

MASTER SURVEY: SPRING TERM 2023

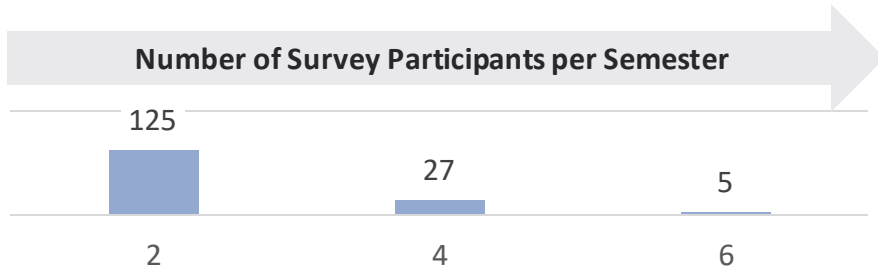
1. General Information
2. Course Choice (incl. Course Quality & Workload Rating)
3. Seminar Thesis
4. Master Thesis
5. Electives
6. Semester Abroad
7. Period of Study
8. Impression of the FS BWL
9. Backup

1. GENERAL INFORMATION

Spring Term 2023: Participants Overview

157 Survey Participants

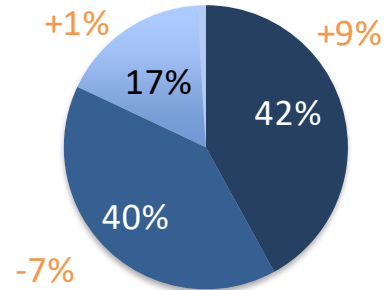
Thank you!
(This is 14 more than one year ago but short of our target at 200.)



94% speak German
88% have a German nationality
18% study in the English track

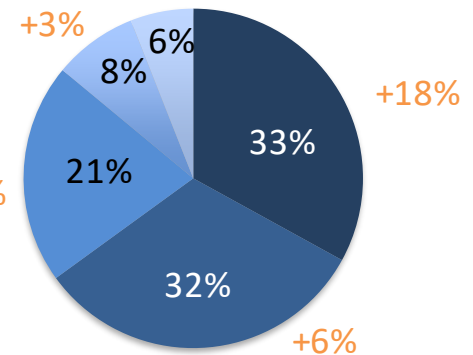
What did you do between your Bachelor and Master?

- Immediately MMM
- Internship/Gap Year
- Full time employment
- Other



Bachelor University

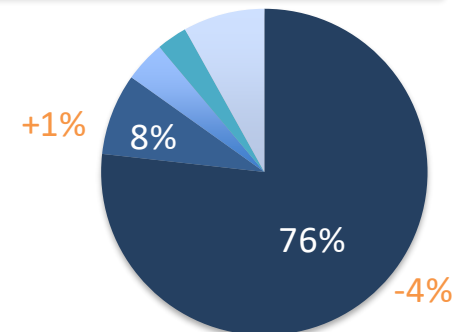
- Applied Science
- University of Mannheim
- Other German University
- Dual
- Non-German University
- Other



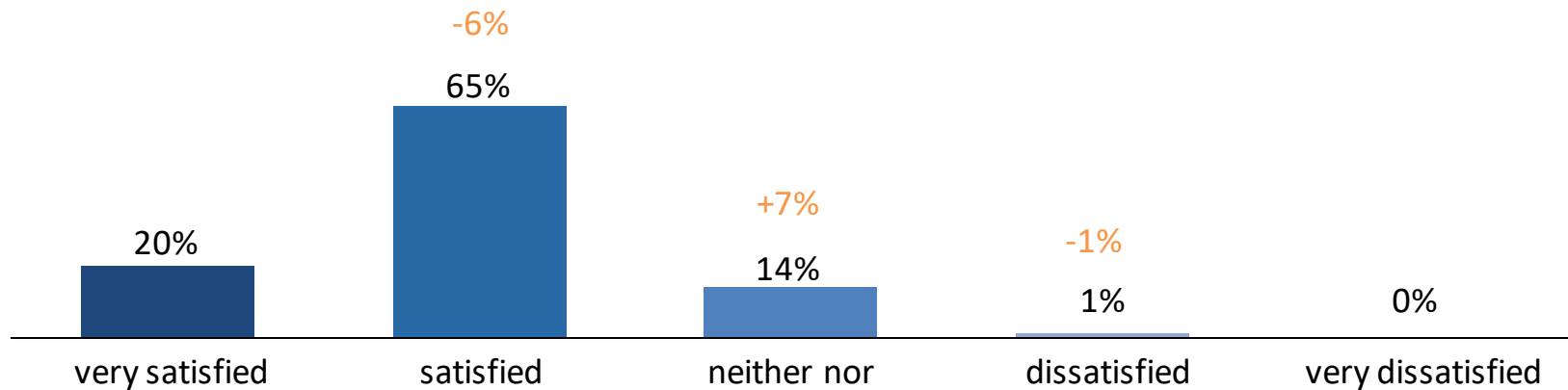
Bachelor Major

Other: International Management/Business, (Industrial) Engineering, Sport Economics, Political Science

- Business Administration
- Economics
- Culture & Economics
- Business Informatics
- Other



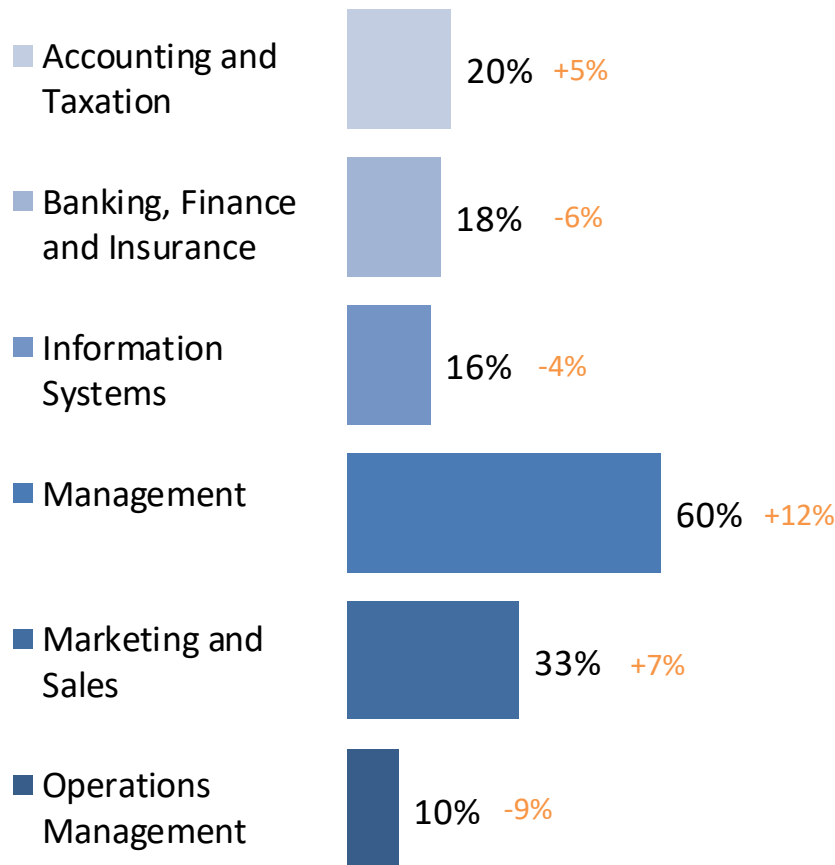
How would you rate your overall satisfaction with the MMM program?



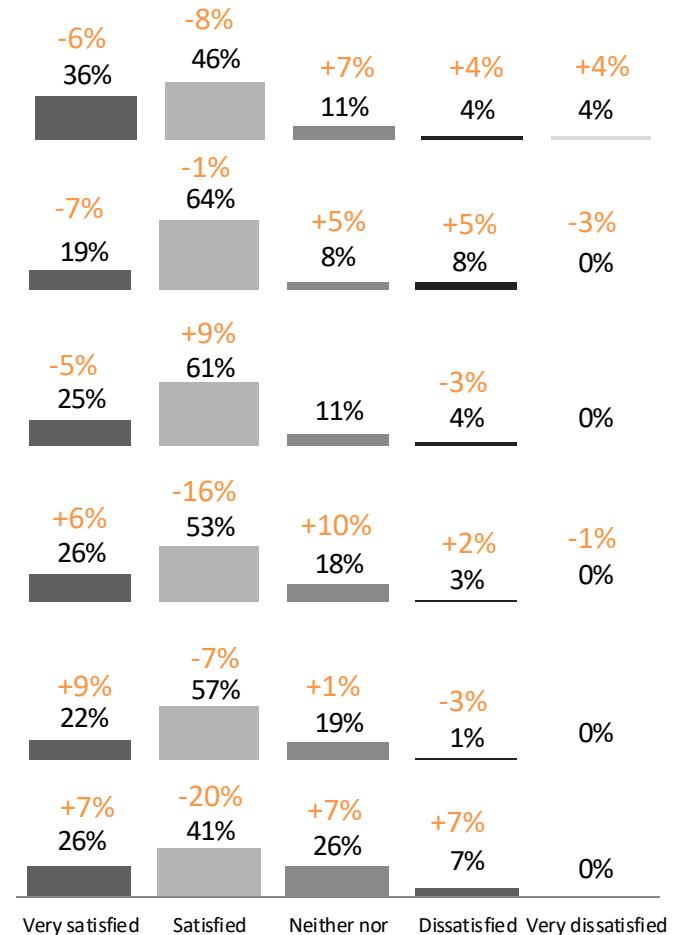
Participants: n=141

MMM-Areas: Specialization and Satisfaction

Area Specialization



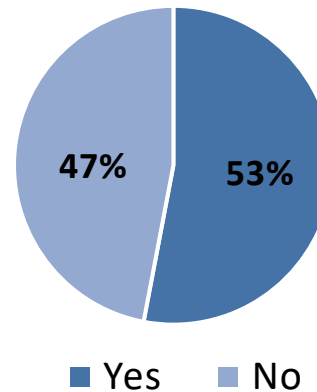
Area Satisfaction



Participants: n=133

Were you not accepted into a course due to capacity restrictions?

Participants: n=141



Remark: Increase by 10% compared to FSS22

Into which course(s) did you not get accepted? (n > 5)

- MAN 655 Corporate Strategy: Managing Business Groups (n=27)
- MAN 654 Corporate Restructuring - Avenues to Rigorous and Responsible Corporate Revitalization (n=17)
- MAN 648 Incentives and Performance (n=16)
- MAN 691 Selected Topics in Organizational Behavior (n=13)
- IS 512 IT Management in the Digital Age (n=11)
- MKT 622 Country Manager (n=11)
- MKT 617 Angewandte Verhandlungsführung (n=8)
- MAN 647 Strategic and International Human Resource Management (n=7)

Supply-Demand gap especially for Management Courses

2. COURSES

Spring Term 2023: Course Choice

Only courses with
response rate ≥ 5

Which courses did you take this semester? (n = 143)

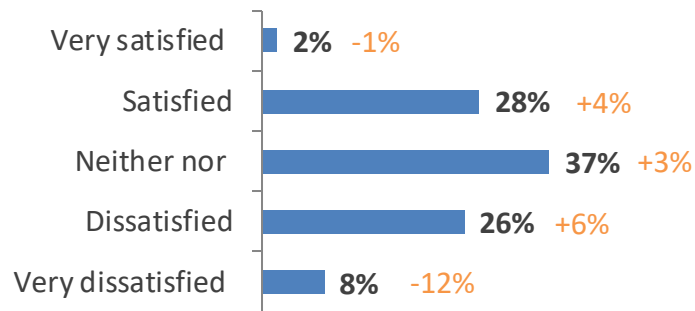


■ Core Courses

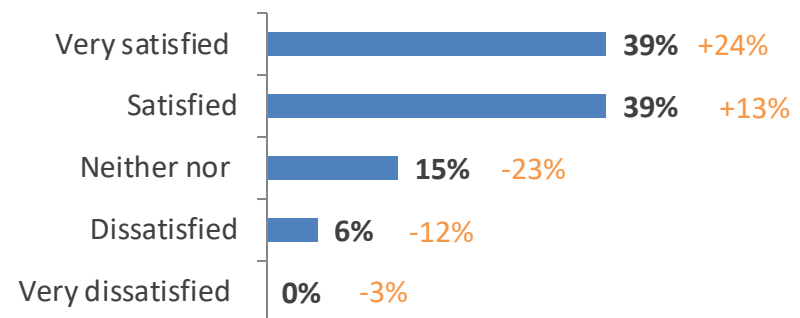
Course Quality – Core Courses

How would you rate the quality of this course?

BE 511 Business Economics II
(n=104)



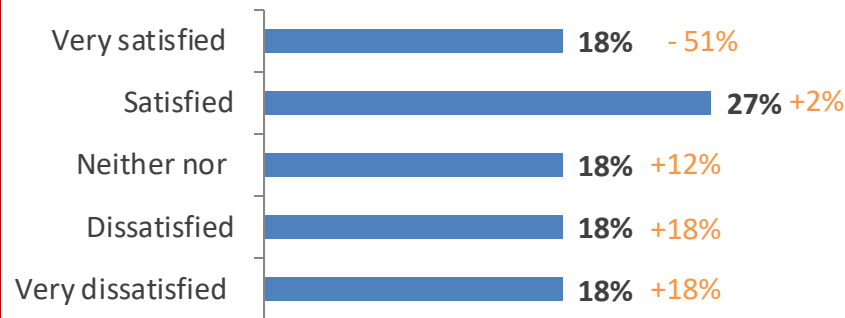
CC 501 Decision Analysis
(n=33)



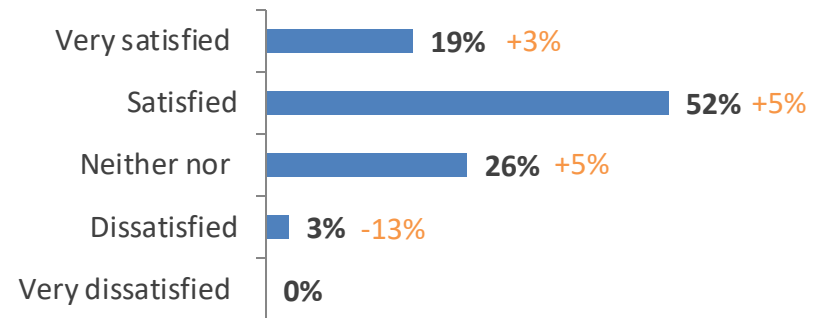
Course Quality – Core Courses

How would you rate the quality of this course?

