# CAND. SOC.
# BUSINESS PSYCHOLOGY

## Information meeting on Master's degree programmes 2023

Department of Management, BSS AU
Sophie Esmann Andersen, Associate Professor, PhD

# WELCOME...

## Part I: Introduction

- The whats and whys of Business Psychology
- Cand. Soc. Business Psychology – then what?

## Part II: Student experiences

- Camilla Eeg Kruse, Stud. Soc. Business Psychology

## Questions

# THE WHATS AND WHYS OF BUSINESS PSYCHOLOGY

Psychology is essentially the science of understanding the way people think and behave.

Building on the notion that every business is a human enterprise, the key to any successful business is understanding people.



SOPHIE ESMANN ANDERSEN
ASSOCIATE PROFESSOR, PHD

‚Money makes the world go round, but people make the world go forward.

Paul Odafe Utho

# THE WHATS AND WHYS OF BUSINESS PSYCHOLOGY

The importance and relevance of understanding people in different business contexts:

Human Resource Management: e.g. talent recruiting and management, and translation of business strategy into people practice

Marketing Management: e.g. product development, customer behaviour and consumer insights

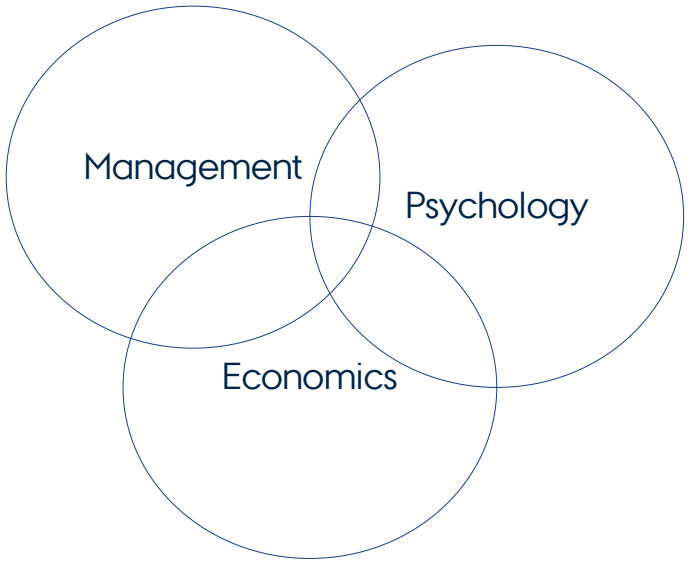
Leadership: e.g. communication style and practices, motivation and performance

Stakeholder management: e.g. stakeholder involvement and relationship building

Change and Process Management: e.g. facilitating transformation and change processes

Organisational Culture: e.g. human values, collaboration and relations, learning, cross-cultures and differences

# THE WHATS AND WHYS OF BUSINESS PSYCHOLOGY




The Cand Soc Business Psychology programme combines the fields of Management, Economics and Psychology to give students the ideal set of insights, perspectives and tools to tackle central issues in modern organisations – particularly within decision making, stakeholder management and communication, HR, workplace well-being and change processes.

# THE WHATS AND WHYS OF BUSINESS PSYCHOLOGY

Continuous close collaboration with relevant business partners to ensure that the Business Psychology programme is relevant and up-to-date and that future candidates are attractive to the job market.

# THE WHATS AND WHYS OF BUSINESS PSYCHOLOGY

| | | | |
|---|---|---|---|
| 1st Semester (30ECTS)<br>Prerequisite courses | Judgement and decision making | Workplace psychology | Organisational theory |
| 2nd Semester (30ECTS)<br>Prerequisite courses | Business Psychology methods | Communication psychology | Organisational interventions |
| 3rd Semester (30ECTS)<br>Elective courses | Electives, Study abroad, Internship, Summer University | | |
| 4th Semester (30ECTS)<br>Master thesis | Master thesis on a business psychology topic | | |

# CAND. SOC. BUSINESS PSYCHOLOGY

Top career paths for candidates in business psychology

Human Resource Manager

Management analyst

Marketing manager

Industrial Organisational Psychologist(*)

Business Executive

(*) NB in Denmark, “psychologist” is a protected title

Source: US Bureau of Labor Statistics

# Examples of relevant job ads on LinkedIn for future Cand Soc Business Psychology:

## Job titles and examples of job responsibilities and tasks

# CAND. SOC. BUSINESS PSYCHOLOGY

Senior consultant in change communication team:

- Strategy rollouts: Strategic communication mobilising the strategy throughout the organisation, e.g. translating the strategy into more action-oriented initiatives.
- Culture and value workshops: Co-creation with companies around their culture and values to build ownership and establish a culture and values that are aligned with the company.
- Capability building and training: Focusing on the ability to do what is a prerequisite for change in terms of developing the skills needed to e.g. use a new IT system. Building capabilities and training are therefore key areas in change communication.
- Internal tasks in the Change Communication practice: Supporting in developing our great practice through multiple internal tasks such as: keeping case catalogues up to date, arranging social or professional events as well as supporting in writing and publishing articles.

# CAND. SOC. BUSINESS PSYCHOLOGY

Change Management Lead:

- This role will be responsible for ensuring change initiatives meet objectives by increasing employee adoption. The primary responsibility will be creating and implementing change management strategies and plans that maximize employee adoption and minimize resistance.
- The Change Management Lead will act as a coach for global governance and process owners in helping them fulfill the role of change sponsor. The role will also support country project teams in integrating change management activities into their project plans.

# CAND. SOC. BUSINESS PSYCHOLOGY

## Senior talent management consultant:

- Develop and implement our new internal global Employee Listening and Engagement approach, by using a variety of listening initiatives – all to enable us to better understand the moments that matter most for our people
- Identify opportunities for frequent and actionable feedback through multiple channels and scalable approaches, in order to improve our employee experience and increase engagement
- Work closely with colleagues across HR and other functions, such as Data Analytics and Communications
- Collect insights to continuously improve and identify opportunities for listening to our people and drive HR and business decisions, while always acting as ambassador for the employee
- Analyse and translate data into accessible, tangible, and actionable insights to the appropriate audiences
- Communicate and engage with key stakeholders to ensure we continuously improve our ways of listening

Decision Making
Alternatives
Uncertainty
High risk consequences
Interpersonal issues
complexity
MotivationalLines.com

# Are you a strategy person or a peoples' person?

Questions or concerns?
sea@mgmt.au.dk

# WELCOME...

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**Questions**

Thank
you!

AARHUS BSS

**DEPARTMENT OF MANAGEMENT**
AARHUS UNIVERSITY