

TUM School of Management
Technical University of Munich



UNITING MANAGEMENT & TECHNOLOGY OUR BACHELOR PROGRAMS



WELCOME TO TUM SCHOOL OF MANAGEMENT

TUM School of Management, firmly rooted within TUM's technological and entrepreneurial ecosystem, places a unique focus on the interface between management, engineering, and the natural and life sciences. The school's goal is to bridge the traditional gap between the fields of management and technology.

The school sees its role as educating the leaders and decision-makers of tomorrow. Like TUM, it is committed to excellence. Since its foundation two decades ago, it has consistently been ranked as one of the top business schools in Germany and beyond.

1 BEST
UNIVERSITY

Germany
QS World University
Ranking

1 BEST IN
BUSINESS &
ECONOMICS

Germany
THE University
Subject Ranking

1 BEST BUSINESS
SCHOOL AT A
TECHNICAL UNIVERSITY

Germany
QS World University
Subject Ranking

OUTSTANDING QUALITY

TUM School of Management belongs to the top 1 percent of business schools worldwide that hold the Triple Crown accreditation by the Association of MBAs (AMBA), the European Foundation for Management Development (EQUIS), and the Association to Advance Collegiate Schools of Business (AACSB). The Triple Crown accreditation is internationally recognized as a seal of quality for business schools.





The Bachelor in Sustainable Management & Technology is special because sustainability in the academic environment, especially in the bachelor's degrees, is a growing trend, and the combination of the courses in this degree is really unique. The course overview contains topics – like circular economy, environmental resources, green marketing, sustainable operations – that create a comparative advantage for you as a student, in addition to the solid basis created by management courses. The future requires a transformation of the economy, and by choosing this degree and having this academic background, you can be a driver of this change.

LAURA CATĂRĂU

Bachelor student in Sustainable Management & Technology

📍 **Straubing**



I like studying at the TUM Campus in Heilbronn because it offers exclusive opportunities due to the smaller classes and direct contact to professors. Especially with the brand-new campus located in Heilbronn with many companies around, creating a new hub spot for startups and students. I think there are many new and maybe hidden opportunities as the campus is still growing.

CLAIRE WALL
Bachelor student

📍 **Heilbronn**

The program offers flexibility in choosing technical and business courses that provide valuable insights. But it is not just the flexibility that makes it special: great academic mobility programs, connections with partner universities, and campus life that allows me to express myself – all of these make my time here more enjoyable and memorable.

DALIA MENGLINOVA
Bachelor student in
Management & Technology

📍 **Munich**



SPECIALIZE IN NATURAL & ENGINEERING SCIENCES

The program combines management studies with courses in engineering or natural sciences. Lectures, tutorials, and small-group seminars will provide you with a solid theoretical basis. Technology-enhanced learning techniques are applied to deepen students' knowledge and to apply it to real-world problems. You will also be able to follow your individual interests and choose from different specializations: Chemistry, Electrical & Information Technology, Informatics, Mechanical Engineering, Medicine, and Computer Engineering.



FIND OUT
MORE

BACHELOR IN MANAGEMENT & TECHNOLOGY

 MUNICH

Combine the best of two worlds and start your education with a unique link between management and technology. With the Bachelor in Management & Technology, you can do both – and that is exactly what employers are looking for today. The structures of corporations are becoming increasingly complex: interdependencies between corporate divisions are manifold, and traditional departmental borders are beginning to dissolve. Thus, companies need managers who combine a detailed knowledge of business, entrepreneurial skills, and a solid understanding of innovation and technology.

You will also be able to follow your individual interests and choose from six different specializations. Lectures, tutorials, and small-group seminars will provide you with a solid theoretical basis. Technology-enhanced learning techniques are applied to deepen students' knowledge and to apply it to real-world problems.

