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School of Applied
Psychology

Psychological Institute

Master of
Science
in Applied
Psychology

Most students completing the Bachelor's degree in applied psychology go on to the Master's degree program. Master's students deepen and expand their professional and methodological skills in many different core elective modules and acquire a very individualized, science-based profile with a strong practical orientation. Only holders of a Master's degree are entitled to use the professional title 'psychologist'. The Master's degree programme (MSc) is recognized nationally as well as EU-wide.



Master's students deepen their knowledge and skills in a variety of modules, such as clinical psychology, media psychology, developmental and family psychology, or environmental and sustainability psychology. With their additional qualification in applied research and their well-developed personal and social skills,

psychologists with a master's degree from ZHAW enjoy high acceptance in the job market. They are qualified to work in fields of clinical psychology and health psychology and work in media psychology, counselling and coaching, school and family psychology, work and organizational psychology, traffic and safety psychology, environmental psychology, or in fields of applied cognitive psychology.

The MSc gives access to further education leading to, for example, specialist qualifications in psychotherapy and doctorates.



degree programme with a wide scope of options

The Master's programme teaches in-depth foundations of applied psychology in the form of required modules. Subject-specific core elective module topics are offered by the sections of the Psychological Institute in their areas of research. The interdisciplinary core elective module topics examine psychological solutions to current societal issues. Graduates of the Master's programme will have thus acquired a broad-based profile in their envisaged professional field.

The Master's degree programme is strongly action- and application-oriented and is therefore especially appropriate for students who wish to prepare for specific professional fields of work.



Entry to the profession of psychologist The Swiss Federal Act on the Psychology Professions requires completion of the Master's degree for entitlement to use the professional title 'psychologist'. Bachelor's and Master's degrees awarded by universities of applied sciences and by universities are equivalent. Completion of a qualified Master's degree also makes it possible to earn a doctorate.

To work as a psychotherapist, additional training is required to earn the federal postgraduate title Psychotherapist. Certain specializations also additionally require the acquisition of a specialist title, for example in school psychology services the specialist title Child and Adolescent Psychologist.



Full-time or part-time The ZHAW Master's degree programme can be completed on a full-time or part-time basis; the workload of 120 ECTS credits is the same. The standard duration for full-time studies is 2 years, or 4 semesters. The duration of part-time studies can be determined individually. The programme has a modular structure. Modules are study units on specific topics; a module consists of one or more courses. For an overview of the modules with further information, see: www.zhaw.ch/psychologie/master.



Required subjects and core elective modules In addition to 80 ECTS credits in required subjects (research methods, academic skills, applications, internship and workshop), Master's students choose from 18 subject-specific core elective modules and 10 interdisciplinary core elective modules with 6 or 4 credits. From

this great diversity of core elective modules, Master's students put together their individual plan of study for 40 ECTS credits.

In-class and online instruction For teaching course contents we ensure an appropriate combination of in-class and online instruction. The instructors place great importance on interactive exchange in the courses.

Subject-Specific Core Elective Module Topics

- Applied cognitive science and decision-making
- Diagnostics and counselling
- Developmental and family psychology: Child and adolescent psychology
- Developmental and family psychology: Resource-oriented work
- Adult clinical psychology
- Child and adolescent clinical psychology
- Media psychology
- Organization development and consulting
- Traffic and safety psychology

Interdisciplinary Core Elective Module Topics

- Ageing society
- Health psychology
- Integration and participation
- People and digitization
- Environmental and sustainability psychology



“I appreciated the personal atmosphere between students and teaching staff in the applied psychology programme as well as the wide-ranging studies with the variety of course contents.”

Jessica Güntert, MSc in Applied Psychology



“Completing the Master’s degree programme in applied psychology opened many doors for us – I chose research on humans in the environment.”

Dr. Swen Jonas Kühne

Sample Individual Plan of Study with a Focus on Clinical Psychology, Health Psychology, and Developmental and Family Psychology

Required	<p>Research Methods</p> <p>20</p>	<p>Applications including module with core electives (2/6 courses)</p> <p>12</p>
	<p>Child and Adolescent Psychology</p> <ul style="list-style-type: none"> • From intellectual giftedness to performance impairments • Parenting and family counselling <p>6</p>	<p>Clinical Psychology (Children and Adolescents)</p> <ul style="list-style-type: none"> • Attachment and attachment Disorders • Clinical psychology applications <p>6</p>
Core Electives	<p>Child and Adolescent Psychology</p> <ul style="list-style-type: none"> • Special topics in child and adolescent psychology <p>4</p>	<p>Clinical Psychology (Child and Adolescent)</p> <ul style="list-style-type: none"> • Assessment of attachment <p>4</p>

□ = Fall semester
 □ = Spring semester

Experience and Reflection

including internship (300 h)

