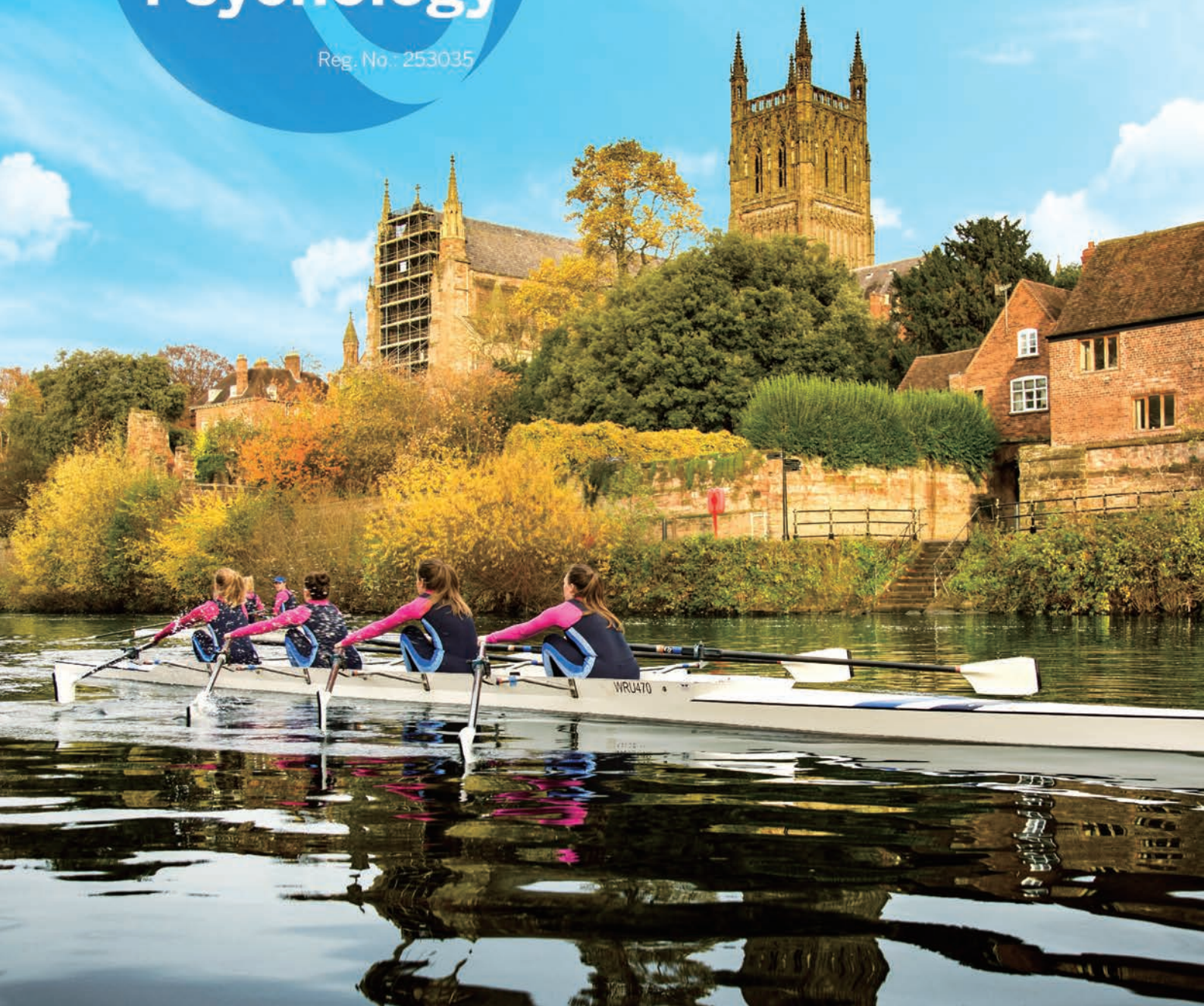




# MSc Business Psychology

Reg. No.: 253035





# Contents

- 01 Message from the Head of School
- 02 The University of Worcester
- 03 MSc Business Psychology
- 04 The Hong Kong Management Association
- 05 Why choose the University of Worcester MSc Business Psychology programme?
- 06 Programme Structure
- 07 Study Format
- 08 Admission Requirements
- 08 Programme Fee
- 08 Financial Assistance
- 09 Application Procedure
- 09 Further Information
- 09 Notification of Results
- 10 Curriculum
- 11 Support from the University of Worcester
- 11 HKMA Associate Membership

# Message from the Head of School

I am delighted that you are interested in our innovative postgraduate course; MSc Business Psychology, and I am proud that we are partnering with The Hong Kong Management Association to bring this course to you. MSc Business Psychology is one of our most established postgraduate courses, taught by experienced academics with industry experience and global knowledge.

