

**BCom with specialization in Human Resource Management (Minimum total credits: 360)**

**Study code 63041**

**Why Human Resource Management/Industrial Psychology?**

Would you like to know how to unlock Human Potential and speak to the HEART, MIND and HANDS of People...Well, you have come to the right place.

Industrial Psychology is the scientific study of the relationship between man and the world of work so as to improve the productivity and quality of life of people at work, applying techniques and principles of psychology.

At the Department of Industrial Psychology at the UFS you will learn (among other things) how to:

- Recruit, develop and train Human Resources in the organization
- Design Learning and Development Interventions
- Influence individual and team behaviour within an organization
- Classify the complexity of Labour Relationships between individuals, organisations, unions and the state
- Conduct Qualitative and Quantitative research
- Manage Performance effectively
- Conduct effective Career Planning and Development