CC 504 CSR
(n=11)



CC 503 Empirical Methods
(n=31)



Remark:

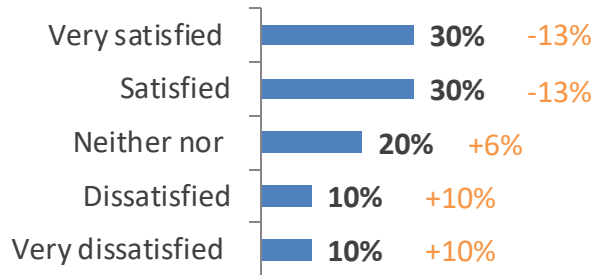
Significant decrease from 94% (very) satisfied in 2022 to 45% in 2023. However, significant smaller n in this survey (n=32 in FSS 22). Rating for CSR quality was constantly increasing through the last years. The decrease may be due to the change in course format.

Course Quality – ACC/TAX Courses

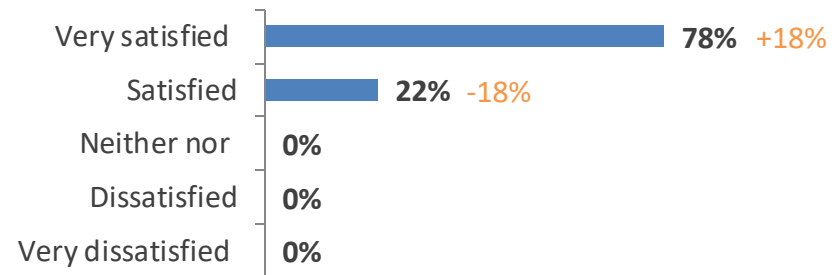
Only courses with
response rate ≥ 5

How would you rate the quality of this course?

ACC 540 Financial Statement Analysis & Equity Valuation (n=10)



ACC 560 Managerial Accounting (n=9)

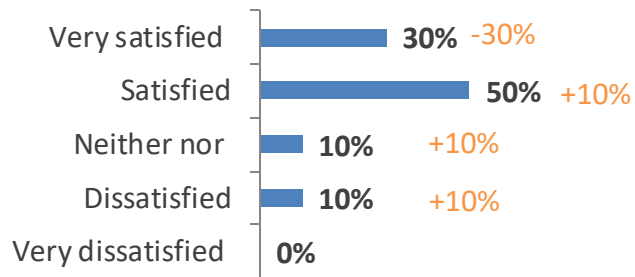


Course Quality – FIN Courses

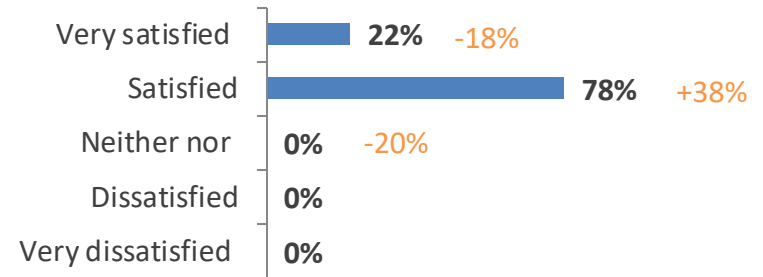
Only courses with
response rate ≥ 5

How would you rate the quality of this course?

FIN 601 Bond Markets
(n=10)



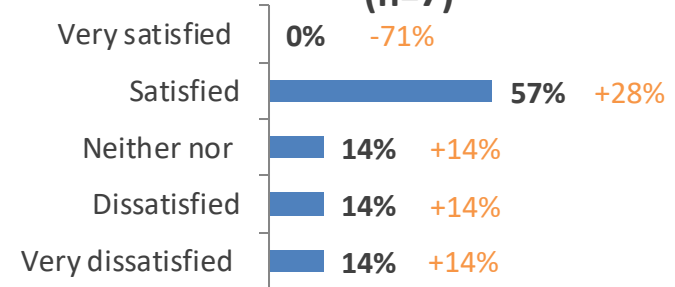
FIN 604 Stata in Finance
(n=9)



FIN 684 Financial Institutions II
(n=7)



FIN 682 International Asset Management
(n=7)

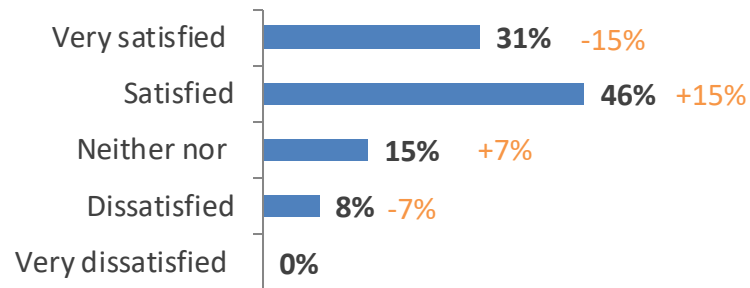


Course Quality – IS Courses

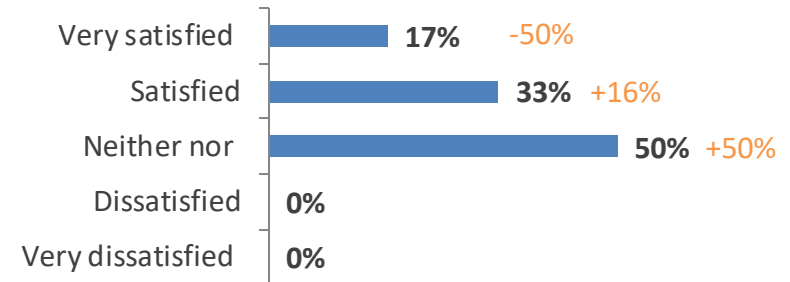
Only courses with
response rate ≥ 5

How would you rate the quality of this course?

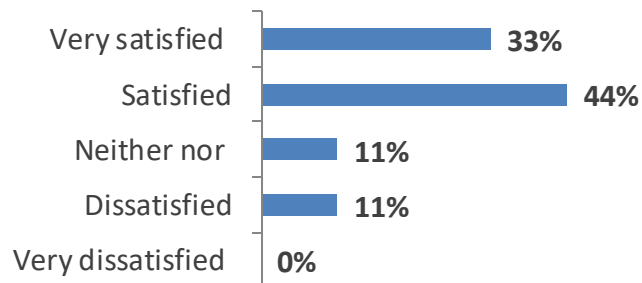
IS 512 IT Management in the Digital Age (n=13)



IS 513 Applied IT Management in the Digital Age (n=6)



IS 629 Agile Software Product Management and Design (n=9)



Remark:

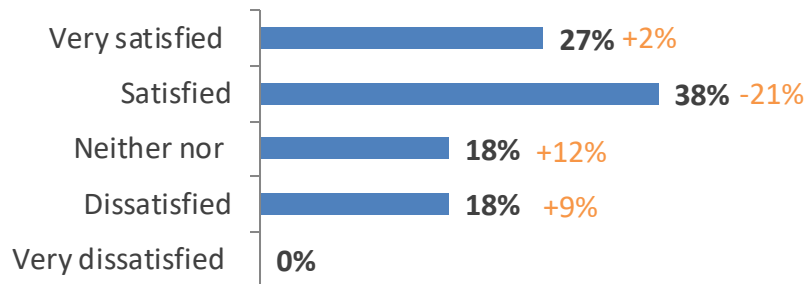
No comparison of ratios possible for the course IS 629.

Course Quality – MAN Courses

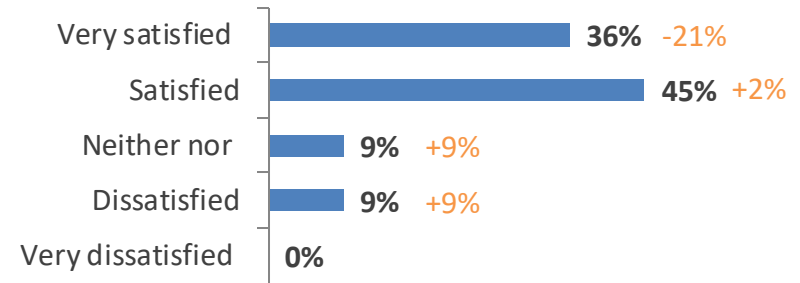
Only courses with
response rate ≥ 5

How would you rate the quality of this course?

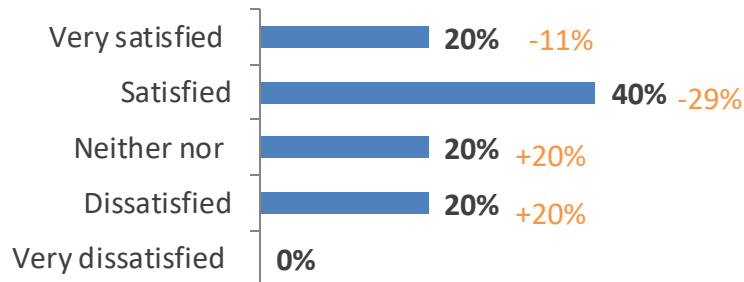
**MAN 690 Innovation Management
(n=45)**



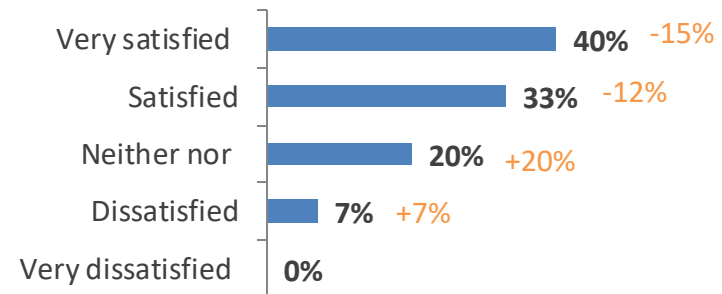
**MAN 655 Corporate Strategy: Managing
Business Groups (n=11)**



**MAN 654 Corporate Restructuring
(n=5)**



**MAN 691 Selected Topics in
Organizational Behavior (n=15)**

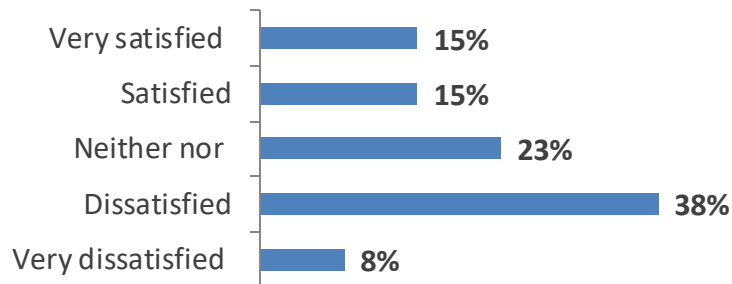


Course Quality – MAN Courses

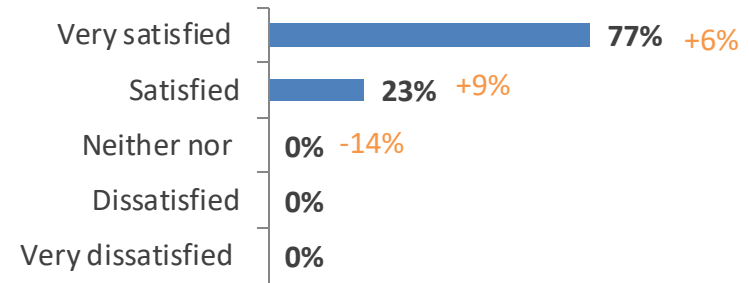
Only courses with
response rate ≥ 5

How would you rate the quality of this course?

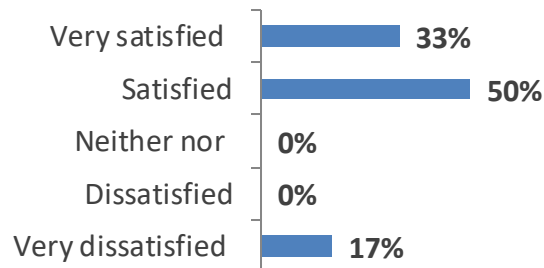
MAN 632 Advanced Entrepreneurship (n=13)



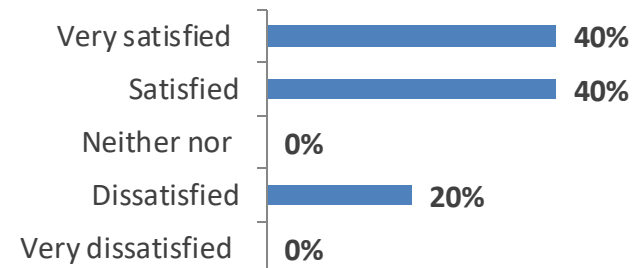
MAN 644 Human Resource Training & Development (n=13)



MAN 634 Entrepreneurial Behavior (n=6)



MAN 647 Strategic and International Human Resource Management (n=5)



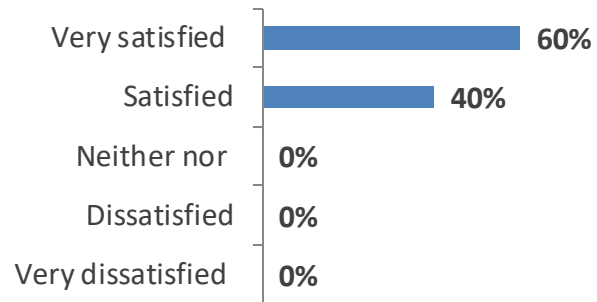
Remark: No comparison with last year's result possible due to low response rate or new course.

Course Quality – MAN Courses

Only courses with
response rate ≥ 5

How would you rate the quality of this course?

MAN 680 Challenges of Public and Nonprofit Management – Case Study Seminar (n=5)



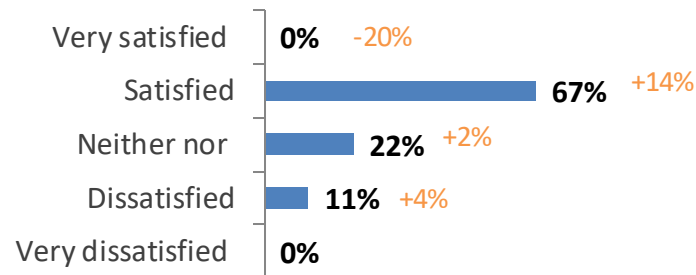
Remark: No comparison with last year's result possible due to low response rate or new course.

Course Quality – MKT Courses

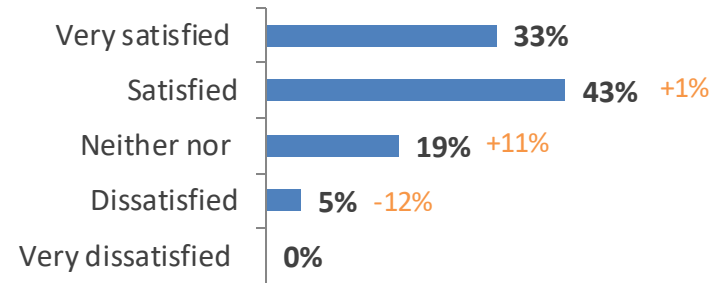
Only courses with
response rate ≥ 5

How would you rate the quality of this course?

