



BUSINESS PSYCHOLOGY

BACHELOR, 3 YEARS

Business Psychology

Bachelor, 3 years

Psychology plays a role in every aspect of our lives and society – including in Business. It affects the mental health and well-being of people, plays an important part in education, in sports and leisure, in economics and consumer trends, in the resolution of conflicts between people and countries, and in recruitment for businesses. If you are interested in people's behaviour and are keen on using your skills and knowledge for the good of others, society, and of businesses, then this course may be perfect for you.

You will investigate the reasons why we do things, how we do them and how we relate to others as well as to the world at large. You will explore how we perceive, think and use ideas, how we vary in personality, and how we are influenced by particular environments such as work, school and family.

After completing this course, you can have a career in all areas that have to do with human relations, including industry, commerce, education, health and social services and consulting.

One of our distinguishing features is that at the end of each year of our three-year Bachelor programmes we award separate certificates. This ensures that even if you start a degree and opt out a year in, you will still have left with a certificate in your hand.

On successful completion of Year 1, you will be awarded the Diploma in Psychology.

On successful completion of Year 2, you will be awarded the Advanced Diploma in Psychology.

Finally, upon successful completion of Year 3, you will be awarded the Bachelor of Science in Psychology.

Core Modules for each year

Year 1

1. Introduction to Psychology
2. Statistics
3. Business English
4. Business Law
5. Principles of Management
6. Marketing Management

Year 2

1. Social Psychology
2. Human Resource Management
3. Business Information Systems
4. Research Methods for Psychologists
5. Abnormal Psychology
6. Consumer Behaviour

Year 3

1. Cognitive Psychology
2. Executive Leadership
3. Public Relations
4. Work Psychology
5. Personality Psychology
6. Project

Assessment

Written exam (unseen) + Project