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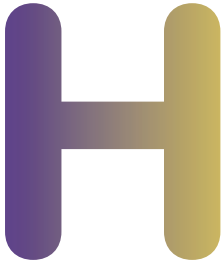
School of Applied
Psychology

Psychological Institute

**Bachelor of
Science
in Applied
Psychology**

www.zhaw.ch/psychologie

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).



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 what causes them to develop? Psychologists work in all fields in the professional world. And with the ever-changing social developments, this includes more and more new fields.



Applied psychology The goal of applied psychology is practical application and useful implementation of psychological findings and insights. This differs from the pure research that originally comprised scientific psychology. 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 studies 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 needs of certain social groups for advice and consultation.



degree programme with a distinct profile

The Bachelor's degree programme at ZHAW teaches the fundamentals of scientific psychology. With this basis, graduates of the psychology programme have broad thematic interests and a high level of professional competence. This generalist profile is not offered by other universities 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 training in specific professional fields.



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, MSc (graduate of the BSc programme)



“I received optimal preparation for a new occupation, in that I could put certain study contents into practice already during my studies. I appreciated being taught by teaching staff who with their rich practical experience contributed to a motivating learning environment”.

Esther Mirjam Rhyn, MSc (graduate of the BSc programme)

Modules in the Bachelor's Degree Programme

Methodology

- Literature colloquium
- Term paper / Bachelor's thesis
- Statistics and methods

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Foundations of Psychology

- General psychology
- Biological psychology
- Neuropsychology
- Emotional and motivational psychology
- Developmental psychology
- History of psychology
- Cognitive psychology
- Personality and differential psychology
- Social psychology

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Applications in Psychology

- Work and organizational psychology
- Health psychology
- Clinical psychology
- Media psychology
- Traffic psychology

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Diagnostics and Intervention

- Test theory and applications
- Psychological assessment
- Psychodiagnostic methods
- Conducting conversations
- Counselling: Theory and practice
- Counselling fields

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Internship and Workshops

- Internship (600 hours)
- Group processes
- International/interdisciplinary study week

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Areas of Concentration

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

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Schools of Psychology

- Humanistic psychology
- Systemic psychology
- Cognitive behavioural psychology
- Depth psychology

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Non-Psychology Subjects

- Communication and media studies
- Philosophy
- Sociology
- Economics/Business administration

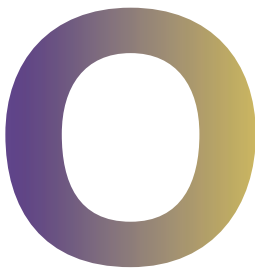
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full-time or part-time The Bachelor's degree programme can be completed on a full-time or part-time basis. Students must complete 180 ECTS credits. The standard duration of studies for full-time studies is 3 years, or 6 semesters (ca. 30 ECTS credits per semester). The standard duration 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; a module consists 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 start the Master's degree programme directly after completing their Bachelor's degree. Master's students deepen and expand their professional and methodological competencies and their personal and social skills in elective modules. The outcome is a very individualized, science-based profile with a strong practical orientation.

In addition to 80 ECTS credits in required subjects (research methods, academic skills, applications, internship and workshop), Master's students can study a wide range of topics in core electives. From these options, students put together their individual plan of study for 40 ECTS credits.

Master's Degree Programme: 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

Master's Degree Programme: Interdisciplinary Core Elective Module Topics

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

For an overview of the modules, see:
www.zhaw.ch/psychologie/master



Admission requirements Applicants to the Bachelor's degree programme must have the following qualifications:

- Baccalaureate, Federal Vocational Baccalaureate or Specialized Baccalaureate, or teaching certification that qualifies for university entrance
- or diploma from an accredited College of Higher Education (HF/PEI)
- and at least one year of work experience (may be in or not in a field of work in applied psychology)

All applicants must pass a two-part aptitude assessment.

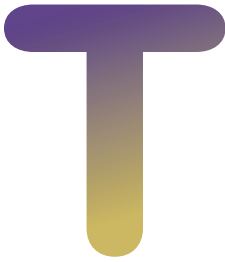
For application deadlines, see:

www.zhaw.ch/psychologie/studium

Information events:

Information events on the Bachelor'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 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 Tel. +41 58 934 83 10



“The generalist education helped me to define my areas of interest in psychology, in which I then specialized in the Master’s degree programme.”

Sarah Sclafani, MSc (graduate of the Bachelor's degree programme)

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of Applied Sciences

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