



## University of Europe for Applied Sciences (Berlin) Business Psychology

### Study details

**Course type:** Bachelor's degree  
**Degree:** BSc in Business Psychology  
**Study mode:** Full time  
**Duration:** 36 Month

### Cost of study

**Cost :** 12 700 EUR  
**Reg. fee :** N/A EUR  
**Scholarship :**  
**Insurance :** N/A EUR

### Intake/s

Mar/Sep

### Requirements

## Admission Requirements

- **HIGH SCHOOL/ BACHELOR DIPLOMA AND TRANSCRIPT**  
Or equivalent occupational diploma officially translated to English or German
- **CURRICULUM VITAE (CV)** (Dated & Signed)
- **COPY OF PASSPORT** (SCANNED)
- **MOTIVATION LETTER** (MIN 500 WORDS)
- **ADMISSION TEST**  
**The test is done online and students are not required to study for this test.**
- **English language certificate**
  - IELTS 5.5 overall
  - TOEFL iBT60
  - TOEFL ITP (paper based) 498
  - Pearson Test of English (Academic) 56
  - Pearson Test of English (General) Level 1
  - Cambridge English Advanced and Proficiency 162 overall
  - Cambridge Exam First B2 CEFR = First (FCE), 160
  - TOEIC Listening 400, Reading 385, Speaking 160, Writing 150
  - PASSWORD 5.5 Overall (no less than 5.0 in each component)
  - EF SET (50-minute Test) 51 (only for students applying with a MOI letter)
  - Duolingo 100

## Accommodation

### What can you expect

- Animations Studios
- Green Screen Studios
- Motion Lab
- TV Studio
  
- Screen Printing Workshop
- Photo Studios
- Sound Lab
  
- 3D Lab
- Print/Scan Studio
- Teleprompter and LED
- Dark Room
  
- Editing Room
- Equipment Library
- Rentable equipment
- Mac Pools etc.

## Speciality

### Spotlight Module: "Consumer Psychology"

In the Consumer Psychology module, students delve into the theoretical underpinnings of consumer behavior and advertising effectiveness. They gain a deep understanding of **advertising concepts**, **communication policy**, and models for effective **advertising strategies**. Throughout the course, students learn to implement cognitive and affective principles in consumer behavior analysis and recognize unconscious influences on decision-making. Additionally, they reflect on current **neuromarketing findings** and explore principles of **conscious decision-making**, **decision heuristics**, and **emotional appeals** in advertising. By the end of the module, students are equipped to design advertising messages that resonate with consumers, utilizing psychological insights and theoretical knowledge acquired in the course.

#### Additional information

### Become a business psychologist

Globalisation, digitalisation, and demographic change are creating new challenges for companies and employees. Stress-related illnesses in the work context are on the rise. Our economy needs experts who support the working world of the future with their psychological and economic know-how.

As business psychologists, you provide concepts to optimally prepare managers and employees for the working world of tomorrow. At UE, you can expect a variety of **practical projects with top business partners** and a **coached internship semester** - the perfect preparation for a career in tomorrow's labour market.

## Career Perspectives

Business psychology professions can be found in human resources, marketing and advertising, management consultancy and occupational psychology.

As a UE student, you'll have access to our **Career Development Centre** which will support and guide you through any career-related enquiry.

## What happens after your studies

With a Bachelor's degree in Business Psychology and Human Resource Management, you will become essential for growth-oriented companies. You will be able to skilfully combine your psychological understanding with business factors to advise in a wide range of fields. Business psychology professions can be found in the **fields of human resources, marketing and advertising, management consultancy and occupational psychology:**

- Personnel developer
- Personnel recruiter
- Market researcher
- Organisational consultant