Psychology

Psychological research seminar

Experimental Practice

Practice

Practical semester

Bachelor thesis

For your career entry, there is therefore a wide range of job opportunities such as:

HR Manager / Personnel Officer / HR Business Partner

Personnel Marketing Officer

Personnel consultant / personnel developer / training officer

Management consultant / Consultant

Change Manager / Organizational Developer

Public Relations Manager

Product Manager / Project Manager / Key Account Manager

Media consultant

Market researcher

Marketing manager

Social media consultant

Trainer/ Lecturer/ Speaker

Mediator/Coach

Psychological consultant

On an individual level, you will know how to use the knowledge you have acquired in your studies in management positions to provide optimal support for your employees, just as we would like to support you in your studies!

Economic Psychology

Winter semester: May 1 - July 15

Info and services

Timetable

Here you find your timetable.

The campus is the management and administrative center of the university. Here you will find the university library, high-tech laboratories and university sports facilities.

More about Campus Hof

Head of Program

Student Counseling

Student Affairs - Program Manager

Prof. Dr. Robin Müller

Thursday: 13:00 - 14:00

Doreen Rustler

Holger Edelman