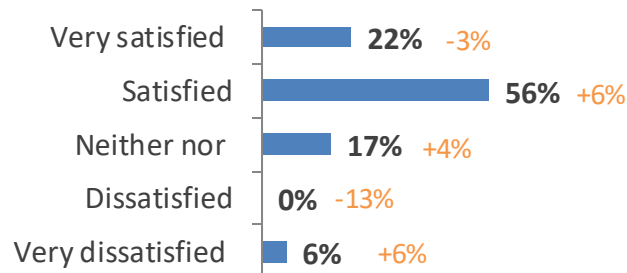
**MKT 511 Marketing Analytics
(n=9)**



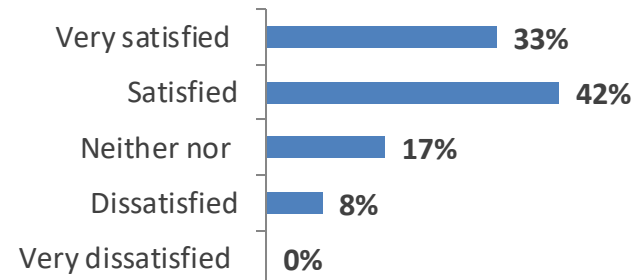
**MKT 545 Customers, Markets and Firm
Strategy (n=21)**



**MKT 614 Marketing Communication
(n=18)**



**MKT 531 Marketing Theory: Consumer
Behavior and Decision Making (n=12)**

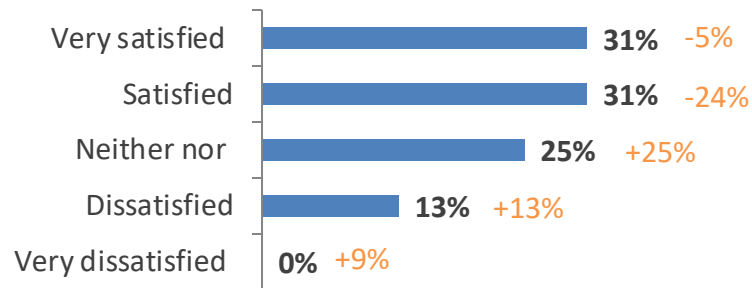


Course Quality – MKT Courses

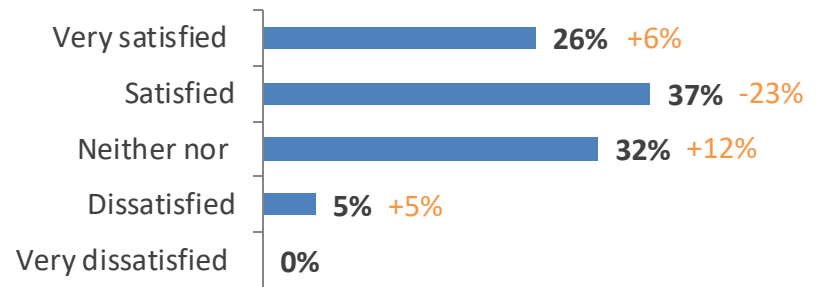
Only courses with
response rate ≥ 5

How would you rate the quality of this course?

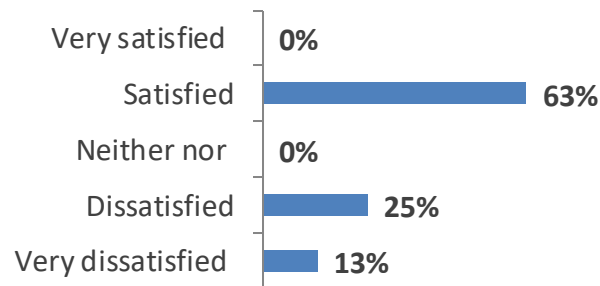
MKT 663 Branding and Brandmanagement (n=16)



MKT 661 Consumer Behavior (n=19)



MKT 618 Sustainable Marketing: CSR and Brand Activism (n=8)

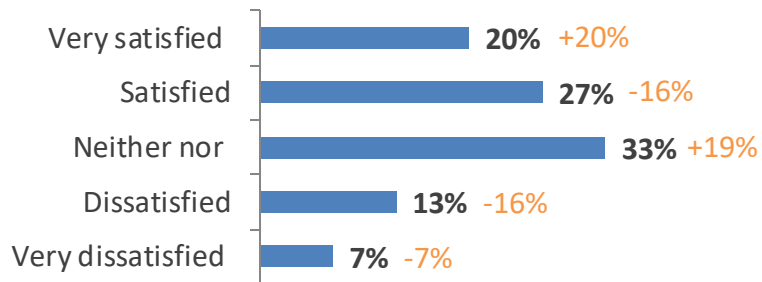


Course Quality – OPM Courses

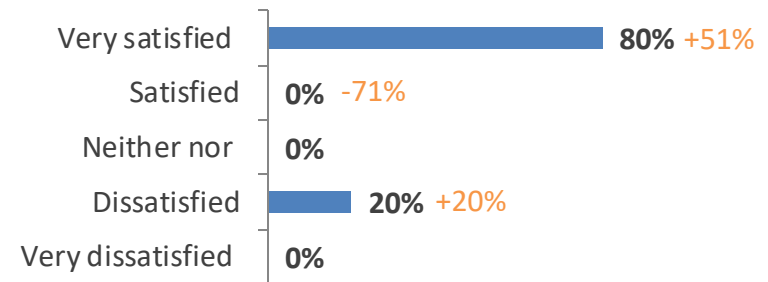
Only courses with
response rate ≥ 5

How would you rate the quality of this course?

OPM 510 Sustainable Operations
(n=15)



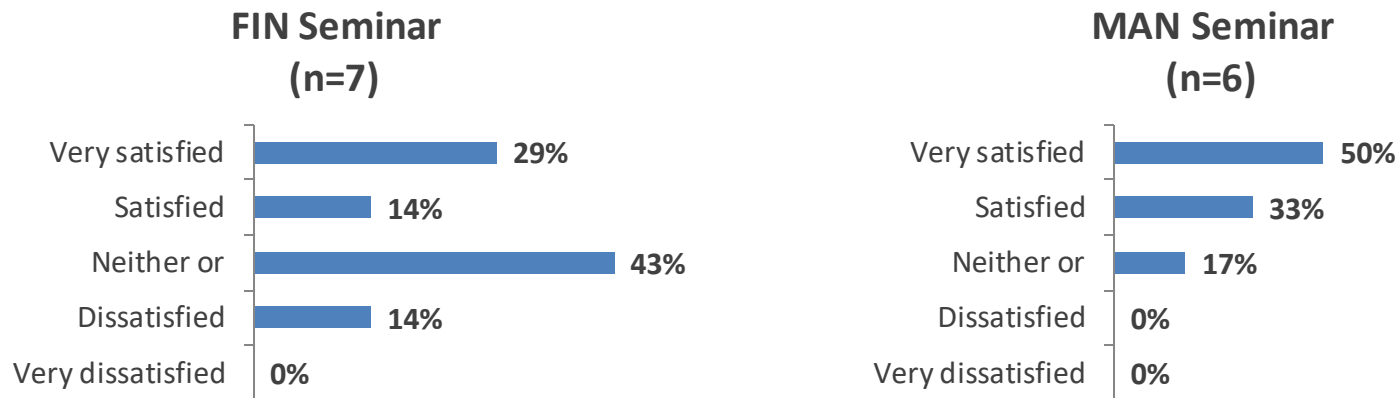
OPM 692 Strategic Sourcing
(n=5)



Course Quality – Seminars

Only courses with
response rate ≥ 5

How would you rate the quality of this course?



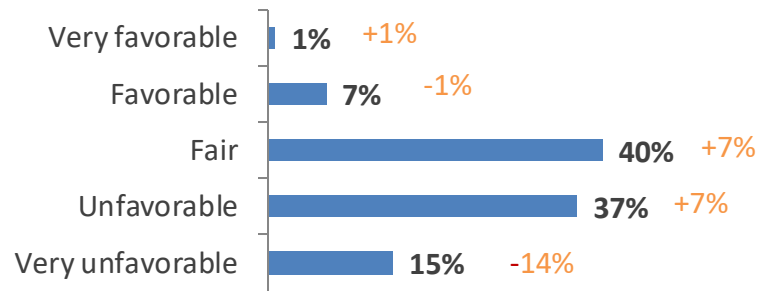
Remark:

No comparison of ratios to last year possible due to low former response rate.

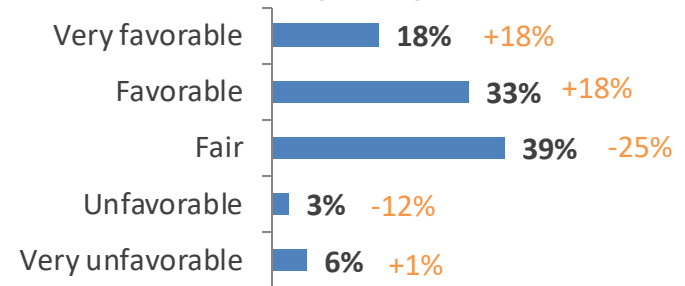
Workload – Core Courses

How would you rate the effort/workload relative to credits obtainable for this course?

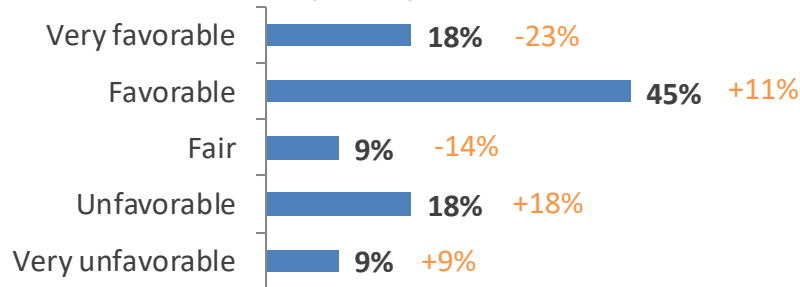
BE 511 Business Economics II
(n=104)



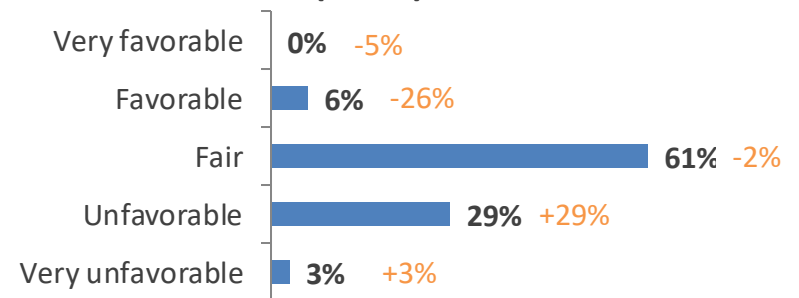
CC 501 Decision Analysis
(n=33)



CC 504 Corporate Social Responsibility
(n=11)



CC 503 Empirical Methods
(n=31)

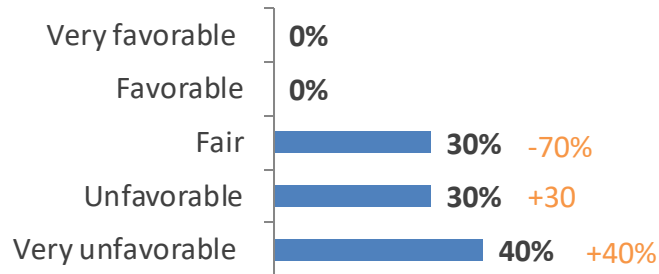


Workload – ACC/TAX Courses

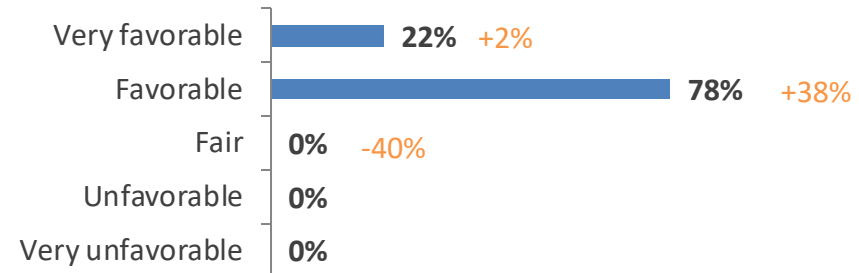
Only courses with
response rate ≥ 5

How would you rate the effort/workload relative to credits obtainable for this course?

ACC 540 Financial Statement Analysis & Equity Valuation (n=10)



ACC 560 Managerial Accounting (n=9)

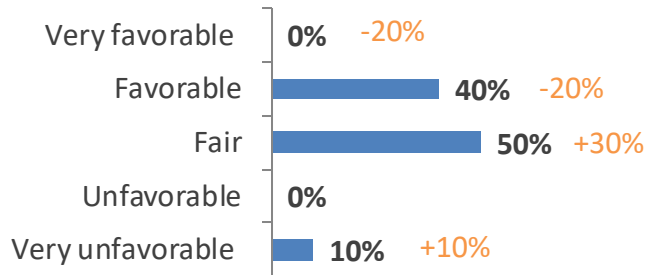


Workload – FIN Courses

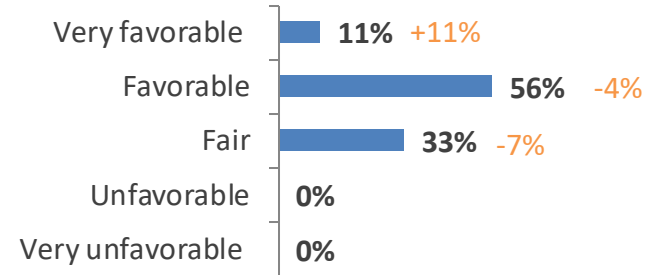
Only courses with response rate ≥ 5

How would you rate the effort/workload relative to credits obtainable for this course?

