



An Introduction to Business and Organisational Psychology Webinar

**Dr Cakil Agnew, Programme Director,
Department of Psychology, Heriot-Watt
University**

**Greg Fantham, Assistant Professor,
Department of Psychology, Heriot-Watt
University**

What is Business and Organisational Psychology?

“Business Psychology is the **study and practice** of **improving working life**. It combines an understanding of the **science of human behaviour** with **experience of the world of work** to attain effective and sustainable performance for both individuals and organisations.”

**Why is it
needed?
How does it
fit into the
modern
workplace?**

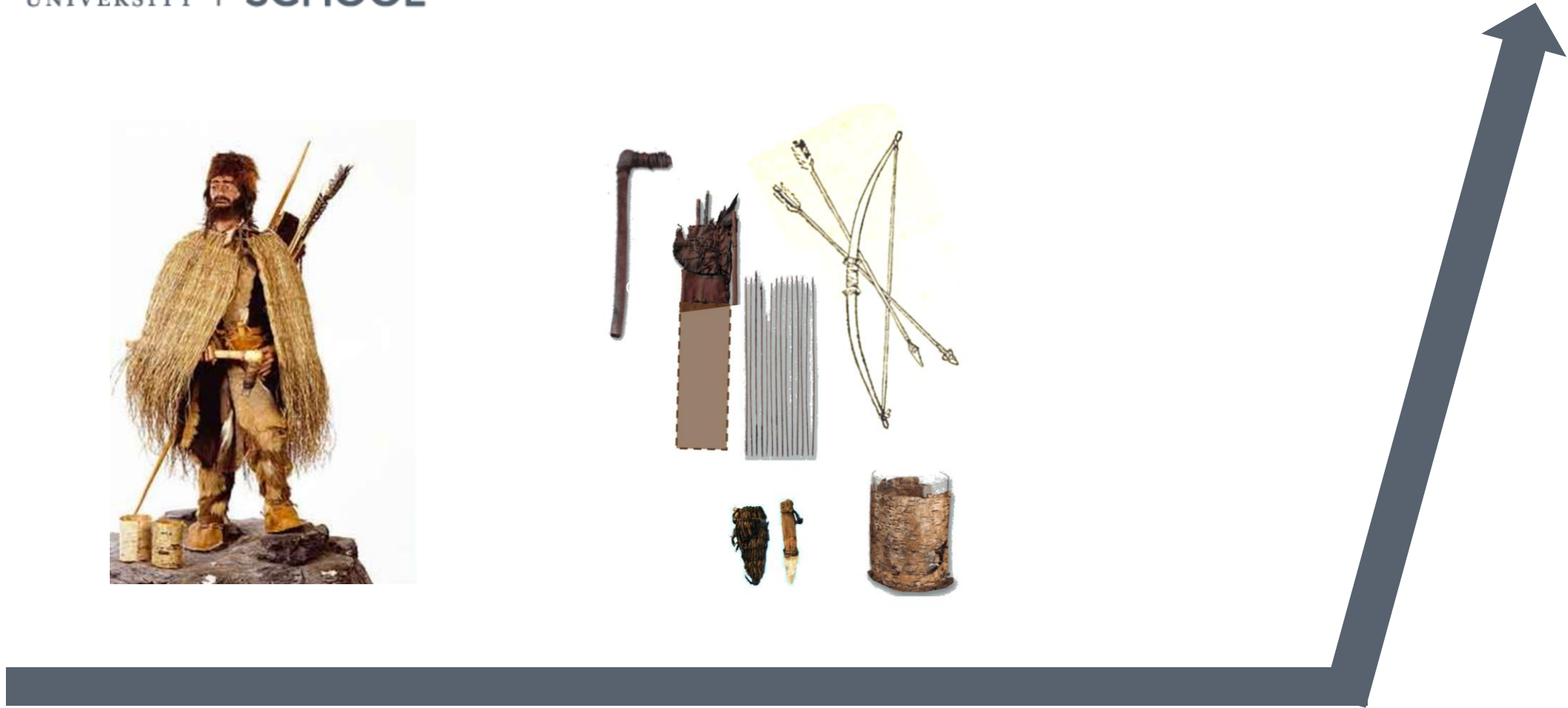




3000 BCE

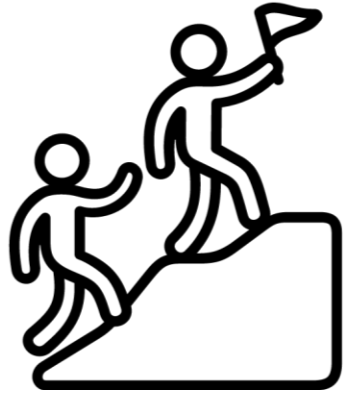
Change

Now

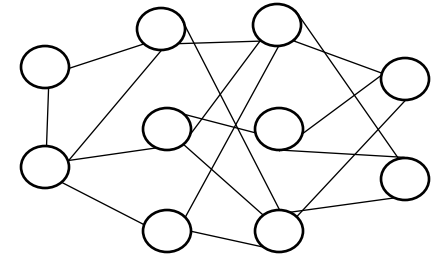




Culture change



Leadership



Organisation



Techno-systems



Diversity



What can I do with a qualification in Business & Organisational Psychology?



Gain Sought-After Skills

Our graduates develop specialist skills that are highly valued by a wide range of employers:

- Advanced knowledge of psychological theories and research methods relevant to workplace psychology
- The ability to design, conduct, and analyse research studies
- Competence in designing and implementing effective interventions to improve organisational change
- Knowledge of leadership and team structures, and the ability to develop and evaluate these dynamics
