

Business Psychology BSc (Hons)



This course will provide you with a comprehensive grounding in business alongside specialist knowledge of psychology and its application to the workplace.

You will learn about psychological theory, techniques and applications; these are valuable skills if you wish to move into the fields of occupational psychology, human resource management or personnel. The Business Psychology degree will also give you insights into the application of behavioural and motivational models to the workplace. A strong emphasis is placed on effective management competencies in areas like communication, teamwork, leadership, problem solving, decision making, time management, resource management and critical reflection.

In Year 1 you will gain an awareness of fundamental management and psychological principles. Complementary aspects of business and psychology are developed in Years 2 and 3. You will investigate the development of brands alongside the development of human emotions and behaviour. You can further investigate your chosen specialism through your Independent Study in an applied organisational setting.

Accredited by the British Psychological Society, this course develops the skills needed to become competent in investigating theories and carrying out research. We offer flexibility with a range of different pathways, which reflect differing levels of eligibility for British Psychological Society (BPS) membership, including Graduate Basis for Chartered Membership (GBC) status

UCAS code

UCAS is the central organisation through which applications are processed for entry onto full-time undergraduate courses in Higher Education in the UK.

Business Psychology BSc (Single Honours) C815 BSc/BPsy

For the latest information, check the UCAS website at <http://www.ucas.com>

Study options

Single Honours

Get in touch

Admissions Office

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Course Leader

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Modules

Advertising & The Mind of the Consumer
Business Psychology
Cognitive Psychology
Employee Relations
Financial Concepts
Human Resource Management
Independent Study
Individual Differences
Key Figures & Themes in Psychology
Developmental Psychology
Management Concepts
Managing a Diverse Workforce
Marketing Concepts
Physiological Psychology
Research Methods 1, 2 and 3
Social Psychology
Studying Psychology

Assessment

Wide range of assessment types, including research reports, case studies, essays, literature reviews, presentations and examinations.

Dominic Upton

Head of Psychological Sciences

“Business Psychology combines two complementary subject areas and is making an increasing contribution to many areas of corporate life.”

Academic department

[Institute of Health & Society](#)

“The University is a leading innovator in the fields of health and social care. Unique appointments such as the UK’s first professors of perinatal education and tissue viability demonstrate our commitment to research excellence.”

Louise Jones, Head of Institute

Employability

A degree in Psychology is highly favoured by employers, giving you an excellent advantage in the job market. During your studies with us you will learn new skills, develop existing expertise, study a wide range of approaches and methodologies and leave with a broader range of knowledge, skills and abilities.

Health & Society News

- [University's Health Leader Takes on Two Influential Roles - Tuesday, 22 May 2012](#)

The Head of the University of Worcester's Institute of Health and Society has been appointed to two important external roles.

- [Nursing Students Receive Vital Training in Working with People Living with](#)

Dementia - Wednesday, 25 April 2012

First year nursing students at the University of Worcester are to take part in a one-day conference about working with people living with dementia.

- **Student Nurses Walk Five Miles Between University and Hospital for Cancer Research UK - Monday, 23 April 2012**

Seven student nurses from the University of Worcester undertook a five mile charity walk after being inspired by their studies.

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<http://www.worcester.ac.uk/journey/businesspsychologybschons.html>