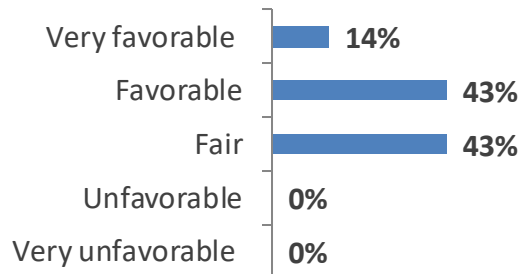
FIN 601 Bond Markets
(n=10)



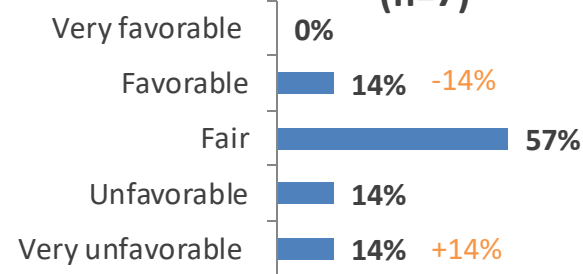
FIN 604 Stata in Finance
(n=9)



FIN 684 Financial Institutions II
(n=7)



FIN 682 International Asset Management
(n=7)

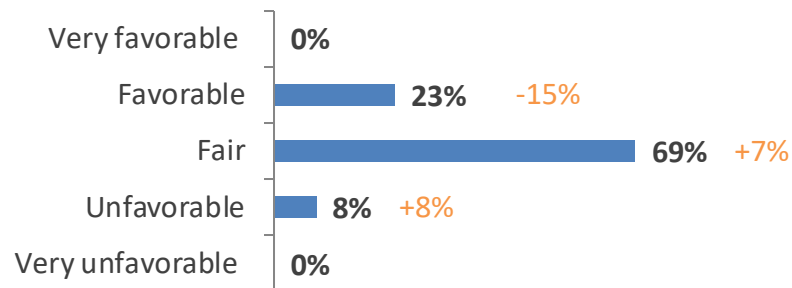


Workload – IS Courses

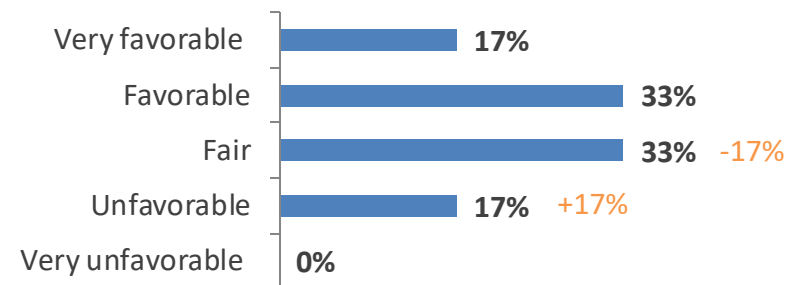
Only courses with response rate ≥ 5

How would you rate the effort/workload relative to credits obtainable for this course?

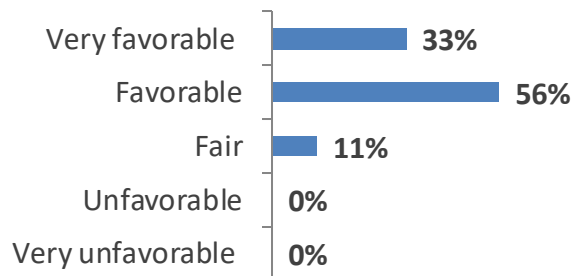
IS 512 IT Management in the Digital Age (n=13)



IS 513 Applied IT Management in the Digital Age (n=6)



IS 629 Agile Software Product Management and Design (n=9)



Remark:

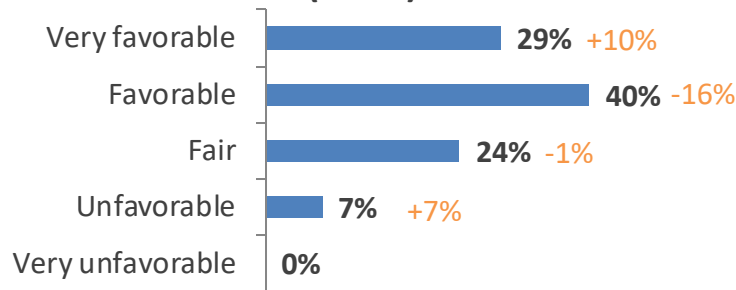
No comparison of ratios possible for the course IS 629.

Workload – MAN Courses

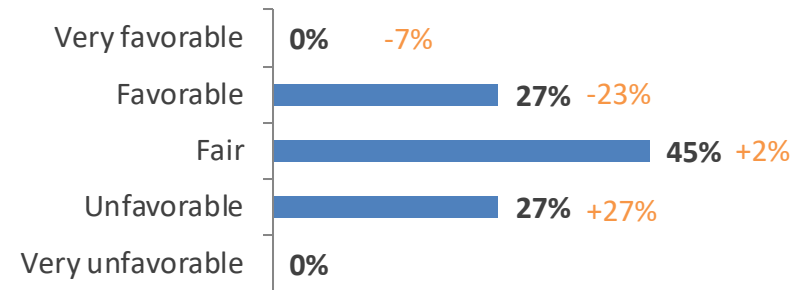
Only courses with response rate ≥ 5

How would you rate the effort/workload relative to credits obtainable for this course?

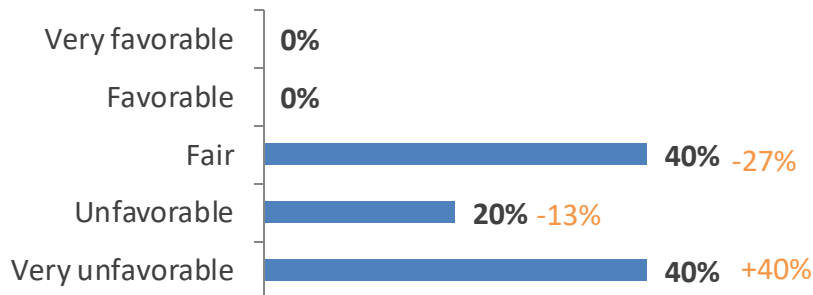
MAN 690 Innovation Management (n=45)



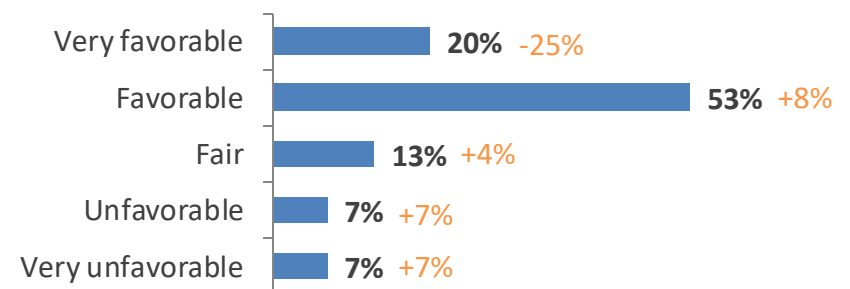
MAN 655 Corporate Strategy: Managing Business Groups (n=11)



MAN 654 Corporate Restructuring (n=5)



MAN 691 Selected Topics in Organizational Behavior (n=15)

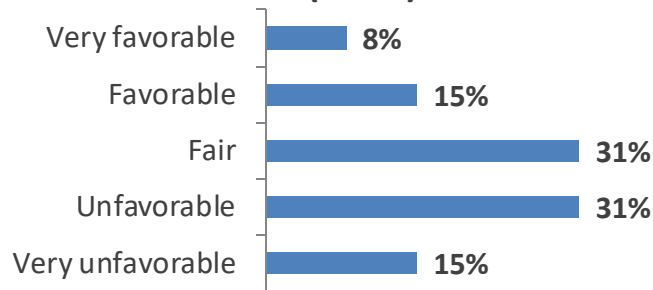


Workload – MAN Courses

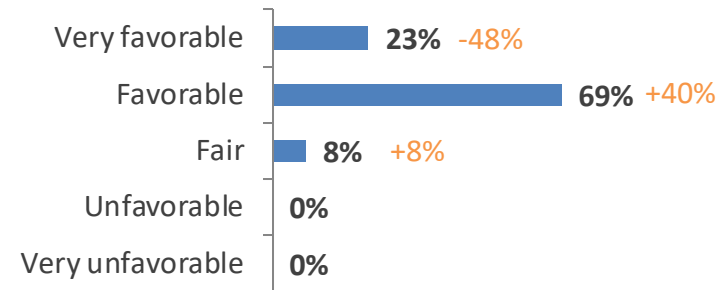
Only courses with response rate ≥ 5

How would you rate the effort/workload relative to credits obtainable for this course?

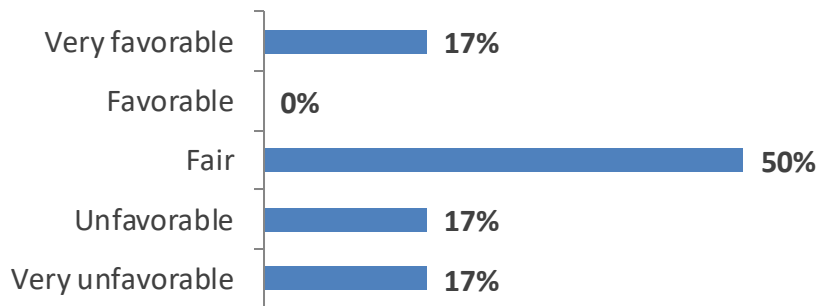
MAN 632 Advanced Entrepreneurship (n=13)



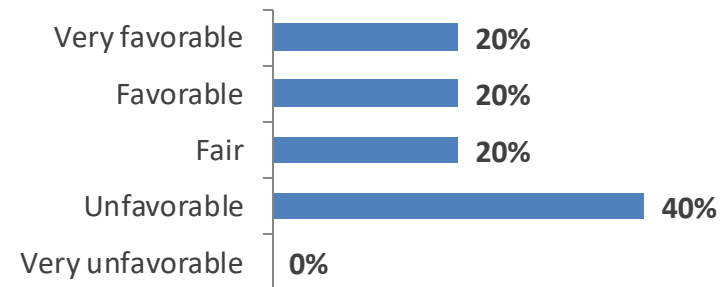
MAN 644 Human Resource Training & Development (n=13)



MAN 634 Entrepreneurial Behavior (n=6)



MAN 647 Strategic and International Human Resource Management (n=5)



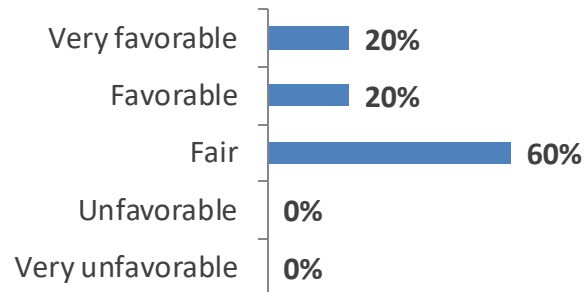
Remark: No comparison with last year's result possible due to low response rate or new course.

Only courses with
response rate ≥ 5

Workload – MAN Courses

How would you rate the effort/workload relative to credits obtainable for this course?

MAN 680 Challenges of Public and Nonprofit Management – Case Study Seminar (n=5)



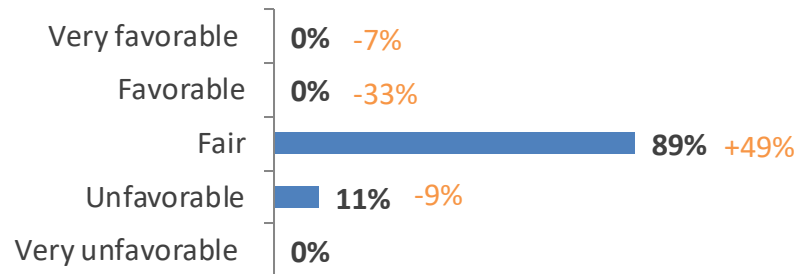
Remark: No comparison with last year's result possible due to low response rate or new course.

Workload – MKT Courses

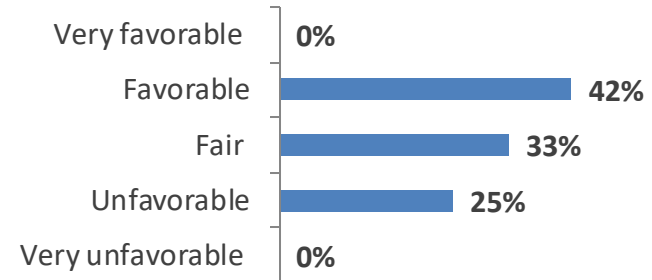
Only courses with response rate ≥ 5

How would you rate the effort/workload relative to credits obtainable for this course?

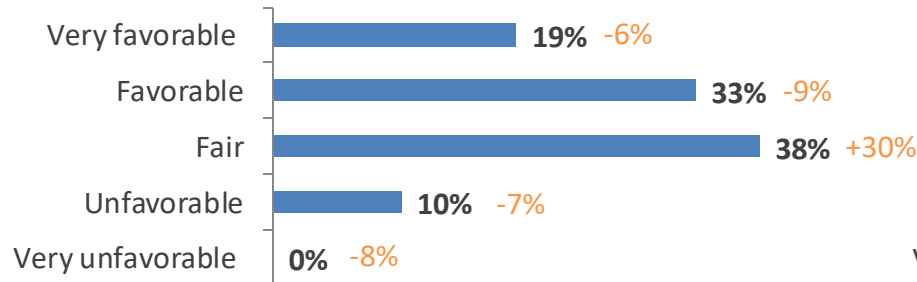
MKT 511 Marketing Analytics (n=9)



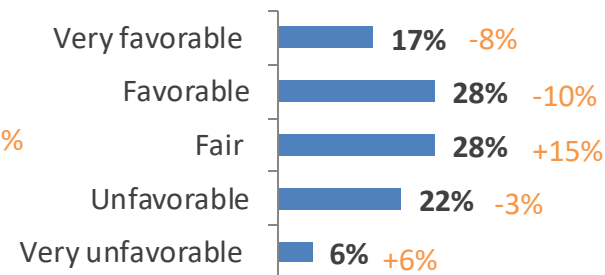
MKT 531 Marketing Theory: Consumer Behavior & Decision Making (n=12)



MKT 545 Consumers, Markets and Firms Strategy (n=21)



MKT 614 Marketing Communication (n=18)

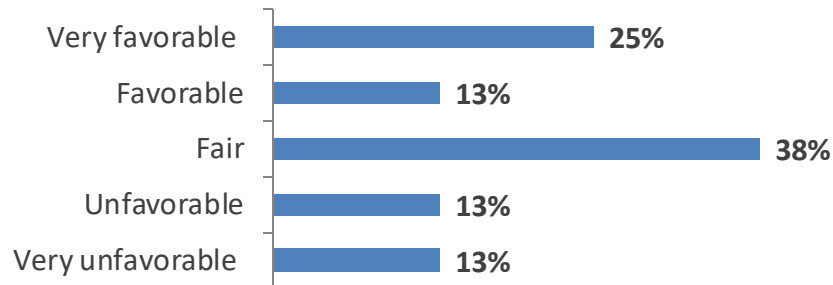


Workload – MKT Courses

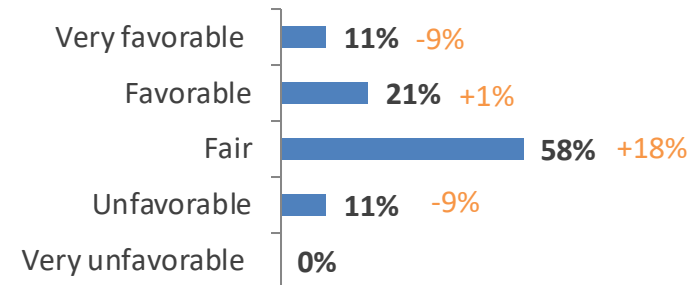
Only courses with response rate ≥ 5

How would you rate the effort/workload relative to credits obtainable for this course?