Staff teaching on the course engage in research and consultancy, bringing contemporary knowledge and the latest industry experience back to their teaching. Staff actively research in the areas of personnel selection and training, the role of personality in leadership and management, career development competencies, and the role of empathy and emotional intelligence in business. Through adopting a student-centred approach we work closely with our students to develop them into the next generation of psychologists and are rightly proud of their achievements. From representing their country in Paralympic sport to publishing cutting edge research on smartphone use in the workplace, our inclusive approach

ensures our students are successful and make a difference to the global communities in which they work and live.

The School of Psychology was officially opened by the University's Deputy Vice-Chancellor and Provost in 2019, reflecting a long-standing history of Psychology at the University. The School is host to a forward-thinking, dynamic and creative community where staff and students are equipped to make a difference in all that they do.

I look forward to personally welcoming you to the School and invite you to be part of our on-going success.



Dr Tim Jones  
Head of School, School of Psychology





# The University of Worcester

With a history dating back to 1946, the University of Worcester has established a reputation for world-class teaching and practical, purposeful research. It is a vibrant, forward-looking university, well known for the quality of its degree programmes with employers actively seeking out its graduates. According to The Times Higher Education University Impact Rankings 2019, the University is number one in the UK, and 26th globally for quality education.

The University of Worcester is one of the best universities in the UK for quality education and student experience. Known for its welcoming, supportive and friendly atmosphere, the University's innovative approaches to gender equality, environmental sustainability and creating educational opportunities for all are world-leading. Worcester graduates are highly successful at gaining jobs and go on to make a real difference in the world.

The University of Worcester has been named the UK's top sustainable university. It was named Sustainability Institution of the Year at the Green Gown Awards in 2019. It has also built up an enviable record of sustainability and was awarded First Class Honours – for the 11th consecutive year – in the People and Planet University League in 2019.

The University of Worcester received a silver award in the Teaching Excellence Framework (TEF). TEF Silver is awarded to institutions that deliver high-quality teaching, excellent learning outcomes for their students, and consistently exceed rigorous national quality requirements for UK higher education.

# MSc Business Psychology

Psychology has long been applied to the workplace and has become one of the main professional practice areas for occupations such as business psychologists, personnel managers, human resource managers, organizational consultants, business managers, executives and specialists in many walks of life.

Business psychology focuses on developing the techniques as well as skills to foster the wellbeing of employees and increase organizational effectiveness. Applications of the major theories and models of business psychology occur in the practices of, for example; personnel assessment, selection and training; the design of work environments, implementation of training interventions; management of careers. The programme is designed to develop the key knowledge and skills required for a career in these professions.

The MSc Business Psychology is an innovative postgraduate qualification that applies psychology to business and organizations in general. The programme is delivered by the University of Worcester and local associated faculty. They are grounded in contemporary research and practice in business psychology.





# The Hong Kong Management Association

Established in 1960, The Hong Kong Management Association (HKMA) is a non-profit-making professional organization which aims at advancing management excellence in Hong Kong and the Region. Services provided by the HKMA can be categorized into three major areas, namely education and training; management services and membership services.

With a commitment to nurturing human capital through management education and training at all levels, the HKMA offers over 2,000 training and education programmes covering a wide range of management disciplines for more than 30,000 executives every year.

HKMA has pioneered the provision of overseas degree programmes in Hong Kong since 1987. Over the years, the Association has worked with a number of reputable universities from Australia, UK, Switzerland and Mainland China in providing high quality education at undergraduate and postgraduate levels to Hong Kong executives.

