

Zurich University
of Applied Sciences

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School of Applied
Psychology

Psychological Institute

**Bachelor's Degree in
Applied Psychology**

Bachelor's Degree in Applied Psychology

The Bachelor's degree programme in applied psychology is the first step towards a career as a psychologist. It prepares students for a variety of jobs in healthcare, social services and education, business and administration, and culture. Upon completion of the programme, graduates are awarded a Bachelor of Science in Applied Psychology (BSc).

Psychology deals with human experience and behaviour. The focus is on describing, explaining and predicting psychological phenomena. Specifically, psychology examines questions such as: How do we see? How does memory work? How do we think, judge and make decisions? How do we behave in groups? What are psychological disorders, and how do they arise? Psychologists work in all fields in the professional world. And with the dynamic social development, more and more new fields are being added.

The goal of applied psychology is practical application and useful implementation of psychological findings and insights. This differs from the pure research in which scientific psychology originally consisted. Applied psychology makes a significant practical contribution to the further development and well-being of society, organizations, teams and individuals. In addition to the need to understand and treat psychological disorders, applied psychology also seeks solutions for current problems in society. For example, it examines media use by young people, deals with issues in health promotion in companies, throws light on human environmental behaviour, analyses transportation systems or evaluates the need of certain social groups for advice and consultation.

A degree programme with a distinct profile

The Bachelor's degree programme at the ZHAW teaches the fundamentals of scientific psychology. On this basis, the programme fosters highly competent psychology students with broad thematic interests. This generalist profile is not offered by any other university of applied sciences in Switzerland. The programme is more action- and application-oriented than programmes at universities, and it is especially appropriate for students who wish to prepare for concrete professional fields of work.

A start in psychology

The Bachelor's degree programme is a basic course of study in applied psychology; it does not qualify graduates for independent professional practice. For that, students need to complete a consecutive Master's degree programme in psychology. According to the Swiss Federal Law on Psychology Professions, only holders of the Master's degree are entitled to use the professional title 'psychologist'. Bachelor's and Master's degrees awarded by universities of applied sciences and by universities are equivalent.



“The study programme at the ZHAW is optimally structured. From theoretical foundations to practical training to a gradual approach to scientific work. The studies were intensive, exciting and absolutely enriching.”

Marlise Zurlinden-Clavadetscher
Graduate of the Bachelor's degree programme



“The part-time psychology programme at the ZHAW is a valuable way to expand my horizon. I am being optimally prepared for a new occupation, in that certain study contents are put into practice already during the course of studies. I appreciate being taught by teaching staff who with their rich practical experience create a motivating learning environment.”

Esther Mirjam Rhyn
Graduate of the Bachelor's degree programme

Degree requirements for the BSc

Foundation subjects (46 ECTS)

e.g. work and organizational psychology, biopsychology, emotion and motivation psychology, developmental psychology, history of psychology, clinical psychology, cognitive psychology, neuropsychology, personality and differential psychology, social psychology

Diagnostics and intervention (28 ECTS)

e.g. case history; conducting conversations; assessment, testing; counselling: theory, forms of, practice & training

Schools of psychology (12 ECTS)

Humanistic psychology, cognitive behavioural psychology, systemic psychology, depth psychology

Methods and statistics (26 ECTS)

e.g. quantitative and qualitative methods, experimental practicum

Academic skills (20 ECTS)

Seminar and Bachelor's thesis

Internship and workshops (26 ECTS)

e.g. internship, study week

Elective subjects (22 ECTS)

e.g. area of concentration and literature colloquium (work and organizational psychology, developmental and personality psychology, clinical psychology), non-psychology subjects (e.g. philosophy), areas of application (e.g. media psychology, traffic psychology)

Structure of the Bachelor's degree programme

Full-time or part-time

The Bachelor's degree programme can be completed on a full-time or part-time basis. Either way, the student is required to have completed 180 ECTS credits. The typical schedule for full-time studies is 3 years, or 6 semesters (ca. 30 ECTS credits per semester). The typical schedule for part-time studies is 9 semesters (ca. 20 credits per semester).

Modular structure

The Bachelor's degree programme has a modular structure. Modules are study units on specific topics; modules consist of one or more courses. For an overview of the modules, see: www.zhaw.ch/psychologie/bachelor

Outlook towards the Master's degree programme

Most students begin work on their Master's degree directly after completing the Bachelor's programme. For the Master's degree programme, students choose one of three specializations:

- Work and organizational psychology
- Developmental and personality psychology
- Clinical psychology

Students are also required to complete modules in foundation subjects, research methods, diagnostics, intervention, academic skills, experience and reflection. For an overview of the modules, see: www.zhaw.ch/psychologie/bachelor



“The generalist education helped me to define my areas of interest, which I can now specialize in in the Master's degree programme.”

Sarah Sclafani
Graduate of the Bachelor's degree programme



Photo: Hannes Thalmann

Admission requirements

For the Bachelor's degree programme in applied psychology, applicants must have the following qualifications:

- Baccalaureate, Federal Vocational Baccalaureate or Specialized Baccalaureate, or teaching certification, giving right of access to university studies
- or completion of vocational education and training of at least 3 years duration with a Swiss Federal Certificate of Competence as well as a passing grade on the AKAD admissions examination
- or diploma from an accredited professional education and training college
- and at least one year's work experience, in or not in a field or work in applied psychology.

All applicants must pass a two-stage aptitude assessment.

For application deadlines, see: www.zhaw.ch/psychologie/bsc/zulassung

Information events

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

University campus

The university campus on the Toni site 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 Zürich-West and provides a modern infrastructure for 5,000 students, teaching staff and employees. Close spatial proximity to the ZHAW School of Social Work and Zurich University of the Arts (ZHdK) provides the opportunity for interdisciplinary exchange.

Information and contact

For more information on the Bachelor's degree programme, dates, and costs, see: www.zhaw.ch/psychologie/bachelor

For further information, you may also contact the Bachelor of Science in Applied Psychology Office at info.psychologie@zhaw.ch or +41 58 934 83 10.

Applied Psychology

Psychological Institute
Pfungstweidstrasse 96
P.O. Box
CH-8037 Zurich

Phone +41 58 934 83 10
Fax +41 58 935 83 10

E-Mail info.psychologie@zhaw.ch
Web zhaw.ch/psychologie/pi

Bachelor's degree programme in Applied Psychology UAS Zurich

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Accreditation Agency in Health
and Social Sciences