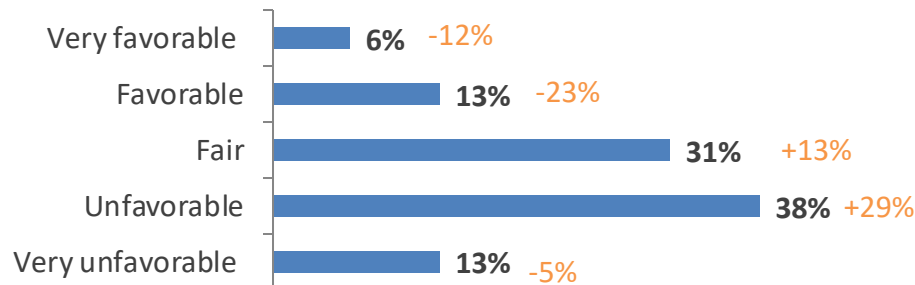
MKT 618 Sustainable Marketing: CSR & Brand Activism (n=8)



MKT 661 Consumer Behavior (n=19)



MKT 663 Branding and Brand Management (n=16)

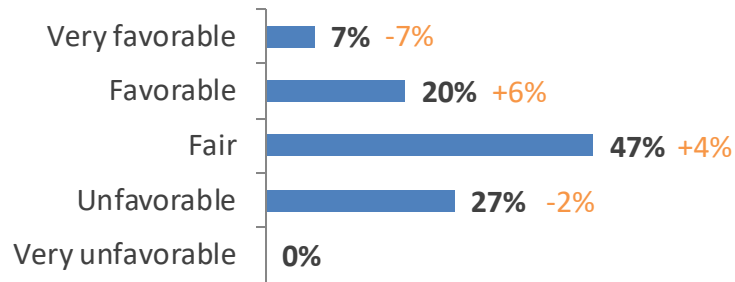


Workload – OPM Courses

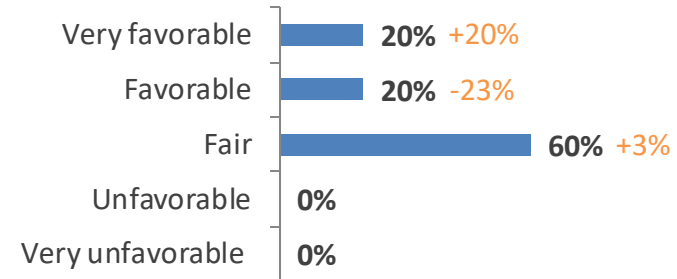
Only courses with
response rate ≥ 5

How would you rate the effort/workload relative to credits obtainable for this course?

OPM 510 Sustainable Operations (n=15)



OPM 692 Strategic Sourcing (n=5)

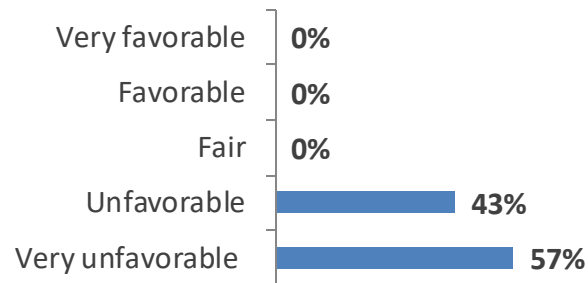


Workload – Seminars

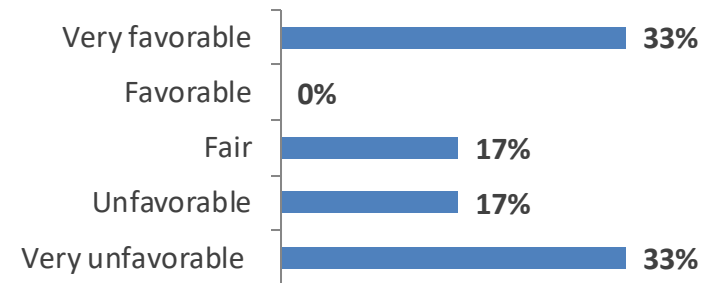
Only courses with
response rate ≥ 5

How would you rate the effort/workload relative to credits obtainable for this course?

**FIN Seminar
(n=7)**



**MAN Seminar
(n=6)**



Remark:

No comparison of ratios to last year possible
due to low former response rate.

- “Professor is committed, however **more detailed explanations** needed”
- “**Fair exam but high workload/too much effort**”
- “**Overall, the course seems to have improved**”

5x

“The tutors made a lot of mistakes. The professor was **open to help** and gave her best. Topics easier than Business Economics 1. The exam was more about the lecture and less about the problem sets, even though the professor said focus on problem sets.”

“Shouldn't be a mandatory course as it offers **no real practical value, chaotic organization**, a lot of confusion about what exactly is demanded in the exam“

Way better than last year.

3x

Worst course in the MMM

4x

“Professor was very **helpful** and **committed**. Exam was very fair.”

“Wrong grades were uploaded for some people which created a lot of confusion”

3x

*“Exam was **fair** but needed **a lot of studying** the concepts by heart as **explanations in lecture were poor.**”*

*“**More detailed calculations** (especially for math notes) would have been very helpful”*

*“**No structure** in the course. Prof contradicts herself a lot, **no real** explanation of the concepts just reading of slides full of calculations, fair exam.”*

*“Professor was **very kind and fair**”*

*“At least one lecture without a **mistake** of the lecturer would be nice.”*

*“Lecture much more **complicated** than necessary”*

*“**Better course** than anticipated. Did not live up to all the horror stories heard beforehand.”*

*“Great, **great lecturer!** Fun classes, **focused on the important bits.** Exam very **fair!**”*

“Great professor, excellent explanations”

*“Structure of the lecture is **hard to follow.** Explanations of the lecturer are **difficult to understand.** The exam is less related to lecture in suggested difficulty.”*

*“Having a **100% exam for this course is not a good idea.** Solving decision analysis problems is not about speed, but mastering the technics”*

*“**Fair exam,** motivated professor”*

*“Great prof, very **easy to understand** the concepts”*

*“This was probably one of the **highest quality statistics** courses I’ve ever attended. Exam had **huge time pressure** .”*

*“May seem easier at first than it really is. You need to **learn quite a lot** and have to be aware of many small details. Not a problem if you are well-prepared, but you may have to put a bit **more effort** in for a decent grade.”*

*“The **exam** was in comparison to the exercises way **more difficult**.”*

*“Professor Vomberg really **cares about students**. I really enjoyed listening to his courses because of his effort! Also, Jan Kleinhans from the exercises was really **motivated**, explained everything very clearly!”*

“Not enough time in the exam”

*“Exam as well as exam review were a **complete disaster** in terms of grading and transparency in grading. There was **no information** given why points were deducted and if one asked for it, one just got the answer "not complete". **Content way too extensive.**”*

“Too much content and slides”

“The guest lecturers had some interesting ideas for what they considered suitable exam questions”

All comments regarding non-core courses can be found in the backup!

Finance courses

Capital Markets

Risk Management

Venture Capital

IT-related courses

Data Science

Competitive Intelligence

Taxation courses

AI in Tax

Accounting courses

Controlling

ESG Accounting

Management and Marketing courses

Management/Strategy Consulting

Luxury Industry

Sales Management

Key Account/Project Management

Sustainability / Social Entrepreneurship

General comments

*More courses focused on **international management** (intercultural competencies, etc.)*

Courses about Business in Asia

***Coaching and mentoring:** It's crucial topic in the Management area and students truly need it to improve not only in the study and career but in their life.*

*More **sustainability courses** (or larger courses)*

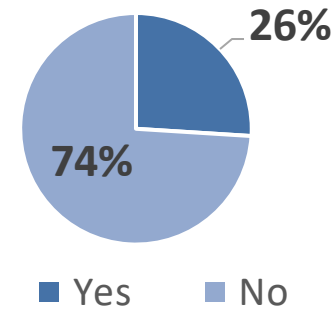
*Course which just looks at **different companies from different perspectives** to highlight what they do good and what they do bad, to combine different aspects of management*

***Consulting-oriented courses** where students can work in groups on consulting projects or case studies*

3. SEMINAR THESIS

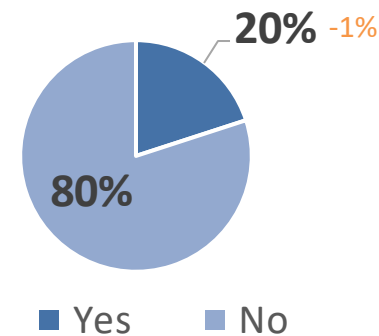
Have you applied for a seminar thesis this semester?

Participants: n = 141



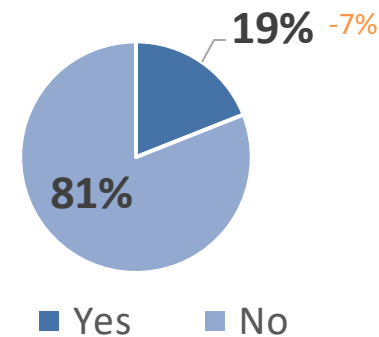
Have you started/completed a seminar thesis this semester?

Participants: n = 141



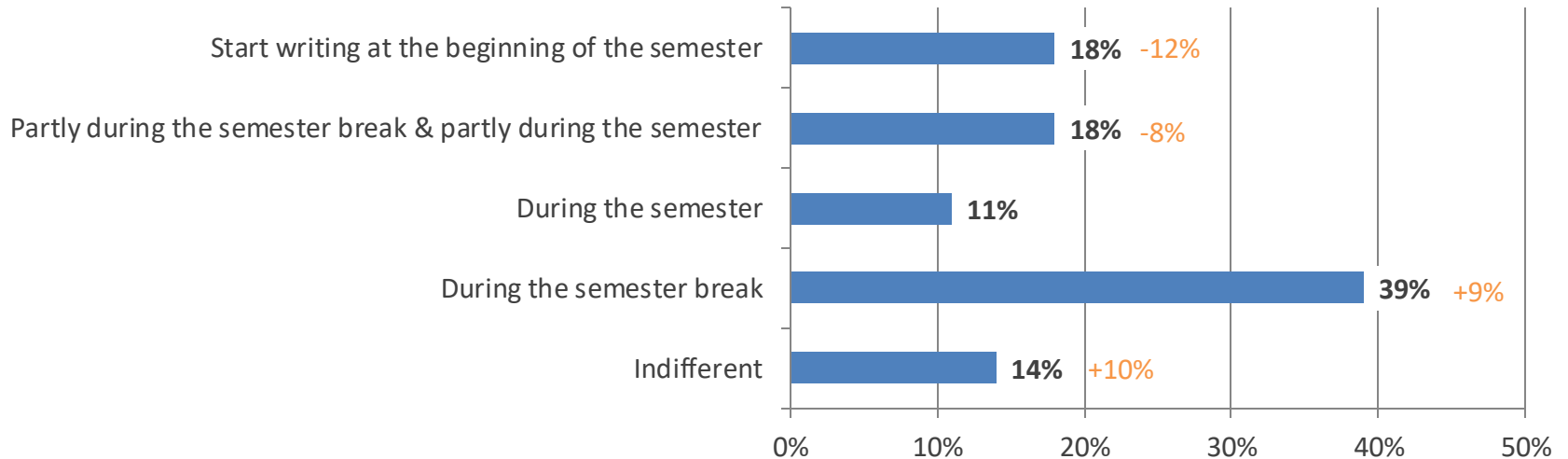
Have you applied for a seminar thesis and been rejected?

Participants: n = 36



When would you prefer to write/have written your seminar thesis?

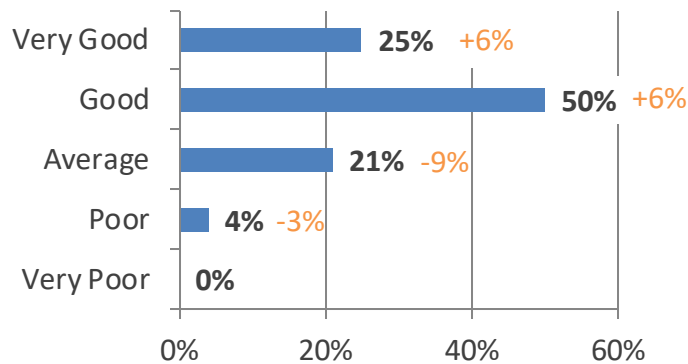
Participants: n = 28



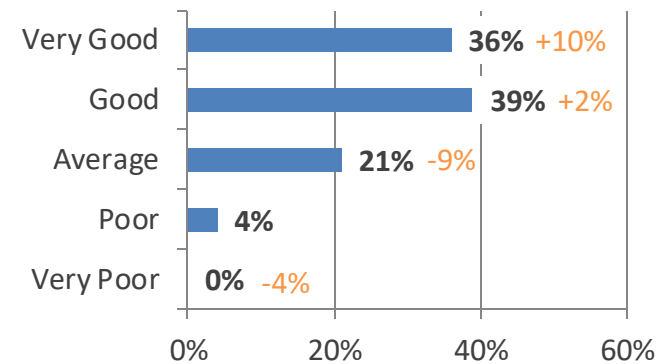
Seminar Thesis: Quality Rating (I)

How would you rate...

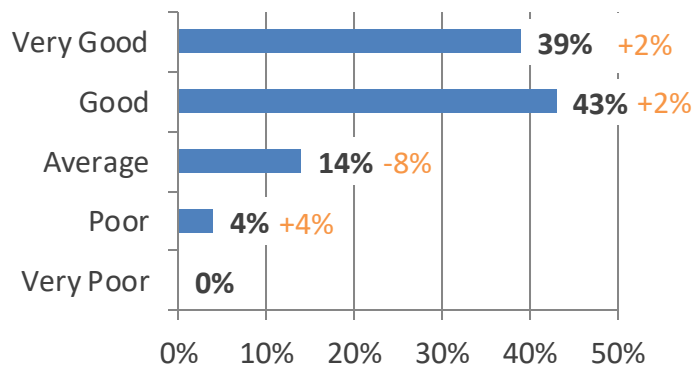
...the overall provision of information before deciding on a chair?



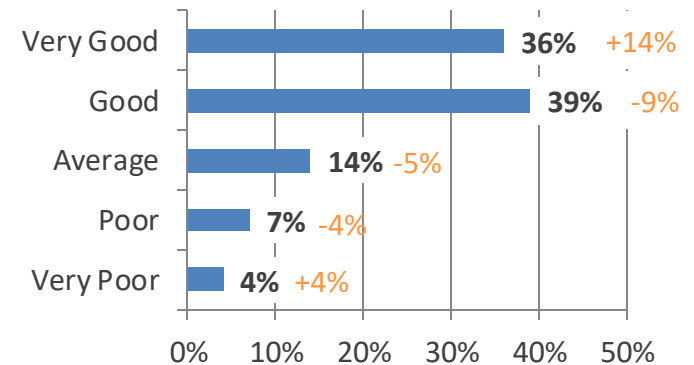
...the variety of topics?



...the provision of information by the chair before deciding on a topic?



...the process by which the topics were assigned?