Management
48 ECTS

Technology
42 ECTS

Mathematics & Methods
15 ECTS

**Electives in
Management or
Technology**
24 ECTS

Economics
12 ECTS

Law
12 ECTS

Communication skills
3 ECTS

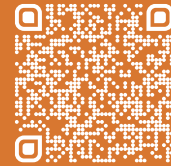
Project study
12 ECTS

Bachelor's thesis
12 ECTS

180
ECTS

SPECIALIZE IN DATA SCIENCE

Data-driven technologies, such as artificial intelligence and Internet of Things, are profoundly transforming virtually all areas of business and society. Generating, processing, and utilizing data have become the key value drivers for local and internationally engaged companies. Tomorrow's leaders have to integrate digital technologies into all of their decisions and require competencies to evaluate their activities from managerial, ethical, and technological perspectives. The Bachelor in Management and Data Science provides a flexible toolkit to holistically integrate and use data-driven innovations for management decisions. Graduates of the program will benefit from the opportunity to work in a rapidly evolving and in-demand field, as well as the potential for high earnings and career growth after completing their studies.



FIND OUT
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BACHELOR IN MANAGEMENT & DATA SCIENCE

 HEILBRONN

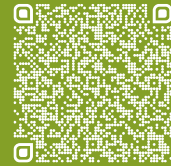
Explore the opportunities of digital technologies to create solutions for business challenges. The Bachelor in Management & Data Science at campus Heilbronn was crafted with a specific candidate profile in mind. We are looking for high school graduates who are interested in managerial and societal challenges and who are enthusiastic about finding innovative data-based solutions. Throughout the program, students will acquire competencies in all major fields of management and learn how to effectively use data science to become responsible decision makers in a digitally transforming business environment.

The Bachelor in Management & Data Science is offered exclusively at TUM Campus Heilbronn. Two special features of the Heilbronn location are the interactive small-class lectures on the modern campus and the unique electives, especially in the areas of Family Enterprise and Digital Transformation.

Management 39 ECTS	Data Science 36 ECTS	
Economics 12 ECTS	Quantitative Methods 27 ECTS	
Law 6 ECTS	Electives in Management and Technology 30 ECTS	
Communication and Intercultural Competencies 6 ECTS	Project study 12 ECTS	Bachelor's thesis 12 ECTS
180 ECTS		

SPECIALIZE IN SUSTAINABILITY

Have you been thinking lately about making the world a greener and more sustainable place? Sustainability touches every part of our lives and has become an essential part of our business thinking and actions over the last few decades. With a specialization in sustainability, you will learn, among other things, what it means to integrate sustainable change into business processes, and how you can actively work on solutions to climate change and the challenges it poses.



FIND OUT
MORE

BACHELOR IN SUSTAINABLE MANAGEMENT & TECHNOLOGY

📍 STRAUBING

Change tomorrow's future with a deep knowledge of management and sustainability. Changing consumer behavior, employee expectations, and political regulations and control instruments mean that sustainability in companies has to be rethought. That's why we created our Bachelor in Sustainable Management & Technology, which combines a state-of-the-art education in business administration with interdisciplinary competencies for sustainable management in companies and their spheres of influence. In order to be able to accompany internal production processes and cross-company value chains is necessary. In lectures such as "Foundations of Sustainable, Entrepreneurial & Ethical Business" or "Green Marketing and Innovation Management," knowledge on how to develop sustainable technologies, products, and processes is imparted in a practice-oriented manner.

Management Fundamentals

30 ECTS

Management & Sustainability

36 ECTS

Research & Quantitative Methods

33 ECTS

**Electives in
Engineering & Natural Sciences**

30 ECTS

Electives

21 ECTS

**Application in Sustainable
Management & Technology**

3 ECTS

Communication skills

3 ECTS

Project study

12 ECTS

Bachelor's thesis

12 ECTS

**180
ECTS**

MULTIPLE LOCATIONS, MORE POSSIBILITIES

TUM School of Management operates in five distinct locations, each of them carefully chosen for the possibilities that they offer to interact with other disciplines and the corporate world. Besides our original Munich and Weihenstephan campuses, we also offer research and teaching in Heilbronn, Straubing, and Garching. At each of these sites, we cooperate with regional actors, pooling our strengths to offer world-class conditions for study, research, and entrepreneurship.