The Association believes “learning while networking” works best for achieving continuous development. Diversified management services are offered to provide platforms for business executives to exchange ideas, to network and to gain professional development. Annually, the Association organizes diverse functions such as Annual Conference, Theme Year Seminars and Activities and Dinners. Prominent business leaders are invited to share their invaluable insights and wisdom on the most updated trends and development of management. Business award is another major area of HKMA's management services. To promote best practices in management, each year, the Association organizes eight business awards in Hong Kong and the Mainland. These prestigious awards provide an exemplary model for business professionals to follow and benchmark.

With a total of over 12,000 members including individuals and corporates, membership service has always been a priority for the Association. A comprehensive range of membership activities such as seminars, forums, luncheons, company visits, study tours and social gatherings are offered every year. Another distinctive feature of membership is the specialist clubs which provide opportunities for members with similar interests to meet and develop further their specialist knowledge.



# Why choose the University of Worcester MSc Business Psychology programme?

## ► Recognition of Degree

The MSc Business Psychology is awarded by the University of Worcester. The award is a fully accredited British university degree. The award carries equivalent academic status and recognition to the MSc Business Psychology degree conferred by the University to the local students in the UK.

## ► Fully taught by University of Worcester and Local Faculty

Each module is fully taught by University of Worcester and local associate faculty. They are grounded in contemporary research and practice in business psychology.

## ► A Reputable UK University

The University of Worcester is an internationally recognised university. It ranked #1 in the UK and #26 in the world for quality education (The Times Higher Education University Impact Ranking 2019).

## ► Attainable in 18 Months

Participants can complete the programme in 18 months with completing 7 modules and one dissertation.

## ► An Innovative “Business + Psychology” Qualification

The MSc Business Psychology is an innovative postgraduate qualification that applies psychology to business and organizations in general.

## ► Reasonable Programme Fee

Degree can be obtained in an affordable and competitive programme fee.

## ► Assignment-based Assessment

Majority of modules are assessed through written continuous assessments. This assists students to apply academic learning to the real business scenario.

# Who should apply?

The programme aims to provide students with an understanding of the application of psychology to the workplace which is useful to students wishing to start/further careers in psychology, business, marketing and human resources.





## Programme Structure

The programme is offered in a part-time face-to-face learning mode. Students are required to achieve 180 credits for completing the programme, which consists of eight modules including a dissertation in 10,000 words. Each taught module will be delivered by the University of Worcester and local associate faculty. A supervisor will be assigned to students to maintain close contact with students and to provide professional advice.

Module	Credit
• Advanced Research Analysis 2	15
• Leadership, Engagement and Motivation	15
• Learning Training and Development	15
• Professional Skills Development	30
• Psychological Assessment at Work	15
• Well-being and Work	15
• Work Design, Organizational Change and Development	15
• Dissertation	60

## Study Format

The modules will generally have a 12-week study schedule as follows:

Week 1	Pre-reading		
Week 2	Module 1 (15 credits) / Module 3 (30 credits)	Saturday (2pm - 6pm)	Sunday (9am - 6pm)
Week 3	Module 2 (15 credits) / Module 3 (30 credits)		
Week 4	Self-study/ Revision/ Coursework		
Week 5	Self-study/ Revision/ Coursework		
Week 6	Self-study/ Revision/ Coursework		
Week 7	Module 1 (15 credits) / Module 3 (30 credits)	Saturday (2pm - 6pm)	Sunday (9am - 6pm)
Week 8	Module 2 (15 credits) / Module 3 (30 credits)		
Week 9	Self-study/ Revision/ Coursework		
Week 10	Self-study/ Revision/ Coursework		
Week 11	Self-study/ Revision/ Coursework		
Week 12	Assignment Submission /Examination		





# Admission Requirements

## 1. Entry Qualifications

- An honours degree (minimum 2:2) or equivalent in a psychology or related subject (e.g. Business Management, Human Resource Management); OR
- Non-honours Bachelor's degree in a psychology or related subject with 5 years' work experience: OR
- Mature students have 5 years or more work experience\*.  
\*Applicant may be required to participate in an interview

## 2. English Requirements

Applicants educated in a language other than English should have an IELTS overall band score of 6.5, with a minimum of 5.5 in each element (or equivalent).

