



Admission requirements

- First degree in a program in business studies, economics, business administration, psychology or an equivalent degree obtained at a university in Germany or abroad,
- Proof of prior knowledge in statistics/mathematics (10 ECTS), English (level B2).

Application

- Applicants with a relevant Bachelor's degree from within the EU as well as all German citizens (regardless of the country they obtained their Bachelor's degree in) only have to apply via the KU-application portal: <https://bewerbung.ku.de>
- International applicants who obtained their university degree (Bachelor's or comparable) outside the EU have to apply via "uni-assist" (<https://www.uni-assist.de>).

Further information on the program
www.ku.de/BusinessAndPsychology

Information on studying at the KU
www.ku.de/en/study-at-the-ku

Information on the Faculty
www.ku.de/wfi

Information on the subject area of Psychology
www.ku.de/ppf/psychologie

Degree program manager
Prof. Dr. Victoria-Sophie Osburg
(Business Administration and Psychology)

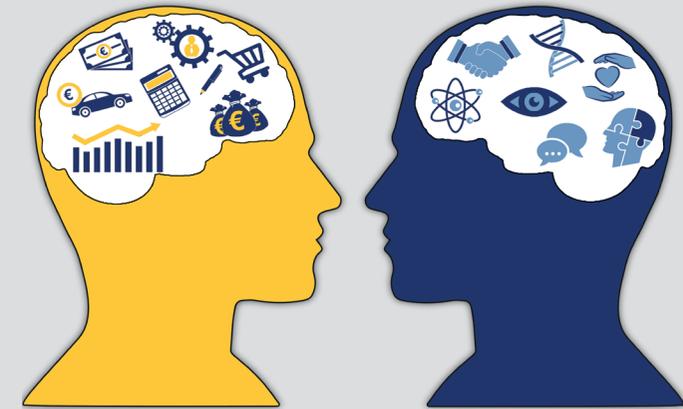
Have you got any questions? Make an appointment!



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WFI - Ingolstadt School of Management
Uni.Eichstaett



Business

Psychology

Why KU?

Top scores in university rankings

Strong commitment in student organizations

Innovative teaching formats

Excellent staff-to-student ratio

Global network for studying abroad

Excellent career prospects



Cover picture: KU/colourbox.de, Last updated: February 2026



Interdisciplinary Master's program

Business and Psychology

ku.de/businessandpsychology

Degree program

In view of growing leadership complexity, it is of increasing importance for managers and executives to also have the psychological know-how in addition to economic knowledge. The field of psychology helps to better understand human behavior in an organizational context while business and economics ensure that corresponding economic know-how is covered. In the degree program “Business and Psychology“, an interdisciplinary team representing the different sub-disciplines of business, economics and psychology brings the two worlds of business and psychology together to train leaders of the future.

Bachelor’s program

Business administration

Economics

Business studies

Psychology

Equivalent programs

Master’s degree program in Business and Psychology

Career prospects

Leadership positions as:

- Executives
- HR managers
- Marketing managers
- Product managers
- Consultants

Program content

Master of Science 120 ECTS credits

Required area
(35 ECTS credits)

The compulsory part of the study program imparts skills in the five core areas of the degree program: i) Methodologies of Business and Psychology, ii) Leadership, People and Organizational Development, iii) Consumers, Marketing and Market Psychology, iv) Sustainability, Ethics and Social Impact, v) International and Strategic Management. Ideally, you will complete these modules at the very beginning of your studies in order to have a common basis with your fellow students as regards content. In the joint seminar in particular, you will get to know the different disciplinary approaches and you will be working on practical issues in interdisciplinary teams.

Required elective area
(35 ECTS credits)

The required elective area aims to allow students to choose their focus areas as flexibly as possible. Students must select modules amounting to 35 ECTS from a wide range of courses. This required elective area deepens the knowledge gained in the required courses and is offered from the second semester onwards in order to enable you to spend time abroad afterwards, if desired.

Elective area
(20 ECTS credits)

Students can tailor their studies to their own interests thanks to the elective area, which is worth 20 ECTS credits. You can choose from the courses listed in the program’s module handbook or apply to have modules from abroad accredited.

In addition to the business and psychological perspective, the elective area also includes the legal perspective and takes up impulses from the areas of empirical social research and business ethics. In line with your interests, you can freely choose your own courses here.

Master’s thesis
(30 ECTS credits)

You will start your third semester with the required interdisciplinary research seminar. The seminar is either offered on campus or digitally by lecturers who are represented with required courses on the degree program. This will help you prepare for writing an empirical final thesis.

With your Master’s thesis (30 ECTS credits), you can approach a specific course-related research question in detail and in depth at the end of your studies.

Distinguishing feature of the program:

It is the only university program that combines psychology and business in an interdisciplinary way and has an international orientation.

