

Press release
TUM TALK IN HEILBRONN

“Think, understand, manage”:

The Technical University of Munich (TUM) at the Heilbronn Education Campus

Cutting-edge research at the interface of science and practice - and in a special region: since fall 2018, the Technical University of Munich has had a research and education facility on the Heilbronn Education Campus. The forward-looking project is supported by the Dieter Schwarz Foundation.

As a "Campus for the Digital Age," TUM intertwines three important facets: business administration, management and digital technologies with a focus on family businesses and cross-generational sustainability. The programs offered at TUM Campus Heilbronn include two bachelor's and two master's degree programs, each of which combines management practice and information technology or management content with technology. In the future, a total of 41 professors will teach and conduct research at TUM Campus Heilbronn. The areas of data science and artificial intelligence (AI) in particular will be expanded. The existing three centers will be supplemented by the new TUM Heilbronn Data Science Center.

At the TUM Heilbronn campus, the centers represent various research fields across disciplines:

With the Center for Digital Transformation and the Global Center for Family Enterprise of the TUM School of Management, the TUM Campus Heilbronn offers a wide range of opportunities for scientific cooperation in the fields of management, engineering and digital transformation. The new Center for Informatics adds a digital profile to TUM Campus Heilbronn and bridges the gap between management and digitalization. To this end, the TUM Heilbronn Data Science Center will be created in the future.

The **Center of Digital Transformation** (CDT) provides the scientific basis for an elementary change in business. Business models, internal processes and leadership styles are changing through the increasing use of technology. The scientists at TUM Campus Heilbronn deliver practice-oriented research that helps companies, employers and employees on their way through the transformation. The findings from practice flow into teaching and thus prepare students for the business world of tomorrow.

For more information, see: <https://www.mgt.tum.de/center-for-digital-transformation>

The **Global Center for Family Enterprise** (GCFE) focuses on interdisciplinary research on family businesses. Topics such as succession, strategy, innovation and corporate management are scientifically examined. The business management perspective on medium-sized companies is supplemented by psychological and sociological perspectives in order to do justice to this special form of organization.

For more information, see: <https://www.mgt.tum.de/global-center-for-family-enterprise>

With the future **Center for Informatics**, computer science is making its way onto the educational campus in Heilbronn. An initial focus, especially in education, is on information engineering. Information engineering looks at the entire chain from the sensor to the IT system to the business model and is thus an important building block in the digital transformation. New digital technologies are opening up more and more opportunities to capture, network and evaluate information. In order to seize opportunities such as the introduction of intelligent products, research and training are necessary with regard to the planning and realization of networked, end-to-end IT systems.

The **TUM Heilbronn Data Science Center** (in planning) will be the home of data science and will help to strengthen this field with artificial intelligence (AI) at the TUM Heilbronn Campus. To strengthen the transfer of cutting-edge research into practice, a connectivity to the AI Innovation Park Heilbronn is planned. In terms of content, among other services the Data Science Center will support and supervise the topic of "digital twins". The aim here is to simulate real objects and interrelationships, such as supply chains, cities and supply systems, at high resolution, in order to test measures on the digital twins quickly, digitally and cost-effectively.

The TUM at the Heilbronn Campus is aimed at international and national scientists and students, but consciously seeks a strong anchoring in the region. The Heilbronn-Franken economic region is home to numerous world market leaders. The range of innovative companies extends from vehicle manufacturing to information technology, from agriculture to logistics. Many companies have been family-owned for several generations, and combine sustainable management with a high degree of innovation. In close exchange, the TUM Heilbronn Campus wants to be a partner for the strong medium-sized economy here, providing both important scientific impulses and excellently trained talents who shape the next chapter in the success story of the Heilbronn region.

All information is also available for download at <https://www.chn.tum.de/who-we-are/press>.

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