# Programme Fee

The total programme fee is HKD89,600 to be collected in 4 instalments. The fee is a composite fee including the following:

- Registration with the University
- Induction Seminar
- Block classes
- Supervision for the project (dissertation)
- Local study group
- Access to library facilities
- Course materials
- Local administrative support

Students should note that all fees are subject to review and may be changed by the University.

# Application Procedure

## How to apply

1. Two (2) sets of duly completed Application Form for the University of Worcester MSc Business Psychology programme. (One original set and one set of photocopies).
2. Two (2) sets of photocopies of all certificates of educational qualifications mentioned in the Application Form, including a full transcript with grades for relevant level qualification.
3. Two (2) copies of Curriculum Vitae.
4. One (1) passport sized photograph.
5. Documentary proof of proficiency in English, where applicable, e.g. A result slip of IELTS 6.5, with a minimum of 5.5 in each element, or equivalent
6. A non-refundable application fee of HK\$250.00 (Cheque should be made payable to "The Hong Kong Management Association").

## Applications should be sent to:

### Post to

The Local UW MScBY Secretariat  
c/o The Hong Kong Management Association  
16/F, Tower B, Southmark  
11 Yip Hing Street  
Wong Chuk Hang  
Hong Kong

### Submit to HKMA training centres

For detailed address, please visit  
<https://www2.hkma.org.hk/general/learning-centres/>



# Further Information

Tel: 3958 4800 (Ms Eva Lock) / 2774 8527 (Ms Cathy Lee)  
Email: [mscby.worcester@hkma.org.hk](mailto:mscby.worcester@hkma.org.hk)  
Website: [www.hkma.org.hk/uw/mscby](http://www.hkma.org.hk/uw/mscby)

Incomplete applications will cause delay in assessment for which HKMA and the University will not be responsible.

# Notification of Results

All applications are assessed by University of Worcester. Candidates will be notified of their application result by email six to eight weeks after the application deadline.



# Curriculum



## Advanced Research Analysis 2

This module aims to consolidate undergraduate research abilities, and equip the student with the skills necessary to undertake Masters level research. As a core module of the course, research design and advanced statistical analysis are covered, using both quantitative and qualitative methods.

## Leadership Engagement and Motivation

This module introduces the student to the wide range of theories of leadership, engagement and motivation in the workplace, and their relationship with approaches to performance including management systems, relations between management and employees, organizational commitment and perceptions of fairness.

## Well-being and Work

This module introduces the student to the link between well-being and work from both individual and organizational perspectives. Mental and physical health will be considered explicitly, with a focus on the psychological evidence base for relevant interventions.

## Psychological Assessment at Work

This module introduces the student to the means of fulfilling the organizational need to have people in work positions who either have the characteristics required for effective performance of the tasks of a job or have the capacities for relevant learning and development.

## Learning, Training and Development

This module introduces the student to procedures designed to bring about learning and development in individuals, including the acquisition of skills and the development of work related competence, employability and attitudes, through training, career planning and coaching.

## Work Design, Organizational Change and Development

This module will introduce the student to a range of factors affecting organizational effectiveness including the design of working environments, the consideration of risk management, organizational change and development strategies and contemporary themes within consumer psychology.

## Dissertation

The Dissertation is designed to allow the student to carry out a major piece of empirical research in an applied setting, based on the foundation of their course, for example MSc Business Psychology students will be expected to carry out their Dissertation in an organizational setting.

