



Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



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# Bachelor's degree



## Bachelor's in Business Psychology (BBP)

WHU - Otto Beisheim School of Management • Vallendar



## Overview

|                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|----------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Degree                                 | Bachelor of Science in Business Psychology (BSc)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Course location                        | Vallendar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Teaching language                      | <ul style="list-style-type: none"><li>English</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Languages                              | Courses are held in English.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Programme duration                     | 6 semesters                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Beginning                              | Winter semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Application deadline                   | Our application portal is open from October to May every year. For more information, please visit our <a href="#">website</a> .                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Tuition fees per semester in EUR       | Yes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Additional information on tuition fees | Tuition fees per year: 18,100 EUR (9,050 EUR per semester)*<br>*Tuition fees for 2025, subject to change                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Joint degree / double degree programme | No                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Description/content                    | <p>WHU's Bachelor's programme in Business Psychology addresses qualified, committed students from around the world. Offering a unique blend of a broad-based curriculum, practical experience, and international exposure, the programme equips students with the professional skills and comprehensive mindset needed to thrive in today's changing world. The study of at least one language, an integrated semester abroad at one of our partner universities worldwide, and an internship abroad are fundamental elements of the programme.</p> <p>Students acquire a complete set of tools to tackle complex business challenges competently, on the basis of a solid academic and scientific foundation. At the same time, the programme fosters practical experience by covering real-world situations. Students complete two internships, during which they apply their acquired knowledge in a company setting.</p> |

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# Course Details

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## Course organisation

Our Bachelor's programme in Business Psychology combines different modules. In the first semesters, these include:

- Core courses of Business and Economics
- Core courses of Psychology
- Propaedeutics (Statistics, Foundation of Law)
- Language and Intercultural Competence

Through small groups we ensure excellent student support.

Languages:

Language courses are an integral part of the curriculum. Students choose at least one language from the following options:

- Chinese
- English
- French
- German
- Italian
- Japanese
- Spanish

Language courses are taught exclusively by native speakers. The course size varies from six to a maximum of fourteen students.

Elective courses:

Students chose their elective courses at the beginning of the fourth semester. The course size varies between 10 and 20 students. These specialisations run across all fields of business psychology and management.

The "General Studies" module demands outside-the-box thinking: It offers courses from philosophy, and engineering to history, culture, and politics. It also focuses on important historical events and cultural/technological change. All in all, the courses enable students to think outside the economic box.

The "Ethics and Sustainability" module focuses on ethical questions concerning individual behaviour, the influence of emotions on the human decision making process, basic philosophical questions of the present, and conflict behaviour. Learning strategies and methods are addressed.

Optional additional courses:

Students can choose a second language, courses in business law (usually taught in German), or various courses out of the field of general studies.

**A Diploma supplement will be issued**

Yes

**Certificates for specific modules are awarded**

Yes

**International elements**

- International guest lecturers
- Language training provided
- Training in intercultural skills
- Projects with partners in Germany and abroad
- International comparisons and thematic reference to the international context
- Courses are led with foreign partners

**Description of other international elements**

- Internships and semester abroad
- International faculty and guest lecturers
- Daily interaction with international exchange students

**Integrated internships**

Our students complete two internships (each with a minimum duration of four weeks). The first internship takes place during the summer break between the second and third semesters, and the second internship takes place between the fourth and fifth semesters. Our Career Center team will assist you in finding appropriate internships and help you build your professional network starting from day one. One of the internships has to be completed abroad, giving our students the opportunity to experience the international job market on their own.

**Course-specific, integrated German language courses**

Yes

**Course-specific, integrated English language courses**

Yes

## Costs / Funding

**Tuition fees per semester in EUR**

Yes

**Additional information on tuition fees**

Tuition fees per year: 18,100 EUR (9,050 EUR per semester)\*

\*Tuition fees for 2025, subject to change

**Semester contribution**

None

**Costs of living**

Approx. 900 EUR per month

**Funding opportunities within the university**

Yes

**Description of the above-mentioned funding opportunities within the university**

Tuition fees have never prevented anyone from studying at WHU. We welcome every qualified applicant who demonstrates outstanding cognitive and personal skills, regardless of his or her social and economic background. WHU offers a wide variety of financing options to ensure that every student who has been offered admission can indeed complete the study programme. Details can be found on our [website](#).

## Requirements / Registration

**Academic admission requirements**

- Secondary school diploma or higher education qualification equivalent
- Letter of motivation and CV
- Proof of English proficiency
- Internship of six weeks, or equivalent practical experience prior to the beginning of the programme
- Successful participation in the WHU admission round

**Language requirements**

Unless your secondary school studies have been completed at an English-taught school, you need to provide proof of your English language skills.

