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# MASTER (M.SC.) INDUSTRIAL AND ORGANIZATIONAL PSYCHOLOGY

The future of work is already here. Digitalisation, artificial intelligence tools and hybrid work models have all contributed to a new and different professional world. This has both positive and negative aspects, as some traditional professions are becoming extinct, and new jobs taking their place. To help businesses and staff adapt to – and benefit from – these dramatic changes, business psychologists are becoming more common, and more in-demand. Be it as a consultant or a talent manager, as an M.Sc. Industrial and Organizational Psychology graduate, you'll use economic proficiency, business psychology tools and a strong manager inclination to make companies excel in times of change and turn challenges to growth opportunities.



## Degree

Master of Science (M.Sc.)



## Electives

In the Industrial and Organizational Psychology distance learning programme, you can choose electives worth 10 ECTS (60 ECTS) or 20 ECTS (120 ECTS) and thus focus on interesting practical areas.



## Study model and accreditation

- Online
- German accredited institution, recognised by ZFU (German Central Office for Distance Learning)



## Study start and duration

Official start date: August 1<sup>st</sup>, 2023\*

Afterwards: Anytime

Duration: optionally 12, 18 or 24 months (60 ECTS);  
optionally 24, 36 or 48 months (120 ECTS)



## Credits

60 or 120 ECTS

**iu** INTERNATIONAL  
UNIVERSITY OF  
APPLIED SCIENCES

\*Subject to state accreditation. We expect the Ministry's approval no later than the start of the programme. So far, all of our programmes have been successfully accredited and approved on time.

## Study Content (60 or 120 ECTS)

MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
<b>60-ECTS-MODEL</b>			
<b>1</b>			
Strategic Management		5 ECTS	E
Leadership		5 ECTS	E
Psychology in Media and Communications		5 ECTS	E
Conversation Management and Communication Techniques		5 ECTS	OA
Coaching and Consulting		5 ECTS	WACS
Seminar: Current Topics in Industrial and Organizational Psychology		5 ECTS	WARE
<b>2</b>			
Electives A		10 ECTS	
Master Thesis & Colloquium		20 ECTS	WAMT & PC
<b>120-ECTS-MODEL</b>			
<b>1</b>			
Concepts in Psychology		5 ECTS	E
Personality Psychology		5 ECTS	E
Advanced Research Methods		5 ECTS	WAWA
Applied Statistics		5 ECTS	E
Psychology in Media and Communications		5 ECTS	E
Business Ethics and Corporate Governance		5 ECTS	WAWA
<b>2</b>			
Conversation Management and Communication Techniques		5 ECTS	OA
Project: Agile and Creative Methods		5 ECTS	WAPR
International Assessment Methods		5 ECTS	E
Leadership		5 ECTS	E
Electives A		10 ECTS	
<b>3</b>			
Industrial and Organizational Psychology		5 ECTS	E
Coaching and Consulting		5 ECTS	WACS
Quantitative Research Methods		5 ECTS	E
Seminar: Current Topics in Industrial and Organizational Psychology		5 ECTS	WARE
Electives B		10 ECTS	
<b>4</b>			
Master Thesis & Colloquium		30 ECTS	WAMT & PC

## CHOOSE YOUR ELECTIVES

### Choose one elective from

#### “Electives A” list:

- Change Management in Organizations
- Consumer Behavior and Customer Loyalty
- Corporate Organizational Development
- Customer Journey
- New Work
- Recruitment and Staff Development

### Choose one elective from

#### “Electives A” list:

- Consumer Behavior and Customer Loyalty
- Recruitment and Staff Development
- Change Management in Organizations

### Choose one elective from

#### “Electives B” list:

- Change Management in Organizations
- Consumer Behavior and Customer Loyalty
- Corporate Organizational Development
- Customer Journey
- New Work
- Recruitment and Staff Development

## ELECTIVES

### NEW WORK

Work as we know it is transforming. New modes of work, such as hybrid home office and office work are becoming the new normal, and new hierarchies in organisations are shifting the way workers see their workplace. Companies now need to find new ways to onboarding employees, in ways that reflect these changes, but also strike a balance between the needs of the organisation and the needs of the employee. In this elective, you'll learn how these new approaches to work are best implemented, and what challenges they pose to managers.

