



Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



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# Bachelor's degree



## Bachelor's in Management & Data Science (BSc) – Heilbronn

Technical University of Munich • Heilbronn



## Overview

Degree	Bachelor of Science in Management & Data Science
Teaching language	<ul style="list-style-type: none"><li>English</li></ul>
Languages	English is the only language of instruction.
Programme duration	6 semesters
Beginning	Winter semester
Application deadline	The application period runs every year from 15 May until 15 July for the following winter semester.
Tuition fees per semester in EUR	None
Joint degree / double degree programme	No

### Description/content

In the Bachelor's in Management & Data Science, data science aspects permeate all management modules. The Bachelor's programme in Management & Data Science offers a fully-fledged management education in which traditional business management content (such as accounting, logistics and marketing) is learned and reflected upon in the context of data science.

Technological developments such as artificial intelligence, big data and machine learning are viewed holistically from the perspective of technology designers and users. This is done along economic, social and ethical standards and criteria, including compatibility with fundamental rights and the promotion of the Sustainable Development Goals (SDGs). Students acquire a strong mathematical foundation and attend several basic computer science courses at the TUM School of Computation, Information and Technology at the TUM Heilbronn campus.

Students in the Bachelor's in Management & Data Science are therefore ideally equipped to take on management tasks in this era of digital change. They learn how personal, corporate and social data can be utilised for the benefit of people, companies and society. The potential use of technologies and data in the ecological field (e.g. in climate protection) also plays an important role.

Overall, the Bachelor's in Management & Data Science offers a unique combination of management skills and data science to successfully master the challenges of digital transformation.

# Course Details

<b>Course organisation</b>	<p>In the first four semesters, students are introduced to business administration (39 credits), economics (12 credits), law (six credits) and quantitative basics (27 credits) as well as technical basics in the field of data science (36 credits). All courses are compulsory modules.</p> <p>The fifth semester comprises the individually arranged project study (12 credits) and three elective modules (18 credits). It is designed as a "mobility window" and gives students the opportunity to complete a semester-long study abroad programme.</p> <p>In the sixth semester, two further elective modules (12 credits), a module on communication and intercultural competencies (six credits) and the Bachelor's thesis (12 credits), consisting of a scientific paper and a Bachelor's colloquium, are planned.</p>
<b>A Diploma supplement will be issued</b>	Yes
<b>International elements</b>	<ul style="list-style-type: none"><li>• Language training provided</li><li>• Training in intercultural skills</li><li>• Projects with partners in Germany and abroad</li></ul>
<b>Integrated internships</b>	Internships are optional. While we cannot directly arrange an internship for you, we will provide a wide range of support services, e.g. job board, workshop with corporate partners, career events, etc.
<b>Course-specific, integrated German language courses</b>	No
<b>Course-specific, integrated English language courses</b>	No

## Costs / Funding

<b>Tuition fees per semester in EUR</b>	None
<b>Semester contribution</b>	This degree programme does not charge any tuition fees. For semester fees, please see: <a href="https://www.tum.de/en/studies/fees">https://www.tum.de/en/studies/fees</a> .
<b>Costs of living</b>	In order to cover personal expenses while studying in Heilbronn, we recommend a budget amounting to at least 934 EUR per month for accommodation, living, health insurance, books, and miscellaneous expenses. Check our website for information on living in Heilbronn: <a href="https://www.mgt.tum.de/campuses/heilbronn/living-in-heilbronn">https://www.mgt.tum.de/campuses/heilbronn/living-in-heilbronn</a> .
<b>Funding opportunities within the university</b>	Yes
<b>Description of the above-mentioned funding opportunities within the</b>	Information on funding and financial aid can be found on our website: <a href="https://www.tum.de/en/studies/fees-and-financial-aid/scholarships/">https://www.tum.de/en/studies/fees-and-financial-aid/scholarships/</a> .

## Requirements / Registration

### Academic admission requirements

To qualify for the Bachelor's in Management & Data Science at the TUM Heilbronn campus, applicants need to provide:

1. "Abitur" (university entrance qualification) or equivalent
2. Letter of motivation – maximum two A4 pages
3. Additional application via [uni-assist](#) if you obtained your university entrance qualification in a country other than Germany and for all IB diplomas.
4. All applicants who wish to apply for a degree programme at a German university with a Chinese, Vietnamese or Indian school or university degree need a certificate from the Academic Evaluation Center ([Akademische Prüfstelle, APS](#)).

Detailed information about the application procedure can be found here: <https://www.mgt.tum.de/programs/bachelor-management-data-science/how-to-apply>.

### Language requirements

For studying the Bachelor's in Management & Data Science at the TUM Heilbronn campus, you do not have to provide any language proficiency certificate.

### Application deadline

The application period runs every year from 15 May until 15 July for the following winter semester.

### Submit application to

In order to apply at TUM, you need to open a TUMonline account: <https://campus.tum.de/tumonline/webnav.ini>.