WHU accepts the following tests and results:

TOEFL iBT score of at least 95 points; Institutional TOEFL (ITP): 587 points; IELTS of 6.5; Cambridge C1 Advanced Grade C

**Application deadline**

Our application portal is open from October to May every year. For more information, please visit our [website](#).

**Submit application to**

<https://application-center.whu.edu/login>

## Services

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**Accommodation**

Rent ranges from 250 to 650 EUR, including utilities.

Most students choose to live near the campus, taking advantage of the proximity to lectures and the opportunity to get together at any time.

We offer extra support in finding accommodation for our international students with our own on-site housing office.

WHU students can access details of available apartments via our online forum for incoming students.

An overview of the various types of accommodation is available [here](#).

**Career advisory service**

The Career Center of the university is the interface between WHU and its students. It initiates contacts with companies, organises numerous career activities and maintains contact with alumni. Through its extensive network, the Career Center provides support during the search for internships in Germany and abroad as well as for the start of your career upon graduation. Services include:

- Career counselling and training
- Presentations, workshops, and career fairs
- Job databases and newsletters
- Online resume database and on-campus recruiting
- Links to the WHU alumni network

**Support for international students and doctoral candidates**

- Welcome event
  - Buddy programme
  - Tutors
  - Cultural and linguistic preparation
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©Photo by Julia Berlin

**David Gazarian**  
WHU BSc class of 2023

Before attending the WHU "Schnuppertag", I visited other business schools, but I felt like something was missing. At the WHU "Schnuppertag", I was instantly captivated by the unique WHU spirit. While walking around campus, I could see it in action: in the way WHU students interacted with each other, how they collaborated creatively in the study rooms and how helpful all the staff was. I immediately felt at home and knew I wanted to study at WHU, so I began my application the following week.



## The Spirit of Courage and Commitment at WHU – Otto Beisheim School of Management

On WHU's two campuses in Vallendar (near Koblenz) and Düsseldorf, faculty, students, and staff enjoy working and studying in an environment that promotes diversity and internationalisation. The organisational culture at WHU characterises a spirit of courage and innovation, a strong sense of community, high dedication to excellence, and an intrinsic commitment to society.

» more:  
<https://www.youtube.com/watch?v=YAnsrQahONM>

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# WHU - Otto Beisheim School of Management

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Vallendar campus – Marienburg building

WHU – Otto Beisheim School of Management is an internationally oriented and privately funded European Business School based in Vallendar with a second campus in Düsseldorf. Founded in 1984, WHU is now one of the most renowned German business schools with an outstanding national and international reputation. This excellent standard has been certified by accreditations from EQUIS, AACSB, and FIBAA as well as through leading positions in national and international rankings. WHU students profit from a large international network of partner universities, companies, and alumni.



## University location

WHU has two campuses. One campus is located in Vallendar, a small town along the romantic riverside of the Rhine, which is part of the UNESCO World Heritage, and another campus is located in Düsseldorf, one of the liveliest cities in Germany and a vibrant hub for companies and the media. Both the Vallendar campus and the Düsseldorf campus share the same "WHU Spirit" of mutual trust, support, and respect that will make you feel at home. With students and faculty from multiple countries, WHU offers a truly international study environment.

The Bachelor's programme is taught at our campus in Vallendar.

## Contact


### WHU - Otto Beisheim School of Management

Bachelor Recruiting Team


Elin Siciliani

Burgplatz 2  
56179 Vallendar

 [bachelor@whu.de](mailto:bachelor@whu.de)

 Course website: [https://www.whu.edu/en/programs/bachelor-program/bachelor-in-business-psychology/?mtm\\_campaign=daad\\_bbp&mtm\\_source=daad&mtm\\_medium=portal&mtm\\_group=bbp](https://www.whu.edu/en/programs/bachelor-program/bachelor-in-business-psychology/?mtm_campaign=daad_bbp&mtm_source=daad&mtm_medium=portal&mtm_group=bbp)

 <https://www.facebook.com/visitwhu>

 <https://www.linkedin.com/school/whu-otto-beisheim-school-of-management/>

 [https://www.instagram.com/whu\\_official/](https://www.instagram.com/whu_official/)

 <https://www.youtube.com/user/visitWHU>

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# International Programmes in Germany - Database

[www.daad.de/international-programmes](http://www.daad.de/international-programmes)  
[www.daad.de/sommerkurse](http://www.daad.de/sommerkurse)

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## GATE-Germany

Consortium for International Higher Education Marketing  
[www.gate-germany.de](http://www.gate-germany.de)

## Disclaimer

The data used for this database was collected and analysed in good faith and with due diligence. The DAAD and the Content5 AG accept no liability for the correctness of the data contained in the "International Programmes in Germany" and "Language and Short Courses in Germany".

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