

INDEPENDENT UNIVERSITY OF BANJA LUKA

FACULTY OF EDUCATION

**STUDY PROGRAM: *BUSINESS PSYCHOLOGY (2ND CYCLE)***

**CURRICULUM**

from academic 2016/2017

With the business psychology study program , it realizes its mission through teaching and scientific, educational and professional work and research. The mission of the study program is to expand, improve and promote knowledge and learning, to present an intellectual challenge, motivate creativity and support the desire to improve and acquire knowledge with the aim of concrete and measurable socio-economic development and increasing the total fund of knowledge in the broadest context, for the benefit of the entire society.



In order to achieve its mission, the study program maintains a high level and flexibility of second-cycle studies according to international standards, which will follow European trends and initiatives and promote multidisciplinarity, taking into account society's needs for personnel of certain profiles and training students to respond to the challenges imposed by modern times. business environment.

The curriculum of the Business Psychology study program is based on scientific and professional knowledge . Students should acquire knowledge that is aligned with the knowledge acquired at related faculties in Europe and the region .

The knowledge and abilities that the student acquires while studying should be in full agreement with the ability to respond to the challenges imposed by the modern business environment.

I THE PURPOSE OF THE STUDY PROGRAM

The purpose of the study program is to acquire the professional competencies of the Master of Business Psychology for the performance of certain jobs in companies, institutions and public institutions. Students' knowledge will be further increased by practical work during the duration of the educational process on the second cycle of studies. The specificity of learning is determined within the work program of each subject. Students of the II cycle would be qualified to continue their studies in the II and I cycles, which is also the purpose of this study program.

Business Psychology study program will be implemented in the II cycle of studies. The second cycle of studies lasts two years and is evaluated with 120 ECTS points. Students who complete the first and second cycle of studies are evaluated with 300 ECTS points.

II GOALS OF THE STUDY PROGRAM

The Business Psychology study program aims to obtain higher education and the title of master psychologist. This study program qualifies, first of all, to continue education at higher levels of study, but also to perform certain jobs in companies, institutions and public institutions. The goal of the study program can be divided into two categories, which together provide the quality of higher education at the Independent University of Banja Luka. The quality of the study program is achieved through a combination of professional and general educational components.

The goal of professional development is:

* Training students for systemic, strategic and development tasks in the selection, training and management of human resources,
* Acquiring and guarding them and developing them skills in the field of human factors , structuring the organization and communication, as well as improving the overall organizational behavior ,
* to perform specialist work in the field of work psychology, providing educational and other services ,
* Management of research and statistical data processing ,
* Ability to perform research and development work in the field of marketing and market research ,
* Jobs related to psychodiagnostics, psychological interventions and counseling in different institutions .

The goal of the general education components of the study program is:

* Acquiring communication skills,
* Understanding the scientific method,
* Ethical thinking and development of the value system as a collective obligation,
* Development of awareness of the importance of interpersonal relationships with appreciation and understanding of diversity.

III COMPETENCES OF STUDENTS

Through the implementation of this program, students would acquire general and special knowledge and skills. The goal is to equip students for the application of acquired knowledge and skills when performing those activities that are related to modern systems and jobs of psychologists, and concern human resources, conducting research, statistical processing of data, management and marketing.

From general knowledge and skills, students would master communication skills, they would acquire a wide range of knowledge from all key areas needed for effective work in companies, institutions and public institutions. The specificity of learning is determined within the work program of each subject.

Learning outcomes: After completing the master's studies in business psychology (acquired 300 ESPB), students are trained for independent scientific and professional work in workplaces that require the academic title of master psychologist. These studies provide training for: systemic, strategic and development tasks in the selection, training and management of human resources; research and development work in the field of human factors , organization structuring and communication, as well as improvement of overall organizational behavior; specialist jobs in the field of work psychology, provision of educational and other services ; research and development activities in the field of marketing and market research; jobs related to psychodiagnostics, psychological interventions and counseling in different institutions .

STUDY PROGRAM BUSINESS PSYCHOLOGY – SECOND CYCLE

1. **year – I semester**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject code** | **Subject** | **Electiveness** | **Lectures** | **Exercises** | **ECTS** | | |
| MPP- 01 | Psychology attitudes | obligatory | 2 | 2 | 6 | | |
| MPP- 02 | Psychology motivations | obligatory | 2 | 2 | 6 | | |
| MPP- 03 | Research in applied psychology | obligatory | 2 | 3 | 8 | | |
| MPP-04 MPP- 05 | Elective subject I– Social psychology of aging  Elective subject I – Psychology of communication | electoral | 2 | 2 | 5 | | |
| MPP-06 MPP-07 | Elective subject II –  Psychological interventions in crisis  Elective subject II – Social pathology | electoral | 2 | 2 | 5 | | |
| **TOTAL** |  |  | 10 | 11 | **30** | | |
| **I year – II semester** | | | | | |  | |
| **Subject code** | **Subject** | **Electiveness** | **Lectures** | **Exercises** | **ECTS** | |  |
| MPP- 08 | Organizational culture | obligatory | 3 | 2 | 8 | |  |
| MPP- 09 | Marketing management | obligatory | 3 | 2 | 8 | |  |
| MPP- 10 MPP- 11 | Elective subject III – Modern psychotherapy schools and courses Elective subject III -  Psychology adult age and aging | electoral | 2 | 2 | 7 | |  |
| MPP-12 MPP-13 | Elective course IV – Leadership skills interviews and professional selection  Elective course IV – Management quality | electoral | 2 | 2 | 7 | |  |
| **TOTAL** |  |  | 10 | 8 | **30** | |  |

1. **year – III semester**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Subject code** | **Subject** | **Electiveness** | **Lectures** | **Exercises** | **ECTS** |
| MPP- 14 | Multivariable statistical analysis | obligatory | 3 | 2 | 8 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| MPP- 15 | Methodology research in business psychology | obligatory | 3 | 2 | 8 | |
| MPP-16 MPP-17 | Elective subject V – Psychology of success Elective subject V –  Psychology social justice | electoral | 2 | 2 | 7 | |
| MPP-18 MPP-19 | Elective subject VI –  Psychosocial intervention approach  Elective subject VI – Stress and confrontation | electoral | 2 | 2 | 7 | |
| **TOTAL** |  |  | 10 | 8 | **30** | |
| **II year – IV semester** | | | | | |  |
| **Subject code** | **Subject** | **Electiveness** | **Lectures** | **Exercises** | **ECTS** | |
| MPP- 20 | Practice | obligatory | 4 | 4 | 10 | |
| MPP- 21 | Research studio work | obligatory | 4 | 4 | 10 | |
| MPP- 22 | Final master work | obligatory | 4 | 4 | 10 | |
| **TOTAL** |  |  | 12 | 12 | **30** | |
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