“Think, understand, manage”:

TUM at the Heilbronn education campus

Cutting-edge research at the interface between science and practice – in a specific region: that is what TUM Campus Heilbronn has to offer. Since autumn 2018, the School of Management at the Technical University of Munich has been running a research and education facility on the Heilbronn education campus. The pioneering project is supported by the Dieter Schwarz Foundation.

The range of studies available at TUM Campus Heilbronn, previously consisting of a bachelor’s program and two master’s programs focusing on management, will be expanded to include new programs focusing on “Information Engineering” in the future. A continuing education master’s degree and new MBA programs are also planned, each combining management practice and information technology. There are 22 professors conducting research at TUM Campus Heilbronn with two key areas of focus:

The Center of Digital Transformation provides a scientific basis for fundamental change in the economy. Business models, internal processes, and management styles are experiencing change as the use of technology becomes increasingly widespread. The scientists at TUM Campus Heilbronn conduct practically oriented research that helps companies, employers, and employees to navigate the transformation. The insights gained from practice are incorporated into their teaching – preparing students for the business world of tomorrow.


The Global Center for Family Enterprise focuses on interdisciplinary research on topics relating to family businesses. The research examines topics such as succession, strategy, innovation, and corporate management from a scientific perspective. The business perspective of small and medium-sized companies is extended with psychological and sociological perspectives to properly account for the particularities of this form of organization.

More information: https://www.wi.tum.de/tum-campus-heilbronn/global-center-for-family-enterprise/
TUM Campus Heilbronn is also aimed at international students and scientists – while actively seeking to establish a strong footing within the region. The Heilbronn-Franconia economic region is home to many world market leaders. The spectrum of innovative companies extends from vehicle construction and information technology to agriculture and logistics. Many companies have been family-owned for generations – combining sustainable management with high levels of innovation. TUM Campus Heilbronn aims to act as a partner to promote a strong economy for small and medium-sized businesses through a close exchange that provides both important scientific impulses and excellently qualified talent to write the next chapter in the success story of the Heilbronn-Franconia region.

More information about TUM Campus Heilbronn: https://www.wi.tum.de/tum-campus-heilbronn/

Current press release: https://www.tum.de/nc/die-tum/aktuelles/pressemitteilungen/details/36178/

All information can also be downloaded under “Press”

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