



SRH University (Hamburg)

International Business Administration - Focus on Business Psychology (International Experience Track) | English

Study details

Course type: Bachelor's degree

Degree: BA in International Business Administration - Focus on Business Psychology

Study mode: Full time

Duration: 42 Month

Cost of study

Cost : 9 000 EUR

Reg. fee : 1 000 EUR

Scholarship :

Insurance : N/A EUR

Intake/s

Oct

Requirements

High school / secondary education

Entry qualification

The entry qualification documents are accepted in the following languages: English / German.

Upload your electronic copies during the application process

English

Language requirements

Please find our English language requirements here:

- Duolingo Certificate 110 points
- TOEFL 87 ibt (direct entry)
- TOEFL 79 – 86 ibt (with additional agreement)
- TOEIC 785 (Listening/Reading 785, Speaking 160, Writing 150)
- IELTS (academic) 6.5 average – please see Language Centre guidelines if results differ
- CAE (grade A, B, or C)
- CPE (grade A, B or C)
- Pearson English Test Academic (PTE-A) 59 points
- Linguaskill: 176 – 184 (CES) – all four skills required

Other requirements

- General higher education entrance qualification (Abitur) or university of applied sciences entrance qualification (Fachhochschulreife). If you have not graduated yet, we also accept your last interim certificate.
- **Please note that applicants with foreign degrees might be eligible for direct entry. This means that applicants who meet the requirements DON'T need to do a foundation year before starting their Bachelor's.**
- Proof of English language proficiency
- Curriculum vitae
- Copy of your passport/ID

Accommodation Additional information

Overview

Business psychology, also known as industrial-organisational psychology, applies human psychology to practical business needs.

Your studies will equip you with specialist business administration and psychology expertise. The integrated projects will strengthen your social and intercultural skills.

You will gain in-depth knowledge of marketing, accounting and sales – always in a global context and with an integrated, comprehensive reference to psychology.

Career opportunities

Choose from the following career paths:

- Management consultant
- Marketing and advertising positions
- Market and behavioural researcher

- Coach
- Expert in the areas of personnel selection, development, or marketing