15

Academic Skills

including Master's thesis

33

80

**Clinical Psychology
(Adults)**

- Psychotherapy research
- Clinical psychology applications:
Case reports – social psychiatry –
psycho-oncology

6

Media Psychology

- Media impact
- Media literacy – media education
– media and learning

6

120

**Clinical Psychology
(Adults)**

- Interviews and diagnosis in
operationalized psychodynamic
diagnostics (OPD) for adults

4

Ageing Society

- Clinical gerontopsychology

4

40

Sample Individual Plan of Study with a Focus on Applied Cognitive Psychology, Media Psychology, Traffic and Safety Psychology, and Environmental Psychology

Required	<p>Research Methods</p> <p>20</p>	<p>Applications including module with core electives (2/6 courses)</p> <p>12</p>
	<p>Applied Cognitive Science and Decision-Making</p> <ul style="list-style-type: none"> Decision-making and behavior: Theory Application of behavioral insights <p>6</p>	<p>Traffic and Safety Psychology</p> <ul style="list-style-type: none"> Introduction to traffic and safety psychology Diagnostics as application in traffic and safety psychology <p>6</p>
Core Electives	<p>Applied Cognitive Science and Decision-Making</p> <ul style="list-style-type: none"> Behavioral science arena <p>4</p>	<p>Traffic and Safety Psychology</p> <ul style="list-style-type: none"> Practical seminar: Intervention – prevention – human-machine interaction <p>4</p>

□ = Fall semester
 □ = Spring semester

Experience and Reflection
including Internship (300 h)

15

Academic Skills
including Master's thesis

33

Media Psychology

- Media impact
- Media literacy – media education
– media and learning

6

**Environmental and Sustainability
Psychology**

- Changing people and
environment

6

**Change Processes in
Organizations**

- Practice of bringing about
change

4

People and Digitalization

- Design of a digital product /
a digital intervention

4

80

120

40

Sample Individual Plan of Study with a Focus on Diagnostics and Counselling and Organization Development and Consulting

Required	<p>Research Methods</p> <p>20</p>	<p>Applications including module with core electives (2/6 courses)</p> <p>12</p>
	<p>Advanced Diagnostics</p> <ul style="list-style-type: none"> • Digital diagnostics • Integrative and narrative methods in diagnostics <p>6</p>	<p>Organization Development and Consulting</p> <ul style="list-style-type: none"> • Leadership psychology • The organization of the future <p>6</p>
Core Electives	<p>Counselling Psychology</p> <ul style="list-style-type: none"> • Counselling analysis and feedback <p>4</p>	<p>Organization Development and Consulting</p> <ul style="list-style-type: none"> • Practical change processes <p>4</p>

□ = Fall semester
 □ = Spring semester

Experience and Reflection
including Internship (300 h)

15

Academic Skills
including Master's thesis

33

Media Psychology

- Media impact
- Media literacy – media education
– media and learning

6

**Health Psychology:
Theory and Application**

- Health psychology and society
- Health promotion:
Applied and practical

6

Resource-Oriented Work

- Solution-oriented consulting

4

**Environmental and Sustainability
Psychology**

- Understanding people and
environment

4

80

120

40



Numerous other combinations in the core
elective modules are possible.



Admission requirements Applicants with a Swiss Bachelor's degree in psychology with a grade of 5.00 or higher are not required to undergo the aptitude assessment. The assessment is required for admission to the Master's degree programme for applicants with:

- a Swiss Bachelor's degree in psychology with a grade below 5.00
- a Bachelor's degree from a foreign country
- a formally recognized degree in special education (Heil- or Sonderpädagogik)

The aptitude assessment of applicants to the Master's degree programme is a two-part individual assessment.

For applications deadlines, see:

www.zhaw.ch/psychologie/daten

Applicants who pass the aptitude assessment are guaranteed a place in the next start of the programme or the start after next.



Information events Information events of the Master's degree programme are held regularly. For dates, see: www.zhaw.ch/psychologie/daten.



he university campus on the Toni-Areal is a centre for education and research, art, and culture with an international atmosphere. The extensive campus is located in the inspiring former industrial district of Zurich-West and provides a modern infrastructure for 5,000 students, teaching staff, and employees. Close proximity to the ZHAW School of Social Work and Zurich University of the Arts (ZHdK) provides opportunities for interdisciplinary exchange.

Information and contact For more information on the Master's degree programme, dates, and costs, see: www.zhaw.ch/psychologie/master. For further information you may also contact the degree programme office at: info.psychologie@zhaw.ch or +41 58 934 83 10



“It was easy to combine studying in the Master’s programme and working in my job, and I benefitted from the strong practical orientation of the lecture courses and the teaching staff. I was also impressed by the wide-ranging curriculum at ZHAW.”

Florian Manz, MSc in Applied Psychology

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of Applied Sciences

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