- Expertise in employee selection, training, performance management, and talent development.
- Advanced skills in data analysis, as well as proficiency in relevant software tools.



Skills gained through an MSc Business and Organisational Psychology are relevant in a wide range of settings, including:

- Training
- Management
- Advertising and marketing
- Coaching
- Data analytics
- Ergonomics and human factors;
- Information technology
- Human resources



Over half of our
graduating students go
into relevant areas to
work e.g., Business
Psychology, HR,
Consultancy, Coaching,
or Training



Consultancy e.g., Management Consultant

Coaching e.g., Executive Coach

Analytics e.g., People Analytics Specialist

Diversity and Training e.g., Diversity Specialist



Training &
Development Lead

Risk Assessment
Consultant

HR Consultant

Health & Safety
Officer

Workspace
Psychologist

Workplace
Counsellor

Work-Related
Stress Counsellor

Employee
Relations Officer

Ergonomics Expert

Psychometrics
Specialist

Risk Assessment
Consultant

Research Fellow in
Business Psychology

Organisational
Development Consultant

Principal
Consultant

Organisational
Change Consultant

Assistant Professor in
Business Psychology

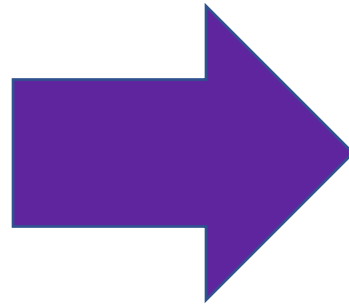


How and why was the programme developed?

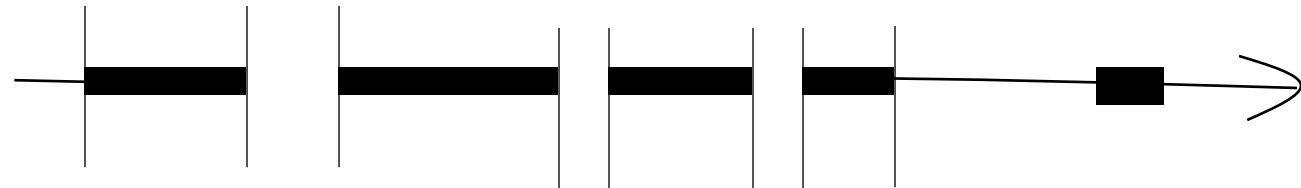
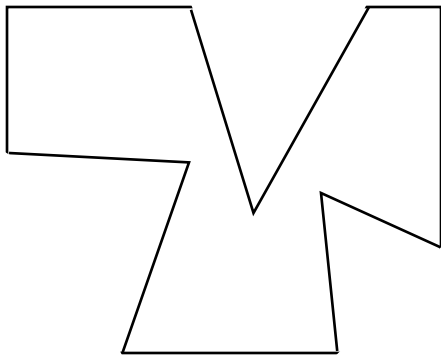