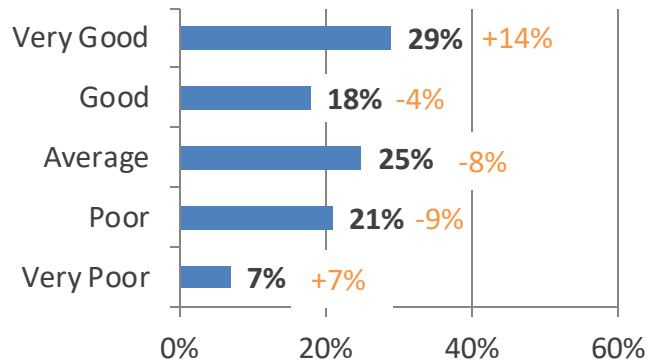


Participants: n=28

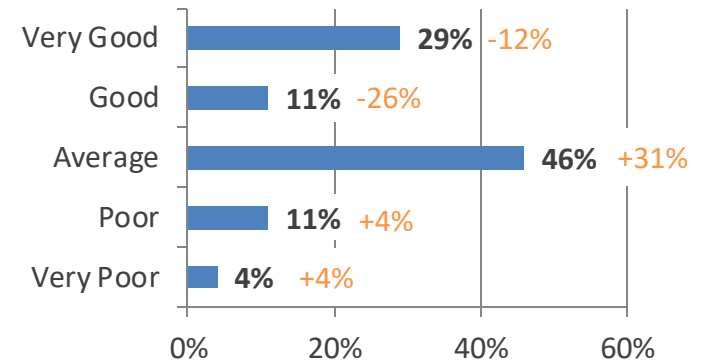
Seminar Thesis: Quality Rating (II)

How would you rate...

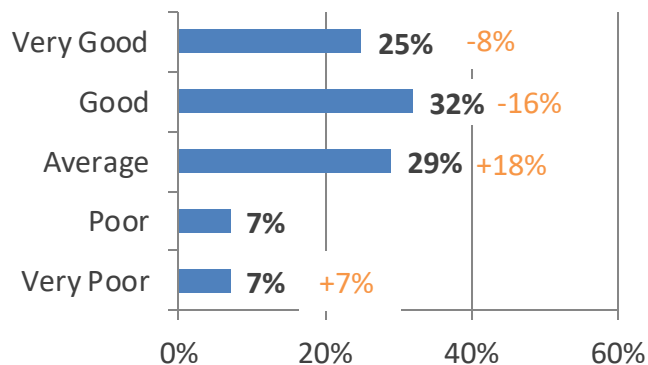
...the opportunity to influence your topic?



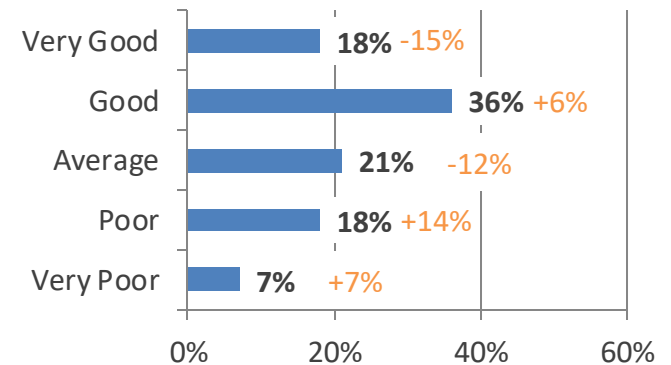
...the formal support by the chair?



...the content-related support by the chair?

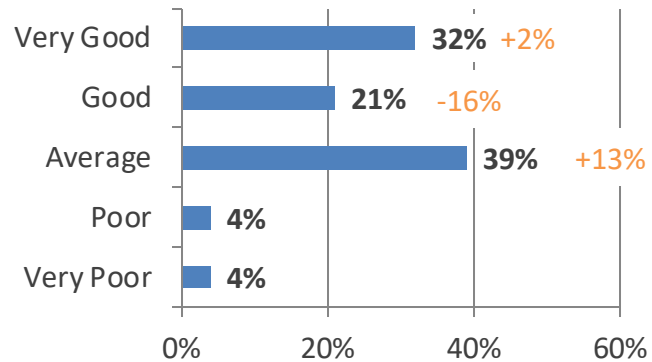


...the time frame of the seminar thesis?



Participants: n=28

...the provision of feedback after the seminar thesis?



Comments: Seminar Thesis (I)

"If you accept more students to the MMM, you have to create more spots for the seminar & Master thesis."

"Workload is way too high for 6 ECTS. Nevertheless, support from supervisor is helpful and fair."

"Workload is more than 6 ECTS." (FIN seminar)

"Presentation together with another student is very difficult to coordinate and does not make sense in my opinion."

"Bad. You are left completely alone. Assignment of topics not transparent. Evaluation not transparent. No support. Clearly too few ECTS." (MKT seminar)

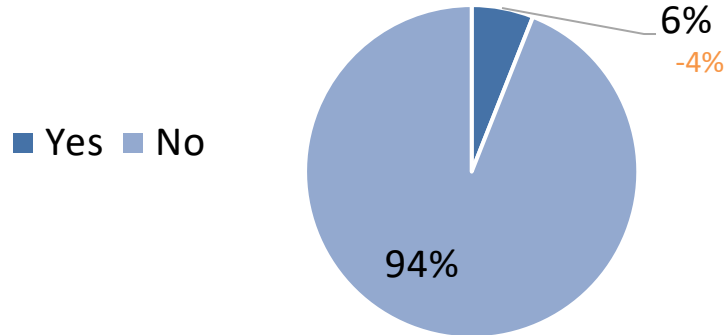
"Supervisors should definitely be more examined in their general behavior towards students."

"Too much effort. Presentation with another student is nonsense." (MAN seminar)

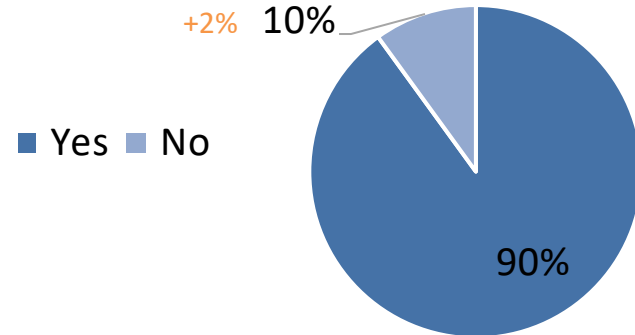
"Still writing but starting progress was very good. You don't have to apply for the seminar, you just write an email and need 2 tax courses, then you can write the seminar at the tax chair." (TAX seminar)

4. MASTER THESIS

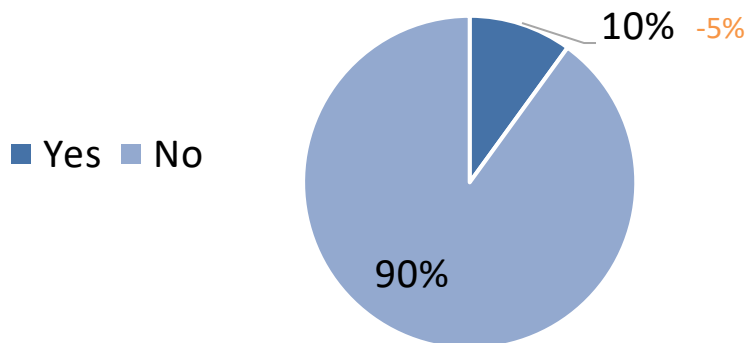
Are you writing/have you written your Master's thesis this semester? (n=141)



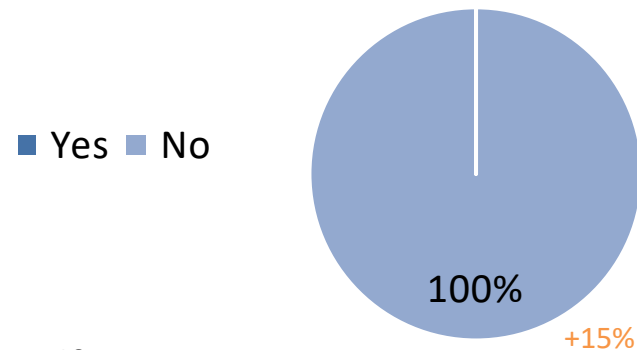
Is/was it the chair of your first choice?



Does it differ from the chair of your seminar thesis?

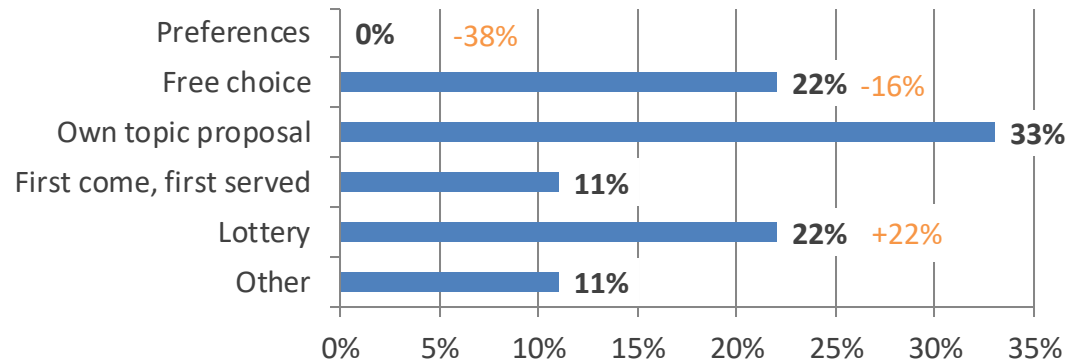


Did you write your Master's thesis in cooperation with a company?

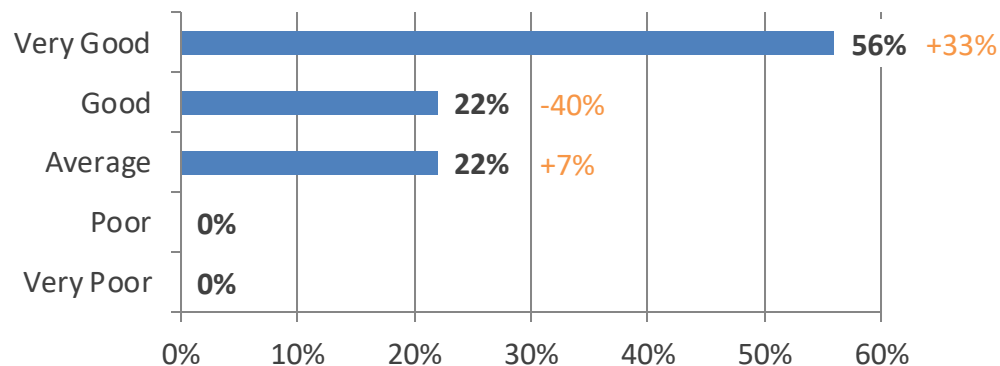


Participants: n=10

What system of assigning the topics did the chair use?



How would you rate the process by which the topics were assigned?

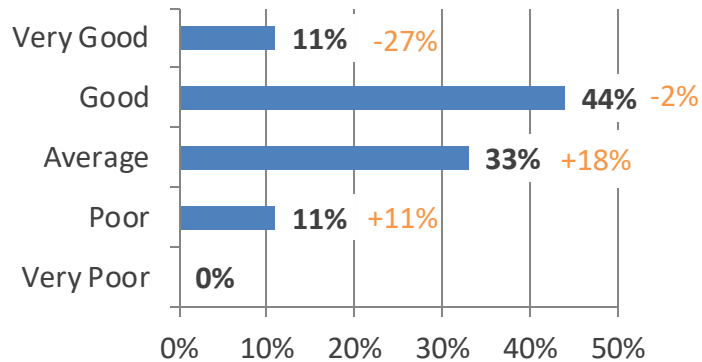


Participants: n=9

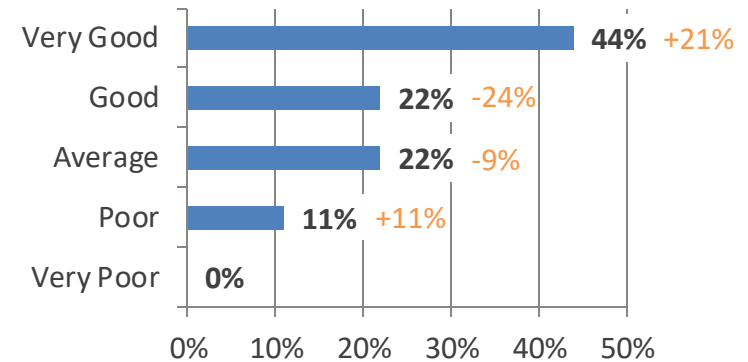
Master Thesis: Quality Rating (I)

How would you rate...

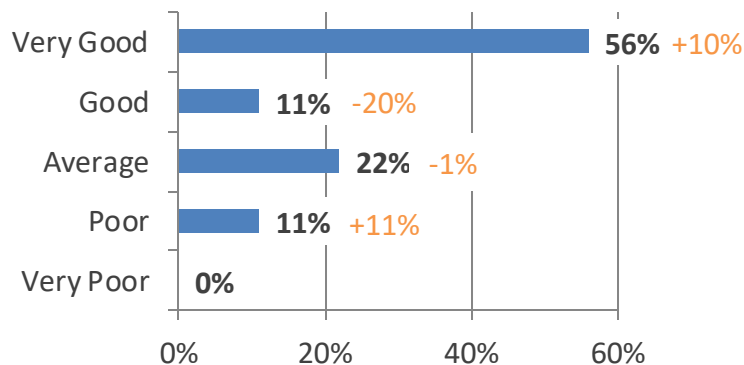
...the overall provision of information before deciding on a chair?



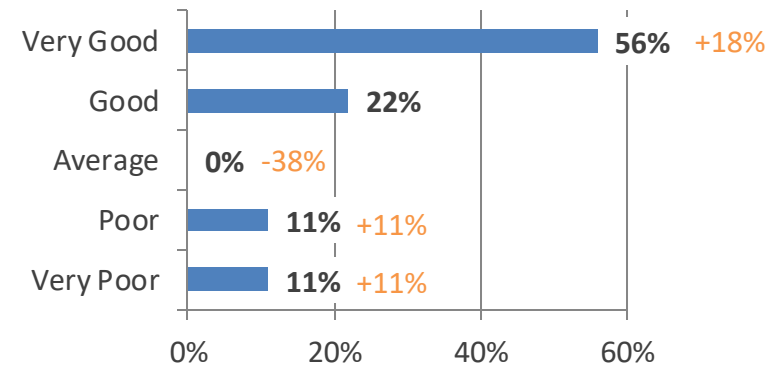
...the variety of topics?



...the provision of information by the chair before deciding on a topic?