MUNICH

Munich and its surrounding area, one of the strongest economic regions in Europe, is where TUM School of Management was born. Known for the unique combination of a cosmopolitan lifestyle and cordial atmosphere, the local area is home to more DAX 30 companies than any other city in Germany, including Allianz, BMW, Infineon, MunichRe, and Siemens. The city offers stunning architecture, wide expanses of green spaces, and on a clear day a fabulous view of the Alps.

HEILBRONN

Heilbronn lies in the heart of Heilbronn-Franconia, the region of world market leaders. A great number of innovative firms, many of them family-led enterprises, have achieved top positions in world markets. At TUM Campus Heilbronn, students and researchers investigate areas such as the management of digital transformation and family businesses, highly sought-after competencies in companies of all sizes. Nicely located along the Neckar River and characterized by beautiful vineyards, students have endless possibilities to spend their free time and benefit from a highly modern and innovative campus.



STRAUBING

As an inspiring international center of biotechnology and sustainability, at the TUM Campus Straubing professors, researchers, and students focus on the use of renewable resources and the development of sustainable technologies as well as on their economic implementation. Small student numbers, modern teaching rooms, and research laboratories ensure optimal study conditions. Straubing is a highly desirable study location due to the city's proximity to the Bavarian Forest and its student-friendly atmosphere. The campus is buzzing with life and activity.



**Would you like to find out more?
Please feel free to contact us, we are happy to assist you.**

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HAVE YOU EVER THOUGHT OF FOUNDING A STARTUP?

Rebecca Steurer is a Bachelor student in Management & Technology in her 5th semester at TUM School of Management and one of the founders of the startup called "Bluevace." In this interview, she reveals how it all began.

Rebecca, what made you decide to found a startup during your studies?

The dream of founding my own company arose during the 11th year of school. Within the framework of a seminar, I founded my first school company. Ever since, I feel a deep urge to become an entrepreneur. The TUM offers great opportunities and support in this field – that's why I chose to study Management & Technology and found my startup in this environment.

What is the idea of your startup?

We want to connect publishers with the Gen Z. With our solution we give both sides exactly what they need. On the one hand, we create a platform for publishers on which they can offer their content in a form that appeals to young people and encourages them to consume it. On the other hand, every user receives a completely free and sustainable chill-out zone for information. That is, an app with which you can inform yourself about everything that interests you and not alone, but with a huge community of inquisitive people who make it hip again to be informed.

How did the environment at the TUM School of Management support you in pursuing your idea?

The focus on entrepreneurial lectures, many different seminars and electives like the business plan seminar encourages oneself to start your own business. Besides many impressive lectures of chief executive officers like the CEO of BMW Oliver Zipse, the CEO of Lufthansa Carsten Spohr or the CEO of Personio Hanno Renner moves one to pursue one's dreams. Furthermore, contests like the TUM IDEAward encourages oneself to compete with other teams and ideas. UnternehmerTUM offers besides a great network and one of the best entrepreneurial environments to become a founder.

GOING ABROAD

Spending some time abroad is an excellent way to gain invaluable experience for both – your personal and professional life. It gives you the opportunity to get to know and familiarize yourself with the language, culture, academics, and general way of life in your host country.

TUM School of Management offers students a wide range of options for studying and spending time abroad: student exchange with more than 125 partner universities worldwide, Entrepreneurship Exchange Program in Singapore and Barcelona combining internship at a startup and academic courses, Summer and Winter Schools, virtual classes at partner universities (EuroTeQ), and intensive one-week-exchange-sessions (ATHENS).

I chose to go to ESCA école de management in Casablanca as an exchange student to experience a completely new culture and business environment. The experience has broadened my perspective and given me valuable insights that I will carry with me for life. I have also made many new connections and friends; their friendship and support have made this semester truly unforgettable and will continue to be a part of my personal and professional network. Overall, the exchange program at ESCA has been an unforgettable and transformative experience.

FELIX RIHACEK
Bachelor student in Management & Technology

📍 Munich