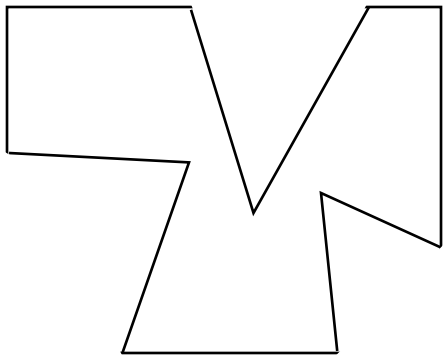
On-campus



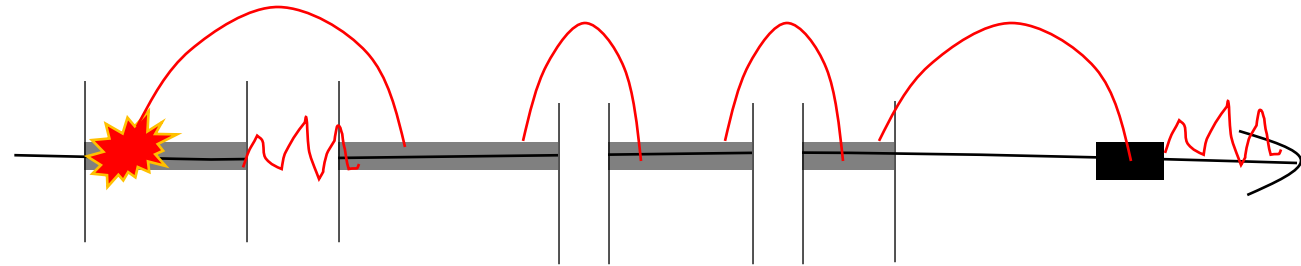
Online



Virtual Environment



- **Momentum**
- **Hooks**
- **Career-Aligned Courses**
- **Portfolio of Achievements**



Momentum

Apply psychological principles of innovative team collaboration to design a stimulating virtual work environment



Hook



Career-Aligned Courses

Build your own models of culture

Devise practical performance tests

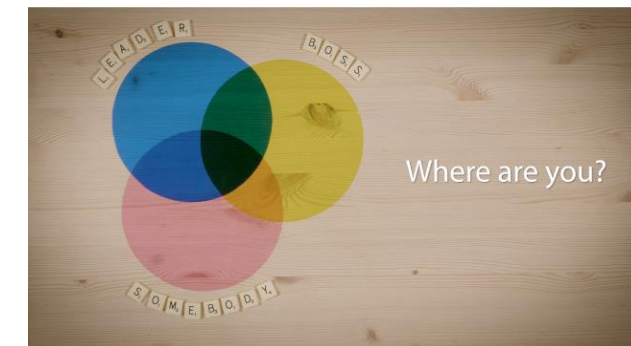
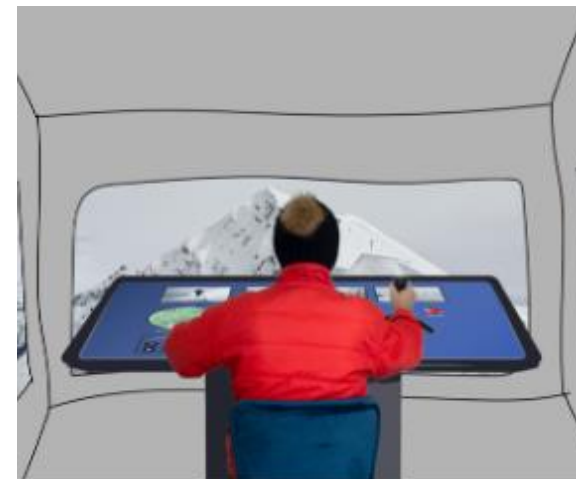
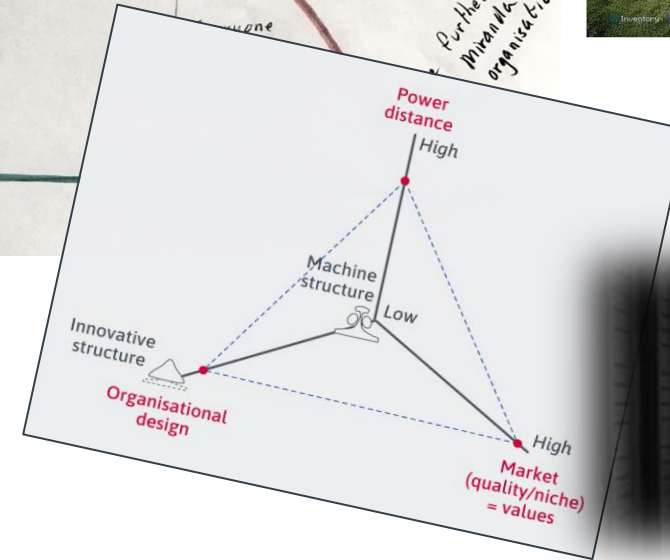
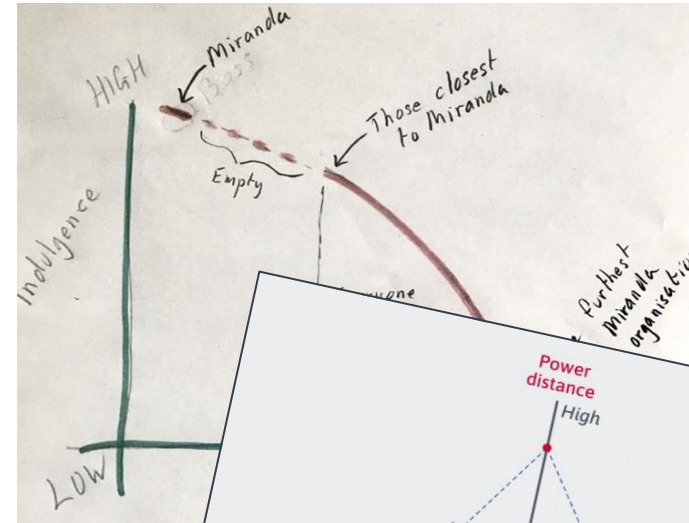
Devise and deliver a leadership activity