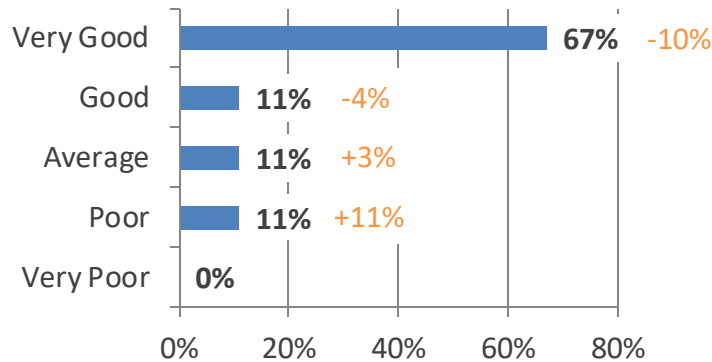
...the time frame of the Master's thesis?



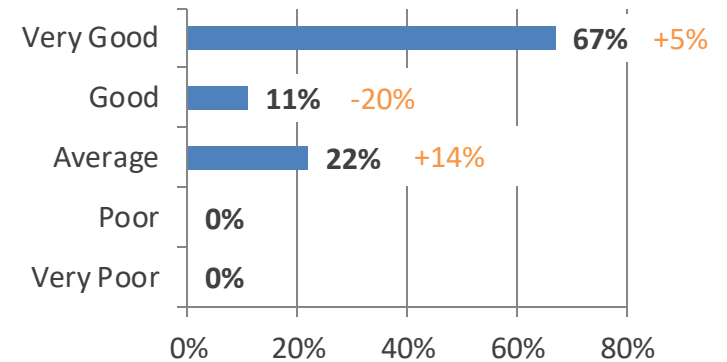
Participants: n=9

How would you rate...

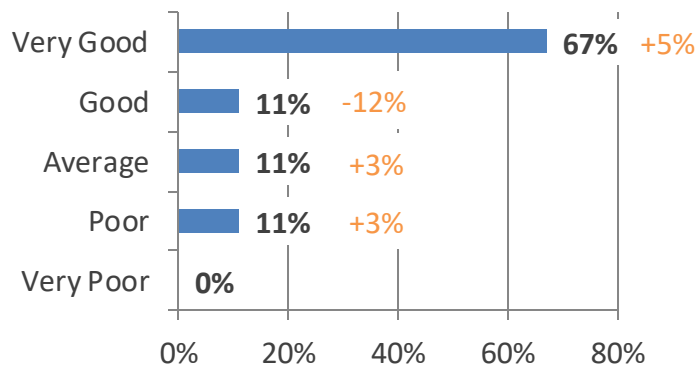
...the opportunity to influence your topic?



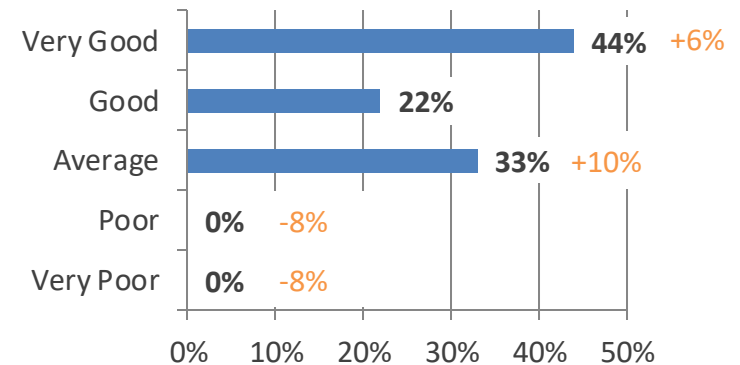
...the formal support by the chair?



...the content-related support by the chair?

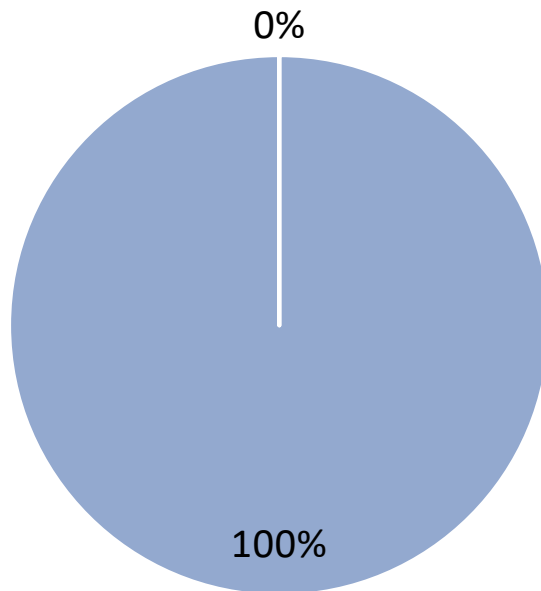


...the provision of feedback after the Master's thesis?



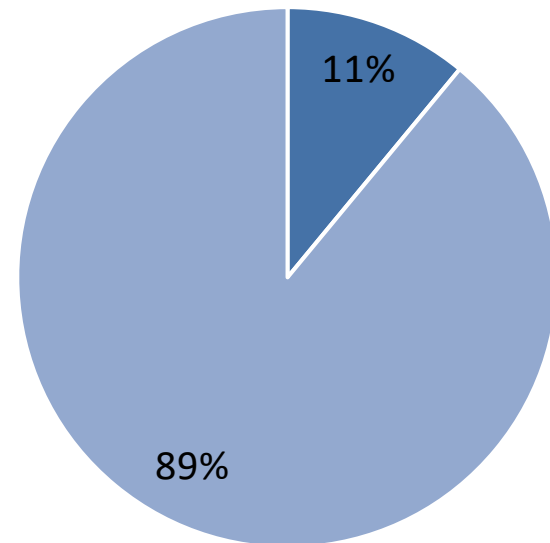
Participants: n=9

Did you defend your Master's thesis?



■ Yes ■ No

Would you have preferred to defend your thesis?



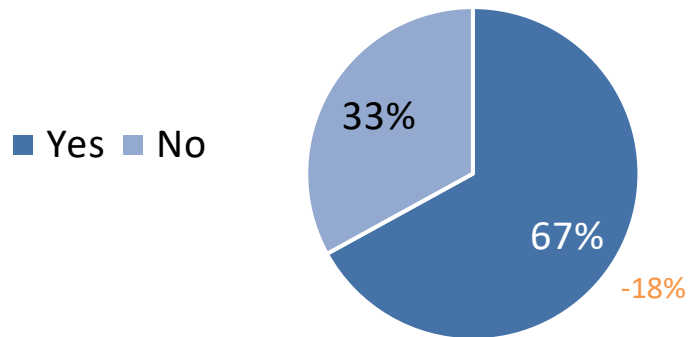
■ Yes ■ No

Participants: n=9

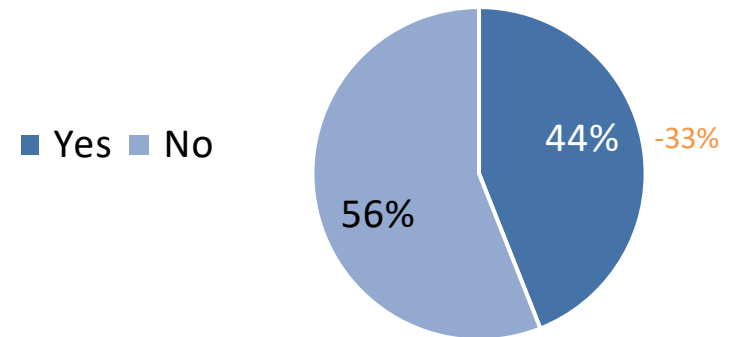
Master Thesis: Preparation

Did you feel well prepared for your Master's thesis by ...

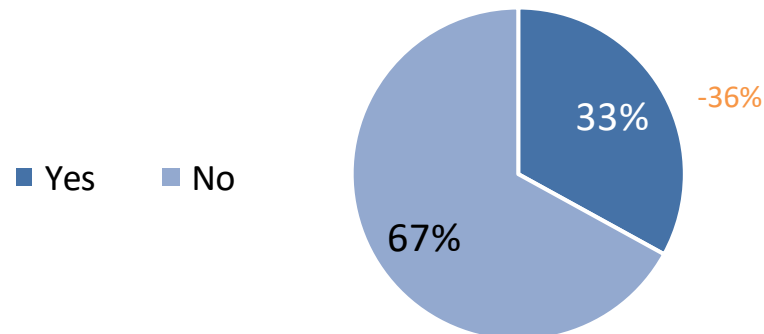
(a) prior research (bachelor thesis, seminar paper)



(b) courses offered during your studies



Do you suppose that the topic of your master thesis helps your professional career?



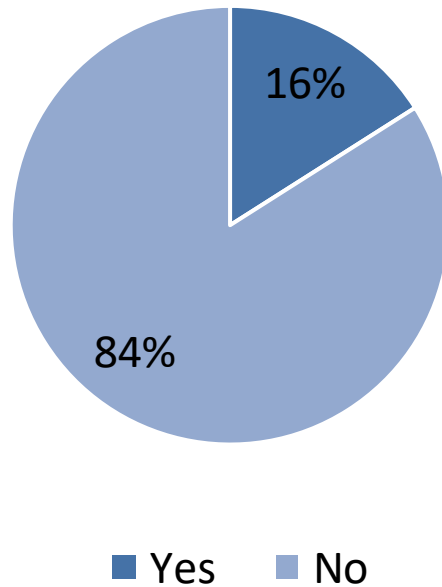
Participants: n=9

*“The best thing happening during writing the thesis is the chance to present it in colloquiums, brown bags, castle days, etc. Each time I **learned a lot from feedbacks.**”*

*“There are **extreme differences between the chairs** of different areas in terms of requirements (written pages, topic selection etc). In hindsight, it feels like there are chairs where it’s more or less easy. I **would welcome a fairer approach.**”*

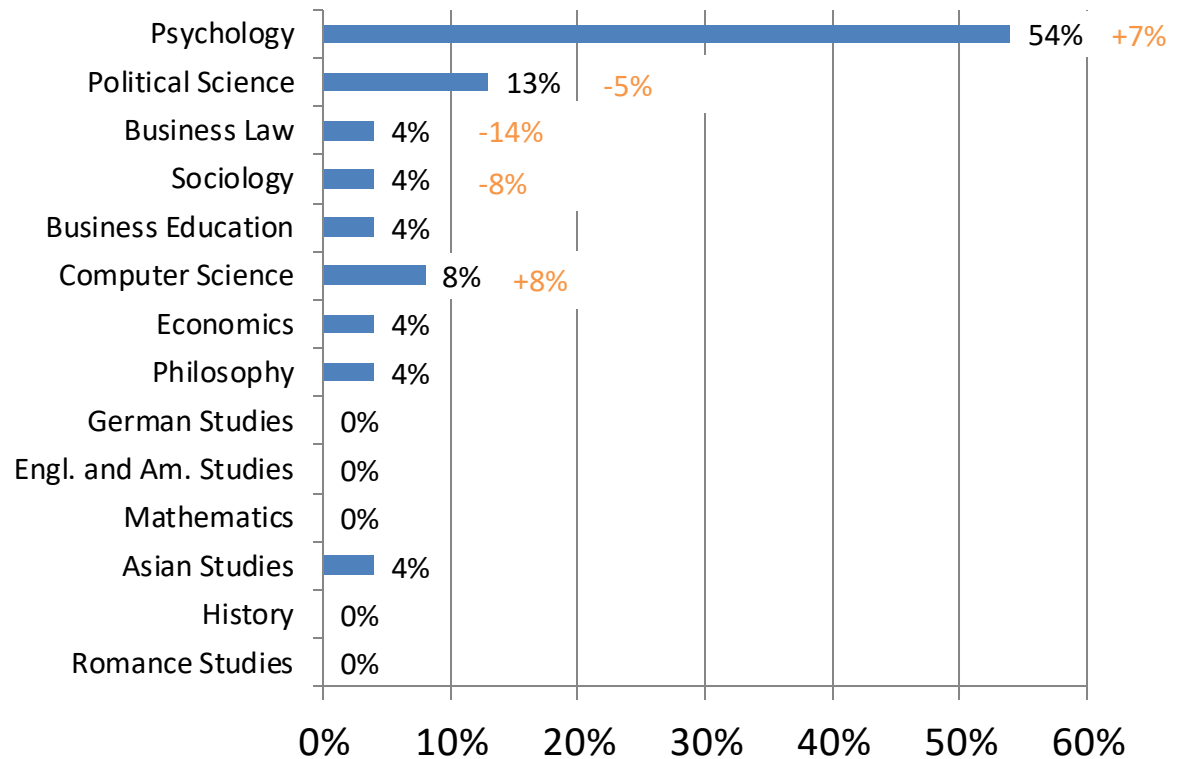
5. ELECTIVES

Are you taking an elective?



Participants: n = 141

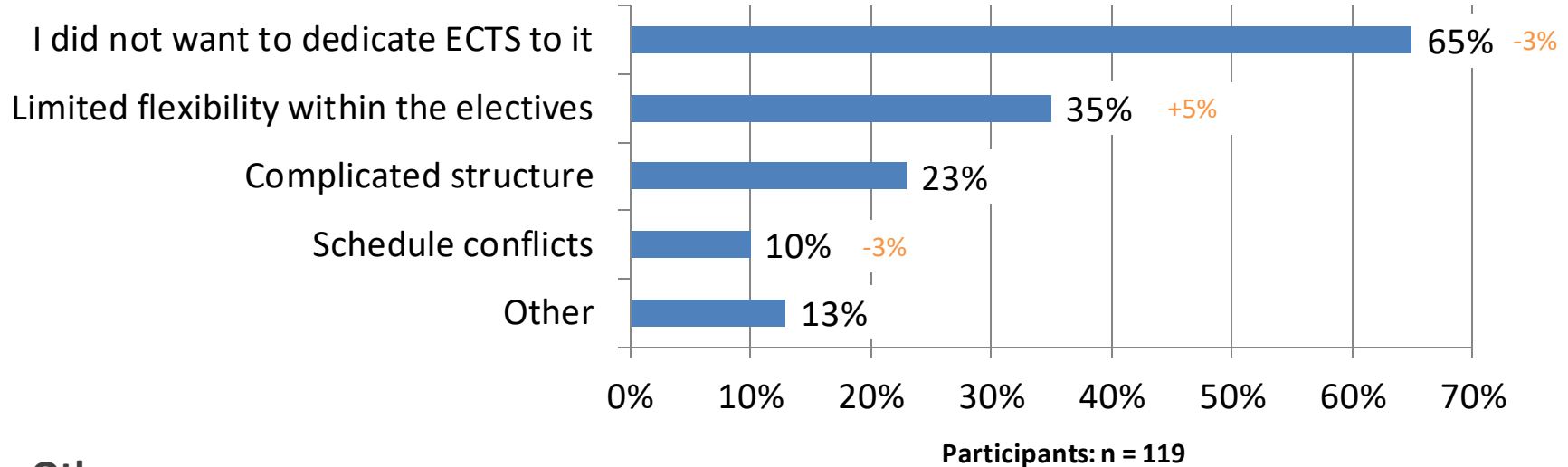
If yes, which one?