### CUSTOMER JOURNEY

In this elective, you'll explore different aspects of the customer journey – the whole process from a customer's first experience with a company/product, making a purchase and staying an active customer over time. Learn how marketing, sales and business data all combine to optimise and maintain the journey at a level that meets business objectives, and how business psychology helps direct customers to make decisions that benefit businesses.

### CONSUMER BEHAVIOR AND CUSTOMER LOYALTY

Identifying the needs and desires of customers are crucial for the success of any product or service. Companies must first identify who their customers are, what problems they're facing, and how the product or service can solve that problem and make their life easier. In this elective, you'll discover the cognitive processes that precede the decision making and purchase action in customers' minds. Take a deep dive into the basics of consumer psychology, and how neuropsychology can be harnessed to better understand the connection between branding, marketing, and sales.

## CAREER PERSPECTIVE

Business psychologists work at the crossroads between companies, employees, and customers, where they fill a wide range of tasks. With this degree, you could find work in the human resource management field, where you could work as a recruiting/talent manager. Or you could work as a customer relationship manager, helping companies improve their interactions with customers and increasing customer satisfaction. You can also choose to work as change manager or a consultant, helping companies transition to new work models or implement structural changes to improve profitability.

## ADMISSION

We try to keep admission as simple as possible at IU. To successfully enrol, there are just a few requirements we need you to prove.

### ADMISSION REQUIREMENTS

- **For 60 ECTS:** A completed, undergraduate degree (worth 240 ECTS) with a focus on **psychology**
- **For 120 ECTS:** A completed, undergraduate degree (worth 180 ECTS) with a focus on **economics or business administration**.
- Your degree must be from a state or state-recognised higher education institution/university
- You must have achieved a final grade of at least “satisfactory” or equivalent

### FURTHER ADMISSION CRITERIA

For the 60 ECTS programme:

Depending on your previous education, the following entry options are applicable for the 60-ECTS Master's degree:

- undergraduate degree with 210 ECTS: you can bridge the gap of 30 ECTS with the proof of one year qualified work experience
- undergraduate degree with 180 ECTS: you can bridge the gap of 60 ECTS with the proof of two years qualified work experience

Recognition of knowledge and abilities acquired outside of higher education is possible in principle.

Is your undergraduate degree not in the required subject field for this programme's 120 ECTS points variation admission requirements? You can still apply! You'll have to take 2 specific courses at the start of your studies, and pass them successfully in order to continue with your studies. That way, you don't have to take an entrance examination, and can prove your skills while earning ECTS points as part of your studies.

## SCHOLARSHIP PROGRAMME

Start your online degree with our Scholarship Programme and receive a scholarship up to 67%! Start in our Scholarship Programme as a participant with immediate access to 50% of your courses. You can do this by taking our Entrance Examination which will be included in your course as part of the Scholarship Programme. Once you have handed in all admission documents and the courses are completed, you can go on to finish your degree.

**Questions?** Speak to your study advisor, they will guide you through every step of the process.

## PROOF OF ENGLISH LANGUAGE SKILLS:

We therefore ask for proof of your English language skills\*. If English is your native language or you graduated from an English-speaking school/university, you don't need to prove your English skills.

Accepted certifications:

- English Courses (complimentary when signing up with IU)\*\*
- TOEFL (min. 80 points) or
- IELTS (min. Level 6.0 out of 9 points) or
- Duolingo English test (min. 95 points) or
- Cambridge Certificate (min. B grade overall) or
- Equivalent proof

# 8 STEPS TO COMPLETE YOUR STUDIES

1

Register and apply online

2

Choose your course

3

Download your study scripts

4

Work independently with study scripts

5

Take part in Q&A sessions

6

Prepare for exams and take them either:

- directly online, or
- at an IU examination centre (remember to register in time).

7

Master thesis and colloquium

8

Complete your studies with certificate

\*Proof must be provided before the start of the study and must not be older than five years.

\*\*Please note that English Courses aren't accepted as a language certificate for on campus study programmes.