

# Master's Programme Psychology

## Emphasis: *Business and Economic Psychology*

### Programme Highlights

In Business and Economic Psychology, we analyse and support the human dimension of economic activities and institutions. Our master-program is designed to respond to the challenge of preparing the coming generation of business and economic psychologists for the ongoing digitalization and internationalization of affairs of almost any kind, be it in the private or public sector.

The outbreak of COVID-19 in early 2020 has set the digitalization of businesses into the epicentre of innovations for the 21st century, and we may expect even more dramatic developments soon in view of quantum technologies, blockchain and the decentralization of organizations. In our master program, we offer an international campus for students, providing first-hand access to a broad range of academic capacities and resources of relevance.

Our Division of Business and Economic Psychology is strongly committed to the training and development of academic skills coupled with continuous transformations in the business environment.

### Programme structure

During their first academic master-year, students are coached to manage and organize their studies together with their international peers. Essential insights into the major fields of Business and Economic Psychology will be provided in the first three highly intense input weeks with lecturers and professionals, students are encouraged to take over the responsibility to organize classes and teachings according to their needs. Students then embark on 3 months group supervisions, meeting for a 2 weeks workshop in March and close their first year in June with an intense 2 weeks series of meetings. The professional use of virtual meetings, online-team competences, the psychology of digital communication, the organization of virtual work groups, the challenge of intercultural communications become this way an integral part of the academic training.

After their first year, we encourage our Master-students to academic collaborations at our partner-sites, be it for their internship and/or research and writing of their master thesis.

### Career paths

Careers in Business- and Economic Psychology include positions such as Human Resource Executive, Market Research Analyst, Marketing Executive, Industrial and Organizational Psychologist, Corporate Consultant, Family Business Advisor, Human Factor Specialist, Customer Relationship Specialist, Recruitment or Training Specialist, Professional Developmental Coach, Change Management Specialist, Sales Representative, etc. to name a few.

The 21st century has brought about fundamental changes in the way we collaborate and exchange our services and goods. The digitalization of our economy poses opportunities and risks which need to be well understood to make well-informed decisions about how to collaborate best in our economy. We, therefore, have adopted a curriculum in which our students are active partners who participate and decide on the development of their curriculum.

This way, we hope to contribute to the formation of a new generation of academics and practitioners prone to take ethically sound responsibilities.

The students at our department are encouraged to develop their research questions for their master thesis from the early start in close collaboration with our researchers. We do not delegate readymade research packages to our students and believe the research mastery must be motivated from within: the questions which are most dear to students and their mission.

## **Curriculum**

**Teaching language:** English

For the full curriculum see Appendix

## **Contact**

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## Master Specialisation Business and Economic Psychology

|                        |     |  | ECTS | HPW |
|------------------------|-----|--|------|-----|
| <b>M 1</b><br>SEMESTER | M.1 | IC Research Paradigms in Business and Economic Psychology            | 3    | 2   |
|                        | M.1 | IC Work Psychology   | 3    | 2   |
|                        | M.1 | IC Organisational Psychology   | 3    | 2   |
|                        | M.1 | IC Market and Consumer Psychology                                    | 3    | 2   |
|                        | M.2 | IC Personnel Psychology  | 4    | 3   |
|                        | M.2 | IC Market Research – Costumer Insights                               | 3    | 2   |
|                        | M.3 | IC Electives: Dialogical Practice in Organizations                   | 4    | 3   |
|                        | M.4 | IC Quantitative Research Techniques I                                | 3    | 2   |
|                        | M.4 | IC Qualitative Research Techniques I                                 | 3    | 2   |
|                        | M.5 | LE History of Applied Psychology                                     | 1    | 1   |
| <b>M 2</b><br>SEMESTER | M.2 | IC Introduction in Business Administration                           | 3    | 2   |
|                        | M.2 | IC Psychology of the Service Economy                                 | 4    | 3   |
|                        | M.3 | IC Electives: Coaching, Supervision, Mediation: Coaching Psychology  | 4    | 3   |
|                        | M.3 | IC Electives: Data Analytics   | 4    | 3   |
|                        | M.4 | IC Quantitative Research Techniques II                               | 3    | 2   |
|                        | M.4 | IC Qualitative Research Techniques II                                | 3    | 2   |
|                        | M.5 | LE Legal Framework Conditions of Psychological Occupation and Ethics | 1    | 1   |
|                        | M.6 | EX Behavioral Economics  | 3    | 2   |
|                        | M.6 | EX Competences in Labour Psychology                                  | 3    | 2   |
|                        | M.6 | EX Personnel Selection   | 3    | 2   |
|                        | M.6 | EX Competences in Organizational Psychology                          | 3    | 2   |
| <b>M 3</b><br>SEM.     | M.7 | Internship   | 22   |     |
|                        | M.7 | EX Supervision of Internship   | 3    | 2   |
|                        | M.8 | SE Preparation Master's Thesis                                       | 5    | 3   |
| <b>M 4</b><br>SEM.     | M.8 | SE Research Workshop   | 3    | 2   |
|                        | M.8 | EX Scientific Writing  | 2    | 2   |
|                        |     | Master's Thesis  | 20   |     |
|                        |     | Master's Exam  | 5    |     |