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SRH Berlin University of Applied Sciences  
**Campus Hamburg**

**International Business Administration**  
**Business Psychology | B.A.**

**Experience Track  
and  
Fast Track**

# Our Unique Curriculum for You

This international business bachelor's degree focuses on organisational psychology. Along with your premium education in business management, your distinctive expertise in the latest scientific findings of human thinking, feeling, and acting will set you apart. With this unique combination of business and empathy, you'll ensure sound personnel selection and fair working conditions in Human Resources. In Marketing, you'll act in areas where a deep understanding of customers results in the success of marketing campaigns and strategies.

## Competencies and Curriculum

- Industrial and Organisational Psychology
- Advanced Courses in Business Languages and Accounting
- Recruitment and Leadership
- Personnel Development
- Marketing and Advertising Psychology
- Practical Casework and Excursions

### Semester 1

Psychology of Learning and Motivation (incl. Psychological Methods)

Principles of International Management

Accounting

Get Ready for Tomorrow, Today: Creativity and Innovations

Applied Business Mathematics

Languages I (German or Spanish)

### Semester 2

Marketing

Principles of Economics

Psychology of Emotions and Perceptions

Digital Module: Emotions in the Workplace and in Advertising

Statistics I

Languages II (German or Spanish)

### Semester 3

Management Accounting

International Business Law

Social Psychology: Humans and Their Social Environment

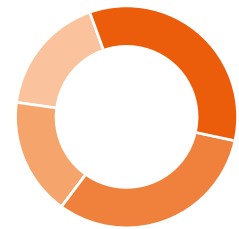
Digital Module: Virtual Teamwork and Communication in Organisations

Statistics II

Languages III (German or Spanish)

## Competence Development

- 34%** Technical Skills
- 32%** Methodical Approach
- 17%** Social Skills
- 17%** Self-management



### Semester 4

Personality Psychology and Psychological Diagnostics: Understanding People's Differences

Leadership

Market and Advertising Psychology OR Econometrics

Lab Project

Work and Organisational Psychology: Using Psychology to Shape Work and Collaboration in Organisations

Psychology-Based Staff Selection

### Semester 5

Psychology-based HR Development in a Digital Working World: Training, Coaching, and Team Development

Digital Business Simulation

Research Transfer

Study Project

Career Coaching

Business Research Methods

### Semester 6

International Experience Semester: Internship or Study Abroad

### Semester 7

Internship

Academic Writing

Bachelor's Thesis

**Please note:** "Fast Track" students skip the International Experience Semester and complete the programme in six semesters.

## Your Future Career

Companies are keenly aware of how vital their staff and high employee satisfaction are. As a business psychologist, you can advise company management on these topics and design and offer actions in the area of personnel and organizational development. Most of our graduates work successfully in marketing and human resources. However, thanks to your business administration and psychology training, you are in demand in the labour market and can accept a wide range of positions.

## Your Success Is Our Mission

- Globally recognized and renowned degree programme (state accredited )
- Direct entry possible: No foundation year required
- Holistic and hands-on approach to learning
- Personal assistance at our Career Service
- Choose additional courses at other schools such as design or engineering
- Compatible with the best business administration master's programmes in Germany and the world
- Complete a semester abroad at one of our partner universities
- Students from 100+ countries provide international flair

## Financing Your Studies

- Find support with student loans such as Daka Berlin: Repay your loan only when you are employed and earn a certain income.
- Education funds such as the SRH Berlin Bildungsfonds from Brain Capital also provide financial help: When you start working and have a fixed minimum income, you pay back a percentage of your salary.
- Additionally, there is Bafög and various other scholarships. Find more information on our website.

**"A business degree with psychology content is the perfect combination for me. I'm very interested in both and it's closer to reality."**

# Key Facts and Figures

## Start

1st intake: October 2024

## Duration

3.5 years (Experience Track)

3 years (Fast Track)

## Mode

Full time

## Credits

210 ECTS (Experience Track)

180 ECTS (Fast Track)

## Degree

Bachelor of Arts

## Language

English

## Tuition Fees (Experience Track)

EU: €690 per month

Non-EU: €4,725 per semester

## CORE Principle

Find all information on our

CORE Principle here:

[srh-campus-hamburg.de/en/core](https://srh-campus-hamburg.de/en/core)



**Sebastian Müller**  
Student

# Bachelor's Programmes for Cosmopolitan Practitioners

## SRH Campus Hamburg

Hamburg is the second largest city in Germany and an excellent location for education and business alike. The nearby Port of Hamburg is the 3rd busiest in Europe and is known as Germany's "gateway to the world". Located on the Binnenalster, our campus offers exciting future-oriented degree programmes in the fields of management, IT, logistics, and technology. Find numerous work opportunities and leisure activities at our central location. Campus Hamburg is the perfect place for students to study and gain practical experience.

## Entry Requirements

- General university entrance qualification (Abitur) or subject-restricted higher education entrance qualification (Fachhochschulreife)
- Alternatively: At least two years of vocational training as well as three years of work experience
- Proof of English language proficiency
- High motivation for academic success

**Any questions?  
We're happy to help out.  
Email us or give us a call.**

**+49 40 334 656 40  
studyinhamburg@srh.de**

**[www.srh-campus-hamburg.de/en](http://www.srh-campus-hamburg.de/en)**

**More  
information!**

