

Intercultural Business Psychology: Modulplan | Progress of Program

Semester 3	Master's thesis CP 30				
Semester 2 (during winter semesters)	Cross-Cultural Psychology: Application CP 5	Core Subject Organization • Work and Organizational Psychology • Market and Consumer Psychology CP 10	Evaluation CP 5	Diagnostics: Test Theory and Test Construction CP 5	Project Module CP 5
Semester 1 (during summer semesters)	Cross-Cultural Psychology: Research CP 5	Core Subject Individual • Work and Organizational Psychology • Market and Consumer Psychology CP 10	Multivariate Methods CP 5	Psychological Assessment and Decision Making CP 5	Ethics Colloquium CP 5

Subject to change without notice/04/2023



Visiting addresses:

Hamm Campus

Marker Allee 76–78
59063 Hamm

Lippstadt Campus

Dr.-Arnold-Hueck-Straße 3
59557 Lippstadt

Postal address:

for all campuses

Marker Allee 76–78
59063 Hamm

www.hshl.de/en

HAMM-LIPPSTADT UNIVERSITY OF APPLIED SCIENCES

A new university in Hamm and Lippstadt with plenty of design potential. Modern campus life, market- and practice-oriented study courses, openness, tolerance, team spirit, and high demands from the start.

With an interdisciplinary setup, our teaching focuses on the promotion of individual strengths and the imparting of social competences.

Contact:

General student counseling

Phone +49 (0)2381 8789-130
studienberatung@hshl.de

We are looking forward to welcoming young, curious, open-minded, creative people who are hungry to learn and will enjoy setting the course for the future – in teams and small groups, practice-oriented, in the middle of North Rhine-Westphalia.

YOUR FUTURE!

Campus Office

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INTERCULTURAL BUSINESS
PSYCHOLOGY

INTERCULTURAL BUSINESS PSYCHOLOGY

M. Sc. | Hamm Campus



WORKING IN AN INTERCULTURAL WORLD

Our Master's degree in **"Intercultural Business Psychology"** prepares graduates for work at the intersection of different cultures.

In a world characterized by rapid globalization and demographic changes, intercultural understanding has become a key competence. In this interdisciplinary degree course, we want to prepare our students to be able to develop answers to the challenges of an increasingly complex business world, be it as employees, managers, or customers.

In the Master's program you will acquire competences in the areas of scientific methods,

diagnostics, intervention, and evaluation as well as basic and application-oriented knowledge of intercultural psychology, which are increasingly relevant in economic contexts.

Since the degree course is about people in the working world, an important component will be a module in business ethics, reflecting on the responsibility of managers and the role of companies in modern society.

The entire degree program is offered in English – close to the reality that awaits you in the business world.

Short information:

- Degree: Master of Science
- Standard study period: full-time program 3 semesters, part-time variant 6 semesters
- Location: Hamm Campus
- Language of instruction: English
- Start date: every summer and winter semester
- Deadline for registration:
 - summer semester 15 January each year
 - winter semester 15 July each year

COURSE CONTENT

You have the possibility to choose between two areas of concentration:

1. Work and Organizational Psychology:

The focus is on leadership, human resources and team development, work motivation, organizational theory and psychology as well as change management.

2. Market and Consumer Psychology:

The marketing-oriented focus is dealing with the psychology of product placement, innovation, price, sales and advertising psychology, psychology of demand and purchase decisions.

The Master's program is offered as a full-time course with a standard duration of three semesters. Students can commence their studies twice a year – at the beginning of each semester.

FUTURE PROSPECTS – INTERCULTURAL BUSINESS PSYCHOLOGY

The Master of Science degree in **"Intercultural Business Psychology"** prepares you for a career in international companies or research institutes.

Depending on your major field of study, you can prepare yourself for a job in business psychology in the areas of human resources and organization, market and consumption.

Due to the rigorous methodological training, however, you are not limited to the professional fields of the three major study areas. Human-machine interaction or cognitive ergonomics also offer interesting career prospects.

Since we attach great importance to sound training in research methods, the degree program can also be a starting point for a doctorate and a career in science and teaching.

Over the next few years and decades, small and medium-sized companies will intensify their internationalization – both in Germany and in other European countries. Consequently, the career opportunities for interculturally trained business psychologists could hardly be better.

