

Further information

Admission requirements:

Enrollment is possible every winter semester. Requirements for enrollment are:

- First qualifying degree in the field of business studies, business administration, economics, 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) and German (level A2). Any lack of prior knowledge in the mentioned fields can be made up for by the end of the second semester

Start of the program: Winter semester

Why KU?

 Top scores in university rankings

 Strong commitment in student organizations

 Innovative learning formats

 Outstanding support

 Global network for study stays abroad

 Excellent career prospects

Contact

Information on the Master's program
www.ku.de/businessandpsychology/en

Information about studying at the KU
www.ku.de/en/study-at-the-ku/learn-more-about-the-ku

Ingolstadt School of Management Ingolstadt (WFI)
www.ku.de/en/faculty-of-business-administration-wfi

Psychology department
www.ku.de/ppf/psychologie

Degree program coordinators
Prof. Dr. Elisabeth Kals
(Social and Organizational Psychology)
Prof. Dr. Simon Wiederhold
(Economics, particularly Macroeconomics)

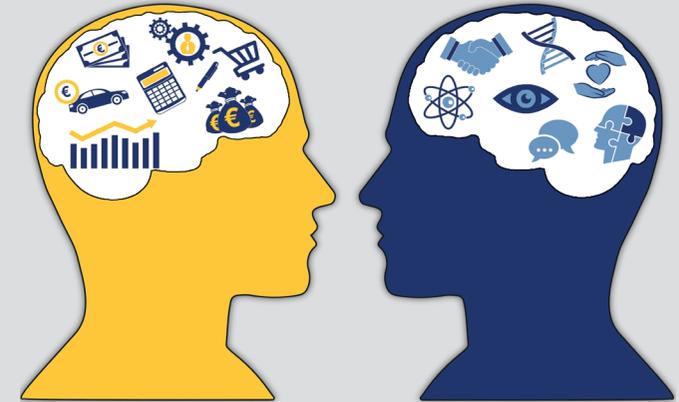
Study guidance Business and Psychology:
studienberatung-wfi@ku.de



WFI - Ingolstadt School of Management
Uni.Eichstaett



KATHOLISCHE UNIVERSITÄT
EICHSTÄTT-INGOLSTADT



Business

Psychology



Cover picture: KU/colourbox.de, August 2021



Interdisciplinary Master's
degree program in
**Business and
Psychology**

www.ku.de/businessandpsychology

Degree program

In view of growing leadership complexity, it is of increasing importance for managers and executives to also have 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 business, economics and psychology brings the two worlds of business and psychology together to train leaders of the future.

Bachelor's degree

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

35 ECTS credits

Required area

Required area

- Joint Seminar Business and Psychology
- Consumer Psychology and Decision Making
- Empirical Research in Business and Psychology
- Psychology of Social and Economic Processes
- Strategic Human Resource Management
- Work and Health

35 ECTS credits

Required elective area

Required elective area

- Business and economics
 - Business and economics
 - Advanced Experimental Methods
 - Advanced Topics in Consumer Psychology for a Better World
 - Behavioral and Experimental Economics
 - Change Management
 - Cross-Cultural Management
 - Economics of Consumption: Theory and Experimental Evidence
 - Ethics of Digitization*
 - Innovation and Creativity for Individuals, Teams, and Organizations
 - Service Management

Elective area

- Labour Law*
- Behavioral Finance
- Research Methods in Psychology*
- From Idea to Commercialization: A Complete Blueprint for Innovators and Entrepreneurs
- Business Administration I*
- Consumer Behavior and Market Research*
- Learning Agility
- Management Control Systems

20 ECTS credits

Elective area

Elective area

- Psychology
 - Coaching, Mediation and Diversity Management*
 - Fundamentals Psychological Assessment
 - Migration, Interculturality and Occupation
 - Leadership and Motivational Psychology*
 - Psychology of Engagement in Paid, Unpaid, and Voluntary Work*
 - Psychology of Responsibility, Justice and Values
 - Work & Health – Methods

*The modules marked with * are taught in German*

30 ECTS credits

Master's thesis

Master's thesis

Students write a theoretical or empirical final thesis



Degree program can be studied entirely in English

Courses in the degree program are taught in English or German. Required courses are exclusively offered in English. This ensures that the program is also available to international applicants with German language proficiency from level A2 GER. In any case, all students benefit from the international orientation of students and lecturers. This also facilitates integration of a semester abroad into the flexible course of study. At the same time, working in international groups will ideally prepare students for workforce diversity in their future professional careers.

