

APPLIED BUSINESS AND MEDIA PSYCHOLOGY (B.Sc.)



Programme profile

Shape the working world of tomorrow! To master the challenges of technological development and digitalisation, you will take on a key role in shaping future work systems and media offerings. As a graduate of this programme, you will not only be well versed in the domains of people, technology and media; your particular strength will lie in mediating between these worlds. The content of the programme is derived from this core competence: psychology, economics and media. The increasing importance of key qualifications such as interdisciplinarity and analytical skills is reflected in the content and focus of this programme. AWM also offers you the opportunity to specialise in one of the following areas:

- General Management
- User and Consumer Experience
- Media communications
- Data Science
- New Work

*Änderungen vorbehalten



Application & Admission*

The programme starts in the winter semester (application period: until 15 September).

- University admission qualification (A-levels/vocational A-levels/vocational qualification)
- Restricted admission
- Online application via the university's own portal

*Subject to change:
Current information and deviations can be found on our website.

For questions about studying in Ansbach:

- Student Advisory Service
- studienberatung@hs-ansbach.de
- (0981) 4877 - 574

Bei Fragen zum Studiengang:

- Studiengangskoordination AWM
- studiengangskoordination-awm@hs-ansbach.de
- (0981) 4877 - 210



Career prospects

The holistic perspective of the programme qualifies our graduates for a broad field of activity.

- Internal corporate communications
- Human resources
- Marketing
- User-Experience
- Market research
- Data Science
- External corporate communications
- Human-centered technology design
- Research and development



Personal interests

For this degree programme, we recommend, among other things, the following knowledge and interests:



Design



Interdisciplinarity



Problem-solving skills



Data collection/
Statistics



Psychology



Communication skills



Contact



to the degree
programme
website