

Press release
TUM TALK IN HEILBRONN

"Think, understand, manage":

The TUM at the Heilbronn Education Campus

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

The TUM, as a "Campus for the Digital Age", entwines three important points: business studies, management and digital technologies with a focus on family businesses and sustainability across all generations. The range of courses offered at the TUM Campus Heilbronn includes two bachelor's and two master's degree programs, each of them combining management practice and information technology. A significantly expanded grant from the Dieter Schwarz Foundation now means that a total of 32 professors will be teaching and conducting research at the TUM Heilbronn Campus. The main areas to be expanded include data science and artificial intelligence (AI). The new TUM Heilbronn Data Science Center will complement the existing three centers.

The TUM at the Heilbronn Campus will conduct research in four centers in the future:

The Center for Digital Transformation and the Global Center for Family Enterprise of the TUM School of Management give those at the TUM Campus Heilbronn a wide range of opportunities to engage in scientific cooperation in the fields of management, engineering and digital transformation. The new Center for Informatics enhances the TUM Campus Heilbronn with a digital profile and bridges the gap between management and digitalization. This will be supported in the future by the TUM Heilbronn Data Science Center.

The **Center for Digital Transformation (CDT)** provides the scientific foundations for an elementary transformation of the business world. Business models, internal processes and management styles are undergoing change due to the increasing use of technology. The scientists at the TUM Campus Heilbronn contribute practice-oriented research that helps companies,

employers and employees on their way through the transformation. The findings from practice are incorporated into teaching, preparing students for the business world of tomorrow.

More information can be found at: <https://www.mgt.tum.de/center-for-digital-transformation>

The **Global Center for Family Enterprise** (GCFE) focuses on interdisciplinary research related to family businesses. Themes such as succession, strategy, innovation and corporate management are examined scientifically. The business perspective on medium-sized companies is supplemented by psychological and sociological angles with a view to doing justice to this special form of organization.

More information can be found at: <https://www.mgt.tum.de/global-center-for-family-enterprise>

The **Center for Informatics** marks the arrival of computer science on the Education Campus in Heilbronn. Information engineering is one of the first areas of focus, especially when it comes to training. Information engineering takes into account the entire chain from the sensor to the information system through to the business model and therefore represents an important building block in the digital transformation. New digital technologies offer more and more opportunities to collect, network and analyze information. Research and training are necessary to seize opportunities such as the introduction of intelligent products, in terms of planning and realization of networked, end-to-end IT systems.

The **TUM Heilbronn Data Science Center** (in planning) aims to help strengthen the fields of data science and artificial intelligence (AI) at the TUM Heilbronn Campus. A connection to the Heilbronn AI Innovation Park is planned to ensure the transfer of cutting-edge research into practice. In terms of content, the Data Science Center will also support the topic of "digital twins", among other things. The aim here is to simulate real objects and correlations, such as supply chains, cities and supply systems, at high resolution - with the aim of testing measures on the digital twins quickly, digitally and cost-effectively.

The **TUM at the Heilbronn Campus** is geared toward international and national scientists and students, yet consciously seeks a strong anchoring in the region. Numerous world market leaders can be found in the Heilbronn-Franken economic region. The spectrum of innovative companies ranges from vehicle manufacturers to information technology, from agriculture to logistics. Many companies have been in family ownership for several generations, combining sustainable business practices with a high degree of innovation. Working closely together, the TUM Heilbronn Campus strives to be a partner for the strong medium-sized industry, delivering both important scientific stimuli and superbly trained talent that will help shape the next chapter in the success story of the Heilbronn region.

All information also available for download at mgt.tum.de/campuses/heilbronn/press/tumtalk

Contact details:

Kerstin Besemer
Head of Public Relations

Tel.: +49 7131 26418-501
kerstin.besemer@tumheilbronn-ggmbh.de

Die TUM Campus Heilbronn gGmbH
Bildungscampus 2
74076 Heilbronn