

Join us on a journey to understand the Global Business World  
**THROUGH THE LENS OF PSYCHOLOGY!**



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**SFU**

Sigmund Freud Private University (SFU) was first accredited as a private university by the Austrian Accreditation Council in 2005. Individual support, dialogue with teaching staff, and a high degree of practical relevance are the hallmarks of the high-quality degree programmes at the SFU. In addition, the close link between research and practice promotes the acquisition of knowledge in a creative teaching and learning environment. In addition to the main university in Vienna with its four faculties of Psychotherapy Science, Psychology, Medicine, and Law, the SFU has study locations in Paris, Milan, Ljubljana, Linz and Berlin.

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Study programmes

Psychotherapy Science (PTW)

→ Vienna, Linz, Berlin,  
Paris, Ljubljana

Psychology

→ Vienna, Linz, Berlin,  
Ljubljana, Milan

Human medicine

Dentistry

→ Vienna

Law

→ Vienna

Art Therapy

→ Vienna, Berlin

Licence training

for psychotherapy

→ Berlin

More informations

[sfu.ac.at](http://sfu.ac.at)

**SFU**

We don't just start careers  
We encourage personality

## Master in Psychology (MSc) *Emphasis* International Business and Economic Psychology



SIGMUND FREUD  
PRIVATE UNIVERSITY  
PSYCHOLOGY **PSY**



# Master in Psychology (MSc) Emphasis International Business and Economic Psychology

The Master Programme in Psychology with a emphasis in Business and Economic Psychology at SFU sites of implementation in Berlin and Vienna equips students to navigate the challenges of the digital economy by focusing on the psychological dynamics behind decision-making, teamwork, and innovation.

The programme explores how human behavior shapes organizations and markets, with a focus on topics like motivation, behavioral economics, and decision-making. Through a research-driven and practical approach, students gain hands-on experience, combining academic insight with real-world application to prepare for impactful careers.



## WHAT MAKES THE PSYCHOLOGY PROGRAMME AT SFU UNIQUE?

- Strong international focus, preparing students for global careers.
- Dedicated teaching combined with personalized mentoring.
- Small groups fostering close interaction with faculty and peers.
- Early involvement in research projects, gaining hands-on experience.
- Practical orientation starting from the first semester.

### Career Paths

Graduates of the Master Programme in Psychology with a emphasis in International Business and Economic Psychology pursue careers in Human Resources, Market Research, Consulting, Workplace Psychology, and Sales & Marketing. They work as HR executives, market analysts, consultants, organizational psychologists, or marketing specialists, among other roles.

## Curriculum Master in Psychology Emphasis International Business and Economic Psychology

		ECTS	SWS	
M 1 SEMESTER	M.1	SE Research Paradigms in Business- and Economic Psychology	3	2
	M.1	IC Work Psychology	3	2
	M.1	IC Organizational Psychology	3	2
	M.1	IC Market and Consumer Psychology	3	2
	M.2	IC Personnel Psychology	4	3
	M.2	IC Market Research: Customer Insights	3	2
M 2 SEMESTER	M.3	IC Electives: Dialogical Practice in Organizations	4	3
	M.2	IC Psychology of the Service Economy	4	3
	M.2	IC Introduction in Business Administration	3	2
	M.3	IC Electives: Coaching Psychology	4	3
	M.3	IC Electives: Data Analytics	4	3
	M.6	EX Behavioral Economics	3	2
M 3 SEM.	M.6	EX Competences in Organizational Psychology	3	2
	M.6	EX Competences in Work Psychology	3	2
	M.6	EX Personnel Selection	3	2
M 4 SEM.	M.7	EX Internship	22	
	M.7	SE Supervision of Internship	3	2
	M.8	Preparation Master's Thesis	5	3
M 8 SEM.	M.8	SE Research Workshop	5	3
	M.8	EX Scientific Writing	20	
	M.8	Master's Thesis	5	
		Master's Exam		

IC Integrated Course  
EX Exercise  
SE Seminar



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STARTS HERE**

Secure your spot today!