Leadership in unexpected situations

Design and evaluate an airship control system

Imagine a virtual working environment

Incident response team simulation



Gain A Portfolio Of Achievements

Construct a practical diversity policy

Build a safety culture

Report to CEO on how to address cultural realignment

Practical evaluation of an interactive system

Deliver and evaluate a leadership workshop

Develop coaching skills



Evidence-based Solutions

Skim-read Farokhzadian et al. (2018) and review the findings in the 'Results' section (pp. 4–9) from the perspective of psychological contract theory. That is, try to identify examples of the various psychological contracts perceived by the individual interviewees. Note also that the authors draw from the interviews four themes, listed in Table 1 (on p. 4). These themes highlight mismatches between the nurses' own (perceived) psychological contracts and the psychological contracts they attribute to their employers. This will be a good starting point.

You may find it helpful to draw up a table with the four contract types as column headings and paste in quotations from the article with a brief commentary on their relevance. For example, in this format:

Suggested table format

	Balanced	Relational	Transactional	Transitional
Quotation(s)				
Brief commentary				

Once you have completed your review, move on to Part 2 of the task.

The material in Farokhzadian et al. (2018) is, of course, subject to interpretation. However, you will find one possible interpretation by clicking or tapping below. Try not to look at this example until you have carried out your own review.

Show example

Skim-read Farokhzadian et al. (2018) and review the findings in the Results' section (pp. 4–9) from the perspective of psychological contract theory. That is, try to identify examples of the various psychological contracts perceived by the individual interviewees. Note also that the authors draw from the interviews four themes, listed in Table 1 (on p. 4). These themes highlight mismatches between the nurses' own (perceived) psychological contracts and the psychological contracts they attribute to their employers. This will be a good starting point.

You may find it helpful to draw up a table with the four contract types as column headings and paste in quotations from the article with a brief commentary on their relevance. For example, in this format:

Suggested table format

	Balanced	Relational	Transactional	Transitional
Quotation(s)				
Brief commentary				

Once you have completed your review, move on to Part 2 of the task.

The material in Farokhzadian et al. (2018) is, of course, subject to interpretation. However, you will find one possible interpretation by clicking or tapping below. Try not to look at this example until you have carried out your own review.

Show example

Feedback

Content Overview

Workplace Culture

Leadership

Talent Management

Organisational Change

**Business and
Organisational
Psychology**

Diversity

Research & Analytics

Workplace Coaching

Workplace Design

Any Questions?

Next Steps

Interested in enrolling? Register here:

<https://www.hw.ac.uk/online/postgraduate/business-psychology>

Further questions?

**Email our Student Success Advisors
at hwonlineapps@hw.ac.uk**

We look forward to meeting you!