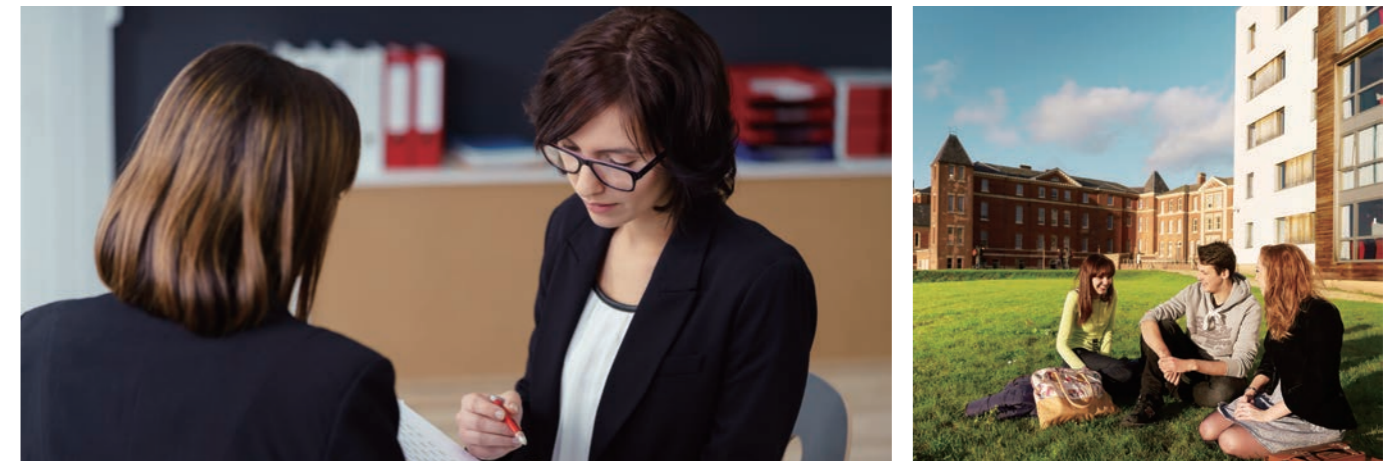
## Professional Skills Development

This module provides students with an opportunity to develop a range of professional skills linking to career development. Overall models for reflection on evidence-based practice and also tools and techniques for gathering, analyzing and feeding back data in organizational context. A range of techniques will be introduced which will link and support the research skills that students gain across the course.



# Support from the University of Worcester

Online resources are available at the University of Worcester. The excellent Online Library service provides relevant articles and journals to facilitate your studies. The hassle-free study environment assists your study whenever and wherever you wish.



## HKMA Associate Membership

HKMA Associate Membership will be granted to every successful applicant for free (Value: HK\$490).

The HKMA Associate Members enjoy offers in attending HKMA's seminars and events with the opportunity of meeting with successful, experienced and professional executives and to develop important business contacts. Only HKMA members are eligible to join the Specialist Clubs sponsored by the Association where more networking opportunities are provided to share ideas, experiences and information on particular subjects. These Specialist Clubs include Chinese Executives Club, Human Capital Management Society, ICT Management Club, Digital Marketing Community, Professional Managers' Club and Sales & Marketing Executives Club.

Please visit <http://www.hkma.org.hk/membership> for detailed information.





# GRADUATION DAY

CELEBRATING SUCCESS, ACHIEVEMENT  
AND LEARNING

*Graduation ceremony | Pictured at Worcester Cathedral*

The beauty and grandeur of Worcester Cathedral provides a magnificent backdrop for Graduation. The University's Coat of Arms, which features in the ceremony, bears the motto 'Ad Inspirandum Aspiramus' – 'We Aspire to Inspire'. This goal of the university is embraced and carried on by our graduates as they tackle the exciting and demanding challenges of the 21st Century.





The Local UW MScBY Secretariat  
c/o The Hong Kong Management Association  
16/F Tower B Southmark  
11 Yip Hing Street  
Wong Chuk Hang  
Hong Kong

Tel: 2774 8500 / 2774 8501 / 3958 4800 / 2774 8527

Fax: 2365 1000

Email: [mscby.worcester@hkma.org.hk](mailto:mscby.worcester@hkma.org.hk)

Website: [www.hkma.org.hk/uw/mscby](http://www.hkma.org.hk/uw/mscby)

Admission is on a competitive and individual basis entirely at the discretion of the respective universities. Admission criteria and procedures are set by them and are subject to change without prior notice. The Association does not give any warranty and will not accept any liability regarding the above.

The Association reserves the right to cancel a programme and/or make alterations in relations to its lectures, contents, dates, time, venue and other particulars with prior notice.

The information contained in this brochure is correct as at the time of printing. The University reserves the right to vary any information in the brochure at any time without notice.

It is a matter of discretion for individual employers to recognise any qualification to which this course may lead.