

## Degree Program in Brief

### Duration of Study/Credits

6 semesters/180 credits, full-time program

### Degree Type

Bachelor of Science (B. Sc.)

### Start of Course

Winter semester

### Language

Up to 100% in English

### Admission Requirements

To decide whether to admit you to the program, we first evaluate your high-school diploma (or Abitur) and your half-year grades for the last two years in Mathematics, German/English and one Natural Science. If you score over a certain level we will offer you a place on the program automatically. If you score less than this, or do not have half-year grades in relevant subjects, we will invite you for a face-to-face interview. If you are an international applicant and do not submit individual grades in relevant subjects, we will also invite you to an interview.

### Costs per Semester

No tuition fee. Detailed information:  
<https://www.tum.de/nc/en/studies/fees-and-financial-aid/>

### Further Information

[www.wi.tum.de/bachelor-hn](http://www.wi.tum.de/bachelor-hn)



## Bachelor of Science

TUM School of Management

# Bachelor in Management & Technology (TUM-BWL) at Campus Heilbronn of the Technical University of Munich

## Contact

### Technical University of Munich

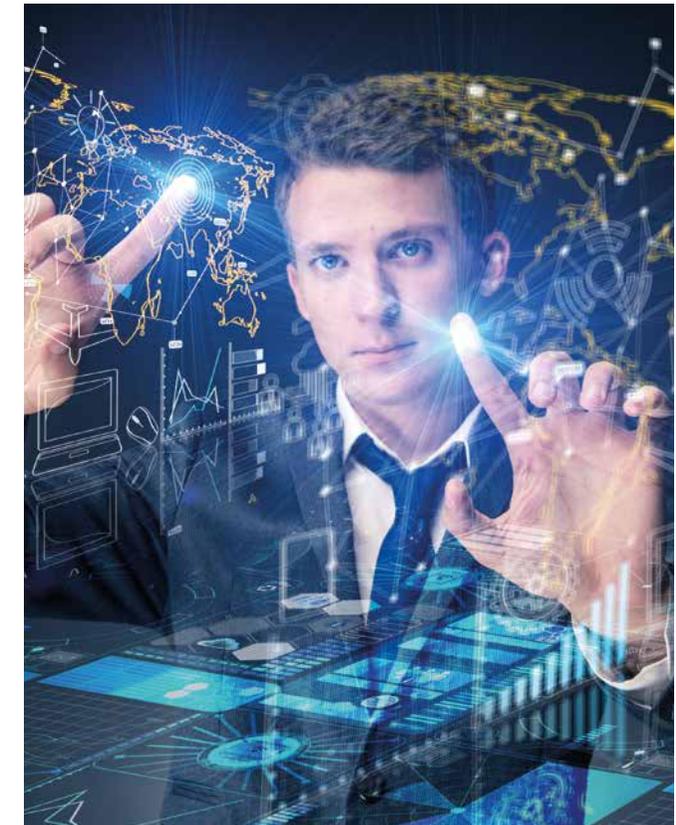
TUM School of Management  
Arcisstrasse 21, 80333 Munich

### General Questions about Studying at TUM

Student Service Center  
Arcisstrasse 21, 80333 Munich  
Room 0144 (Service Desk)  
Tel. +49 89 289 22245  
[studium@tum.de](mailto:studium@tum.de)

### Program-specific Questions

Application and Admission  
Tanya Göttinger  
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## Objectives

The structures of today's corporations are increasingly complex: Interdependencies between corporate divisions are manifold and the lines between departments are beginning to blur. Companies need employees who have a detailed business knowledge of current innovations and technologies. The Bachelor in Management & Technology at TUM Campus Heilbronn is an interdisciplinary degree program at the interface of management and technology, with a specialization in digital technologies. It provides a practice-based education in economics, management, engineering and innovation. It also includes elements of practical teamwork, in both Project Studies module and the more traditionally taught courses in economics and technical and process-oriented aspects of management.

