New Campus: Heilbronn*

From winter semester 2018/2019, TUM School of Management is also offering study programs at the new TUM Campus Heilbronn.

Students who choose to follow the program in Heilbronn have three additional electives available, offered exclusively at the TUM Campus Heilbronn:

- Management of Family Businesses
- Management of Digital Transformation
- Business Law

These specializations give students the chance to learn about how family-led companies operate and how they are managed against the backdrop of growing digitization. The city of Heilbronn and the surrounding region, home to a large number of entrepreneurial firms and hidden champions, many of which are family-run businesses, offer the perfect environment in which to pursue these specializations.

*Program option at TUM Campus Heilbronn subject to approval by the Bavarian State Ministry of Education, Science and the Arts
Welcome to the Region of World Market Leaders!
There are many reasons to study in Heilbronn. The city lies in the heart of Heilbronn­Franken, the region of world market leaders. A great number of innovative firms, many of them family­led small and medium­sized enterprises, have achieved top positions in world markets from their locations right here. That makes Heilbronn the perfect match for the particular TUM model, with its combination of entrepreneurial spirit and innovative capacity. Here, you can learn how these companies operate and how they are managed – straight from the source.*

Living in Heilbronn
Surrounded by vineyards, the charming combination of tradition and modernity makes Heilbronn an attractive place to live and study. Besides great museums such as Experimenta, Germany’s largest science center, Heilbronn has many stores and boutiques located close to the historic city center and a lively restaurant and bar scene that has emerged along the Neckar River in recent years. Heilbronn is well connected to the highways A6 and A81, making it easy to discover cities such as Stuttgart, Karlsruhe, Heidelberg, Mannheim, and Würzburg from your base here.