

CAREER ORIENTATION OVERLAY (COOL):

Psychology and Business & Industrial/Organizational Psychology

The COOL for Psychology and Business emphasizes specific coursework for psychology majors who wish to (1) pursue careers in business and industry, and/or (2) pursue advanced degrees in Industrial and Organizational Psychology, or Human Resources Management. This COOL is designed to provide students with direction for course selection that allows for flexibility depending on career plans. Therefore, the curriculum provides for a few required courses, many highly recommended courses, and some courses that are suggested for students with interest in specific career paths.

Industrial/Organizational Psychology can be divided into three subfields: Personnel Psychology, Organizational Psychology, and Engineering Psychology. Personnel Psychology (also known as Human Resources) includes the study of the selection, placement, training, and evaluation of employees. Organizational Psychology emphasizes the social relations and psychological climate involved in work, covering the topics of job satisfaction, motivation, and management. Engineering psychology (also known as Human Factors) refers to the physical, cognitive, and technological factors that influence people while they work at their jobs.

Although we present this subdivision, you should be aware that we do not suggest that all students would fit into any specific category. Instead we view the distinction as a guidepost to help students who have made specific career plans select courses consistent with their plans.

Departmental Requirements

The Department of Psychology requires at least 30 credits in psychology, which must include Psyc 111 (Introduction to Psychology), Psyc 350 (Research Methods I), and Psyc 351 (Research Methods II). In addition, the department requires successful completion of an elementary statistics course (Stat 330), and 15 credits of courses in psychology at the 400 level (e.g., five courses). See “Degree Programs for Majors in Psychology”, located in the advising center, for specific information regarding psychology requirements for 400 level courses.

The COOL for Psychology & Business recommends five Psychology courses within the 30 credits. These are: Psyc 221 (Psychology in Business & Industry), Psyc 211 (Intro to Behavior Modification), Psyc 214 (Social Interaction), Psyc 468 (Personality), and Psyc 453 (Organizational Psychology).

Non-Psychology Recommended Courses

The Psychology and Business COOL also recommends four courses outside the Psychology Department that will assist students in fulfilling the objectives of this COOL as well as other degree requirements. These recommended courses are: Busn 350 (Foundations of Management), Busn 351 (Organizational Behavior), and Busn 450 (Human Resource Management). Stat 331 (Regression Analysis) is also highly recommended.

Additional Courses

The following courses are also recommended: Comm 2120 Interpersonal Communication, Comm 308-Business and Professional Speaking, Busn 383-Organizational Communication, Busn 457- Leadership in Organizations, English 320/321/324/325-Writing. Several of these courses also help fulfill degree requirements.

Recommendations for Students Bound for Graduate School

We advise students planning to attend graduate school to take Psyc 440 (Experimental Methodology). These students should also get research experience by volunteering to be a research assistant for a faculty member. This research experience can be taken for Psyc 494 (independent Study) course credit.

Recommendation Specifically for Marketing/Advertising

Psyc 440 (Experimental Methodology), Psyc 461 (Memory and Knowledge), Psyc 470 (Experimental Social Psychology), Comm 114 (Human Communication), Busn 360 (Foundations of Marketing), Busn 462 (Sales/Sales Force Management), Busn 463 (Marketing Research), Busn 464 (International Marketing).

The Business Administration Minor

Students who expect to work in business should consider a business minor. For the business minor, students must complete an accounting course (Acct 102, or 200, and 201) and a one semester economics course (Econ 105, or Econ 201 and 202), two of the following Busn 340, 350, 360; plus 12 credits of electives in business at the 300-400 level (e.g., 351, 450). In addition, students must earn a 2.50 Cumulative GPA which is based upon the courses used for the minor. Approval by the College of Business Administration is required (complete a minor approval form available on line).