## Requirements

You should have the following interests and qualities:

- Interest in current innovations and technical and economic topics
- Interest in business and engineering, especially new digital technologies
- Mathematical skills
- Holistic, structured and future-oriented mindset
- Enthusiasm for working in interdisciplinary teams and projects

## Degree Program Structure

1st semester	Business Law I   Management Science   Financial Accounting   Economics I   Mathematics
2nd semester	Foundations of Entrepreneurial and Ethical Business   Cost Accounting   Economics II   Business Law II   Statistics
3rd semester	Principles of Information Engineering   Machine Learning and Data Science   Introduction into Computer Science   Introduction to Informatics for Students of Management & Technology – Programming Lab Course   Modeling and Analysis of Digital Control Systems   Logistics Engineering in Production Systems & Supply Chain Management
4th semester	Empirical Research Methods   Marketing and Innovation Management   Investment and Financial Management   Production and Logistics   International Management & Organizational Behavior
5th semester	Electives in Management or Technology   Project Studies
6th semester	Elective in Digital Technologies   Communication Skills   International Experience   Bachelor's Thesis

## Distinctive Features of the Program

- The Bachelor in Management & Technology is a unique program with an interdisciplinary approach to teaching fundamental skills in management, economics and engineering.
- The specialization in digital technologies is only available as part of the Bachelor in Management & Technology at TUM Campus Heilbronn in the heart of Heilbronn-Franken – thriving region known for innovation.
- The Project Studies module is a chance to hone your team skills and boost your expertise in management or technology, depending on your interests.
- In the seminars, interdisciplinary teams work on projects dealing with current issues in research and business.

## Career Profile

Our Bachelor's program is designed to give you the interdisciplinary, high-level education that you need to meet challenges at the interface of management and technology. We regularly receive enthusiastic feedback from our corporate partners who confirm that our graduates have a competitive advantage for shaping their careers.



## **Specialization: Digital Technologies\*** **Exclusively at TUM Campus Heilbronn**

Digitalization is shaping the development of almost all sectors of business and the economy. Digital technology is fundamentally changing the way companies work and how they sell their goods and services globally. Businesses are now looking for qualified individuals who combine a strong expertise in management with a knowledge of digital technologies.

The Bachelor in Management & Technology with its specialization in Digital Technologies is aimed at high-school graduates who are interested in management, but at the same time want to acquire a basic understanding of engineering with a focus on digital technologies. The program prepares them for careers that combine management expertise with digital technologies.

The new Digital Technologies specialization will be available exclusively to students of the Bachelor in Management & Technology at the TUM Campus in Heilbronn from Winter Semester 2019/20 onwards.

### **Heilbronn – region of world market leaders and hidden champions**

The city of Heilbronn and the Heilbronn-Franken region in general are home to a large number of family businesses. Many of these specialized firms have achieved top positions in world markets from their location right here. These "hidden champions" have a high demand for employees with both management skills and technological expertise. Companies are particularly interested in graduates specializing in the area of digital technologies – which means that students on the new program will have excellent career prospects.

The following electives are offered exclusively at the TUM Campus in Heilbronn:

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

TUM Campus Heilbronn offers excellent conditions for studying. It forms part of the modern Dieter Schwarz Foundation (DSS) Educational Campus in the heart of Heilbronn, in the economically strategic and fast-growing region of Heilbronn-Franken. Indeed, Heilbronn-Franken is one of the most innovative regions not only in Germany, but in the whole of Europe.\*\*

Heilbronn is also a great place to live. Nothing is very far away, and the city offers a charming combination of tradition and modernity. For example, it is walking distance from the Campus to the lovely "Neckar Mile" with its many cafés, restaurants and bars. Students will also enjoy the informal atmosphere at the Heilbronn Educational Campus and the city's beautiful location, surrounded by vineyards.



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\*Subject to approval by the Bavarian State Ministry of Science and the Arts, and notification of the Baden-Wuerttemberg State Ministry of Science, Research and the Arts

\*\*EU Regional Innovation Scoreboard 2017