Our application wizard will guide you step by step through the online application procedure.

For more information, see: <https://www.tum.de/en/studies/application-and-acceptance/online-application/>.

## Services

### Accommodation

The Technical University of Munich (TUM) supports students and staff in their search for accommodation by providing personal advice, listings for housing, and useful information to ensure that they can quickly find a place to call their own:

<https://www.mgt.tum.de/campuses/heilbronn/living-in-heilbronn>.

### Career advisory service

TUM School of Management wants all of its students to enjoy a successful and fulfilling career, which starts from the first semester onwards.

We offer a range of support services to help students along this path, for example:

- an online job board, which provides details of current openings at companies – full-time jobs as well as internships, working student jobs, project studies, student assistant jobs at the department/school or other part-time jobs (known of as "Minijobs" in Germany)
- frequent career events with TUM School of Management's corporate partner companies, during which students can get in touch with Germany's leading employers
- workshops with corporate partners that may provide useful hints and advice on applying for jobs in Germany

Support for international students and doctoral candidates

- Welcome event
- Buddy programme

General services and support for international students and doctoral candidates

Online and on-site info sessions

# Technical University of Munich



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The TUM Heilbronn campus is part of the Technical University of Munich (TUM). TUM is one of Europe's leading research universities, with more than 640 professors, around 11,800 staff members, and over 50,500 students. The focus areas of TUM are engineering sciences, natural sciences, life sciences and medicine, combined with social sciences and economics.

TUM was one of the first universities in Germany to be awarded the title "University of Excellence" and secured this title for the third time in a row in 2019. Due to its high academic standard, the university also regularly occupies top positions among the best German universities in international rankings. With its focus on entrepreneurship, TUM aims to promote talents and to create value for society. The university also forges strong links with companies and scientific institutions across the world.

TUM is represented in Germany with campuses in Munich, Heilbronn, Garching, Weihenstephan and Straubing as well as worldwide with the TUM Asia campus in Singapore and offices in Beijing, Brussels, Cairo, Mumbai, San Francisco, and São Paulo.



## 📍 University location

**Welcome to the Region of World Market Leaders!** There are many reasons to study in Heilbronn. The city lies in the heart of Heilbronn-Franken, the region of world market leaders. A great number of innovative firms, many of them family-led small and medium-sized enterprises, have achieved top positions in world markets from their locations right here. That makes Heilbronn the perfect match for the particular TUM model, with its combination of entrepreneurial spirit and innovative capacity. Here, you can learn how these companies operate and how they are managed – straight from the source.

**The Campus for the Digital Age** The primary focus lies on managing digital transformation in the field of family businesses and information technology. Research and teaching aim to bridge the gap between business, engineering sciences, and information engineering in a

dynamic, international environment. This opens up new research fields – for example, related to digital transformation and platform economy, which are used both in the innovative companies of the Heilbronn-Franken region and worldwide.

One of the most significant advantages of the TUM Heilbronn campus is its size, being home to just a few hundred students. This creates a sense of belonging and makes it easy to meet people; there is a good chance that our Student Service Point staff will quickly know your name.

**Living in Heilbronn** The charming combination of tradition and modernity makes Heilbronn an attractive place to live and study. Besides great museums such as Experimenta, Germany's largest science centre, Heilbronn has many stores and boutiques located close to the historic city centre and a lively restaurant and bar scene that has emerged along the Neckar River in recent years. Heilbronn is well connected to the highways A6 and A81, making it easy to discover cities such as Stuttgart, Karlsruhe, Heidelberg, Mannheim, and Würzburg from your base here.

## Contact

### Technical University of Munich

TUM School of Management

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74076 Heilbronn

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✉ [admission\\_heilbronn@mgt.tum.de](mailto:admission_heilbronn@mgt.tum.de)

🌐 Course website: <https://www.mgt.tum.de/programs/undergraduate-programs/bachelor-management-data-science>

Program Management

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✉ [Email](#)

📘 <https://de-de.facebook.com/TU.Muenchen>

🐦 [https://twitter.com/tu\\_muenchen](https://twitter.com/tu_muenchen)

🌐 <https://www.linkedin.com/school/technische-universitat-munchen/>

📷 <https://www.instagram.com/tu.muenchen/?hl=de>

📺 <https://www.youtube.com/@TUM.Campus.Heilbronn>

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# International Programmes in Germany - Database

[www.daad.de/international-programmes](http://www.daad.de/international-programmes)

[www.daad.de/sommerkurse](http://www.daad.de/sommerkurse)

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## GATE-Germany

Consortium for International Higher Education Marketing

[www.gate-germany.de](http://www.gate-germany.de)

## Disclaimer

The data used for this database was collected and analysed in good faith and with due diligence. The DAAD and the Content5 AG accept no liability for the correctness of the data contained in the "International Programmes in Germany" and "Language and Short Courses in Germany".

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