

PSYCHOLOGY ENHANCES BUSINESS AND PREPARES A FUTURE WORKFORCE Helena Maria Ting, Ed.D. Explains



Psychology teaches you the intellectual and personal skills necessary to understand human behavior and the mind. With this, one has the fundamental organizational, management, and interpersonal skills to be successful in diverse business situations.

Psychology in business and industry can and should play a role in increasing productivity, development and employee satisfaction. Studying the interaction and synergy between human behavior and organizations can enhance performance.

Business leaders are increasingly turning to psychology to facilitate organizational change and help individuals perform more effectively, solve problems and grow professionally in today's global, multicultural work environment.

Most traditional undergraduate business programs do not address how to understand and manage people. Often missing are essential courses that provide a broader understanding of the cultural, political, economic and social issues that influence our lives.

I contend that study of this kind is actually part of the evolution of the American workforce, and students with a background in both business and psychology are better prepared to pursue careers in management, sales, marketing and human resources.

Palo Alto University provides professional degrees in business psychology, and the theme of our Business Psychology program is "Enhancing Human and Organizational Performance." We ensure the business applicability of studies and bridge the classroom with corporate demand.

The University's central location in Silicon Valley has measurably transformed our approach to education and our insight into what students require to be major contributors in the workforce. We're as innovative in our approach to education as companies are in evolving business.

I encourage tomorrow's leaders to apply psychology to their studies today, and be part of a transformative future in business.



1791 Arastradero Road Palo Alto, CA 94304

(800) 818-6136 - www.paloaltou.edu - admissions@paloaltou.edu

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