An Introduction to Business and Organisational Psychology Webinar

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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?
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
How and why was the programme developed?
my Space!

my time
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.
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
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:

<table>
<thead>
<tr>
<th>Suggested table format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balanced</td>
</tr>
<tr>
<td>Quotation(s)</td>
</tr>
<tr>
<td>Brief commentary</td>
</tr>
</tbody>
</table>

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.
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<th>Transactional</th>
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Content Overview

- Workplace Culture
- Leadership
- Talent Management
- Organisational Change
- Diversity
- Research & Analytics
- Workplace Coaching
- Workplace Design

Business and Organisational Psychology
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!