



Ollscoil Chathair  
Bhaile Átha Cliath  
Dublin City University



# BSc Psychology – INTRA Programme

## Overview

The BSc Psychology is delivered by the School of Psychology in the Faculty of Science and Health. The programme is designed to form a flexible basis for work in a wide variety of fields. As well as studying specialised areas within psychology, students are trained in thinking and reasoning skills, IT skills, numerical skills, the ability to understand and work with qualitative and quantitative data, statistical analysis, effective communication and the ability to work productively in teams. All of these combine to make psychology students ideal candidates for a broad spectrum of careers.

## Objective

The Objectives of the BSc Psychology programme are to produce graduates with:

- An interest in and enthusiasm for the main areas of psychology
- Knowledge of the application of psychological principles to a diverse range of areas such as social, healthcare, organisational, educational, and sport science
- Key skills which can be easily tailored to specific settings, including: information literacy; measurement skills; data management and analysis; context awareness; initiative; pragmatism. n critical reasoning, digital intelligence, effective communication, teamwork, leadership and innovative problem solving skills

## Relevant Work Experience

Relevant work experience is a central feature of education at DCU and an integral part of most undergraduate and some postgraduate degree programmes. This is called INTRA (INtegrated TRaining).

## Work Areas

Psychology students will have the ability to contribute to the workplace in a number of ways including:

- **Sales and Marketing Advertising, branding and marketing:** How attention and memory processes work, how people can be persuaded, and how people make purchasing decisions; what gives people confidence in a certain product. Design processes: knowing how attention and perception works, and what makes information stand out and be noticed
- **Health Promotion Health and wellbeing:** An understanding of illness and disability, health promotion activities; sports science psychology
- **HR/Training Personal and inter-personal behaviour management:** What affects people's behaviour, how behaviour can be changed and what makes people more likely to reach agreement, how to improve job performance and job satisfaction. Motivating people: how to help people to stop smoking, to lose weight, to eat healthy, to pay taxes on time, drive safely etc.
- **Community Development:** what makes a community, developing community initiatives, an awareness of marginalised groups



- **Forensic Psychology Law:** how reliable are eye-witnesses, how reliable is our memory, what effects do crimes have on victims, what is the best way to prevent crime, and how should we rehabilitate criminals
- **Research: Experimental and applied research:** including information searches, experimental design, collection, analysis and interpretation of qualitative and quantitative data
- **Policy and Quality Review:** Evaluation: e.g. quality review, overview of institutional/ sectoral policies and practices, accessing and analysing user/client feedback

### What our students can add to your workplace

As we all rethink our working practices during the COVID-19 pandemic our students can work with you in various ways as you develop new work practices, policies and training. Our students have repeatedly demonstrated their ability to become productive team members very quickly. They are motivated team workers with the flexibility to work either on site or remotely (e.g., on development of marketing, social media, training materials. Survey work, policy document development, data analysis etc.).

Psychology students are available for INTRA placement from February to May for 14 weeks. They go on work placements at the end of their third year. Students are available for interview from early October. For more information, contact: INTRA Unit, Student Support & Development, DCU, Glasnevin, Dublin 9. Ireland.

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Year 1	Year 2	Year 3	Year 4
<b>Core Modules</b>	<b>Core Modules</b>	<b>Core Modules</b>	<b>Core Modules</b>
Introduction to Psychology	Research Methods 2	Working in Psychology	Research Project
Psychology and Organisations	Personality Psychology	Cognition Across the Lifespan	Neuropsychology
Child Development	Sport Psychology	Lifespan Development: Adulthood	Theoretical Issues and Approaches in Psychology
Social Psychology	Education Psychology	Computer Applications in Psychology Research	Social Psychology and Contemporary Issues
Introduction to Cognitive Psychology	Health Psychology	Research Methods 3	Psychological Health, Difficulties and Disorders
Biological Psychology	Psychological Measurement and Assessment	<b>Elective Modules</b>	<b>Elective Modules</b>
Research Methods Analysis and Practice	Organisational Psychology	Applications of Behaviour Analysis across the lifespan	Counselling Psychology
<b>Elective Modules</b>	<b>Elective Modules</b>	Psychopharmacology	Crime and Psychology
Introduction to Anthropology	Introduction to Human Resource Management	Psychology, Illness and Disability	Behavioural Neuroscience
Positive Psychology	Philosophy and Psychology	<b>INTRA</b>	Psychology and Culture
Making and Breaking of Mental health	Sexuality and Society		Psychoanalysis
Data Analysis and Visualisation	Storying Lives		Law and Neuroscience
Introduction to Marketing	Drugs in Society		Psychology of Self-Control
Management/ Business Game	Physical Activity Psychology		Psychology of Adolescence
Complementary and Alternative Therapies	Systemic Practice in Developmental Psychology		
Introduction to Philosophy	Industrial Relations		
Humanities and Health			
Sociology and Health			
Information Systems			
Intercultural Communication			