Project Study

with

Key facts	
Offering company	BMW Group
Topic of the project study	Opportunity screening for generative artificial intelligence in the automotive industry
Supervising professorship	Full Professorship Financial Accounting
Contact person	Felix Müller (fx.mueller@tum.de)
Suitable study program	Bachelor in Management & Technology (BMT) Master in Management (MIM) Master in Management & Technology (MMT)
Working period	Summer semester 2024
Language	German or English
Time size	2 to 3 students
Announcement date	April 25, 2024

About the company:

Bayerische Motoren Werke – commonly abbreviated to BMW Group – is a German multinational manufacturer of high-class cars and motorcycles. The group produces vehicles under the brands BMW, BMW Motorrad, MINI, and ROLLS-ROYCE and belongs to the ten largest car manufacturers by revenues of the planet. The headquarters of the BMW Group are located in Munich and production sites operate in various major economies (e.g., Brazil, China, Germany, India, Mexico, The Netherlands, United Kingdom, and the United States). The BMW Group is publicly listed with the Quandt Family as a long-term dominating shareholder.

Websites: www.bmw.com and www.bmwgroup.com.

Background of the project:

Generative artificial intelligence (GenAI) is one of the most path-breaking technologies which has the potential to deeply impact current and to enable so-far unknown business processes (e.g., revolutionized communication tools, improved forecasting, and explorative innovation analyses) across almost all industries. The BMW Group currently works on the identification of business processes where GenAI solutions might be conductive to more effectively handle operating tasks. More specifically, the Project Study refers to the potentials of available and future GenAI tools for supply chain management at the BMW Group.

Tasks and deliveries of the project:

The specific tasks and deliveries of the project are concertedly fixed between the supervisor from the BMW Group, the student group, and the Professorship of Accounting in a joint kick-off meeting. Generally, the project should contain a meta-analysis of professional and scientific studies that evaluate the drivers and consequences of GenAI and a benchmarking of current activities of the BMW Group with innovative best-practice(s) in the automotive industry.

Prerequisites and requirements:

- Enthusiasm for applications of artificial intelligence,
  in particular of latest innovations in GenAI.

- Basic understanding of the global automotive manufacturing industry.

- Sound programming skills in commonly used coding languages (e.g., Python)
  and openness to dive into GenAI programming languages (i.e., prompt engineering).

- Self-organized group working and responsible project planning skills.

Your application:

Please direct your team's application (including a joint cover letter, CVs, transcripts, and relevant references) to Felix Müller (fx.mueller@tum.de).