Participants: n = 25

Electives: Reasons Against

If no, why not? (multiple answers possible)



Other:

"No interesting electives offered"

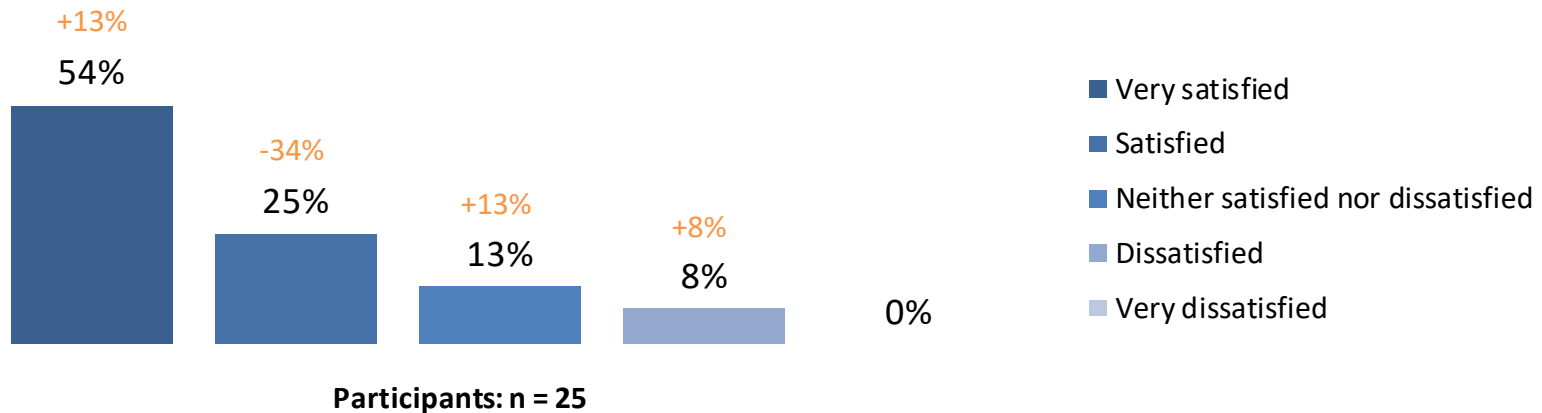
"Will do it at a later point in my studies"

"Only taught in German" 3x

"Double Degree doesn't allow it" 3x

"More interesting topics in MMM"

Overall, how satisfied are you with your elective?



Further Comments:

“There should be the opportunity to take courses also from the Master's programme of the elective”

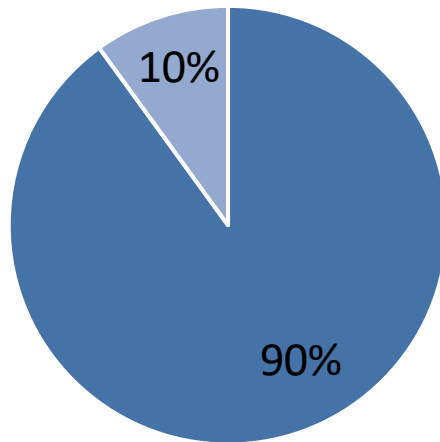
“Among the best courses I have taken at UniMa”

“Aimed more at full-time psychology students”

6. SEMESTER ABROAD

Response rate large
enough this semester!

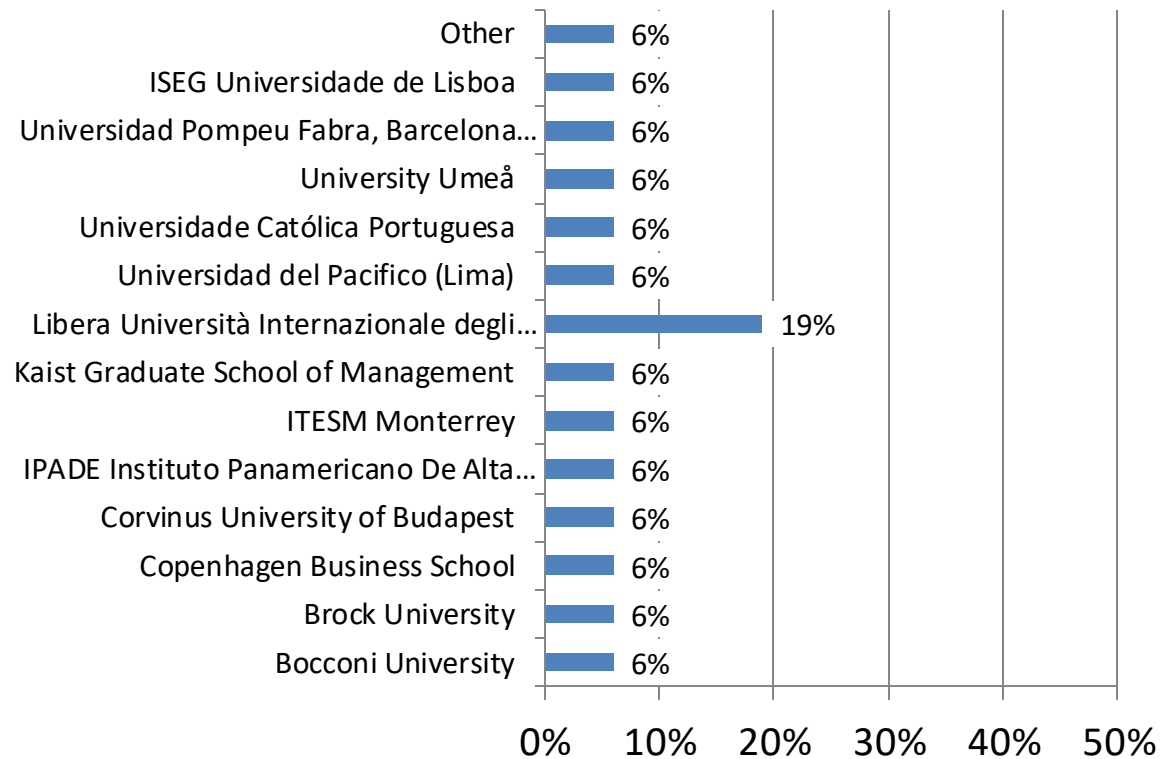
Did you spend your semester in Mannheim or abroad?



- Mannheim
- Abroad

Participants: n = 157

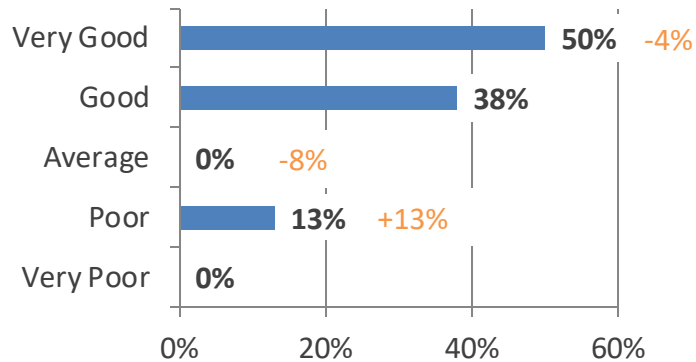
Where did you spend your semester abroad?



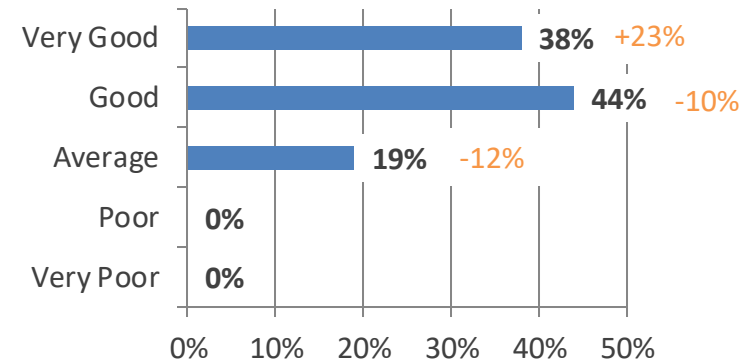
Participants: n = 16

Semester Abroad: Satisfaction and Support

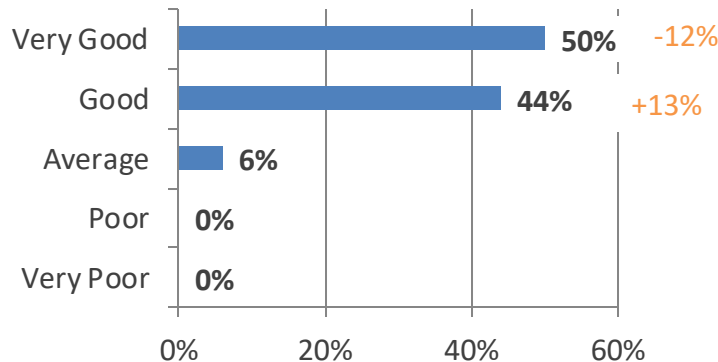
How would rate your semester abroad?



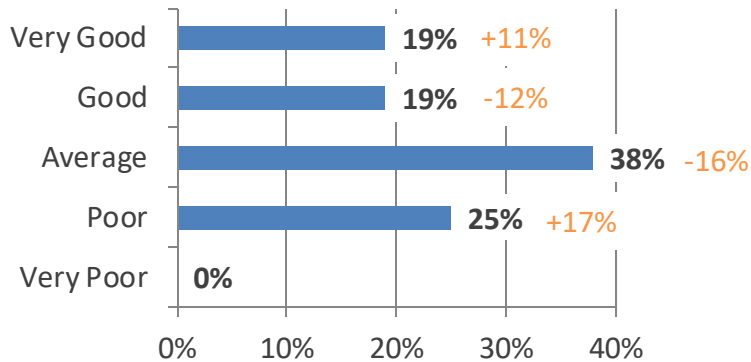
To which extent did the semester abroad support your academic education?



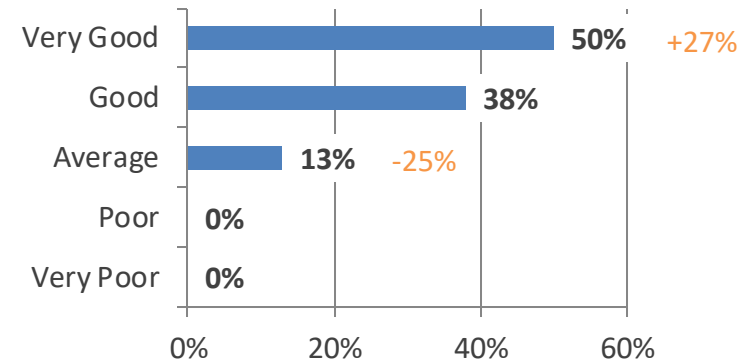
How would you rate the provision of information for the preparation for the semester abroad?



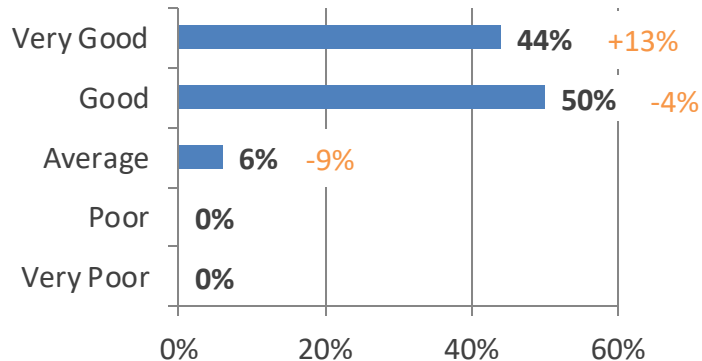
How would you rate the conversion of the grades received abroad?



How would you rate the accreditation of the courses abroad in Mannheim?



How would you rate the acquisition of Learning Agreements before or during your semester abroad?



Did you have any problems regarding your semester abroad?

*“The **program coordinators were extremely unreliable** and only answered my mails when I reached out to the coordinators in Mannheim. I received **important information very late** and selected my courses 5 days before the start of the semester.”*

*“Had to do **a freemover semester because Uni Ma is very unsupportive in case of cancellation of the regular exchange semester**”*

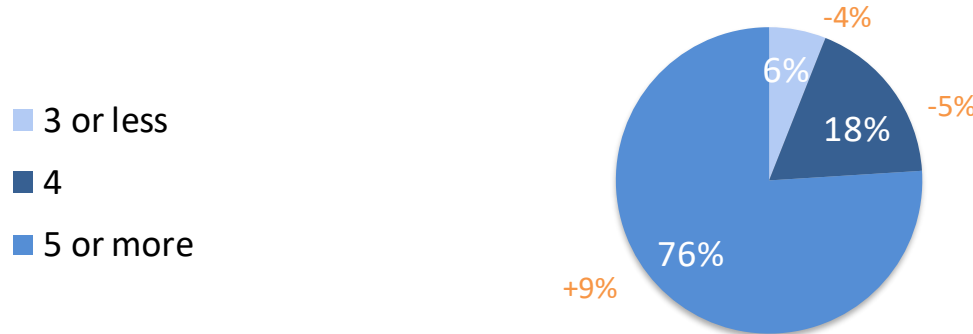
Do you have any other remarks regarding your semester abroad?

“Best time everrrr”

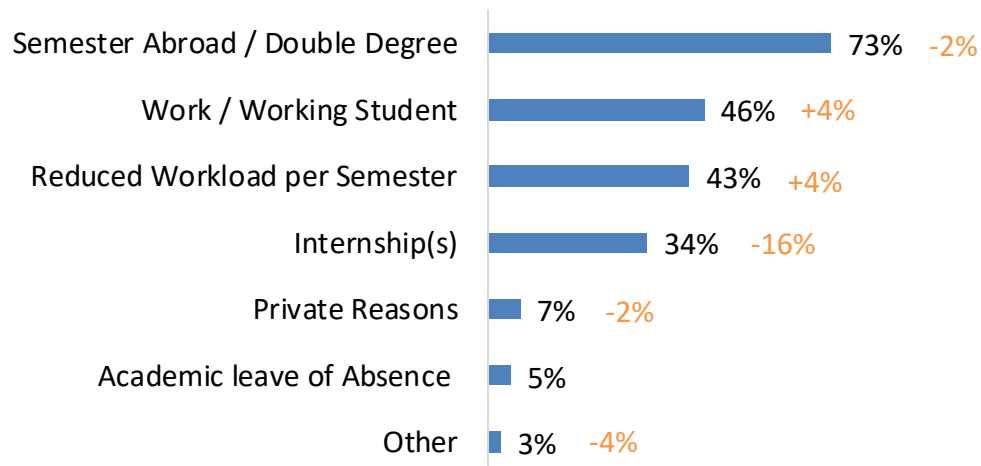
“I can only recommend going abroad!!”

7. PERIOD OF STUDY

In how many semesters are you planning to finish the MMM?



What are your reasons for finishing the MMM in the chosen number of semesters?

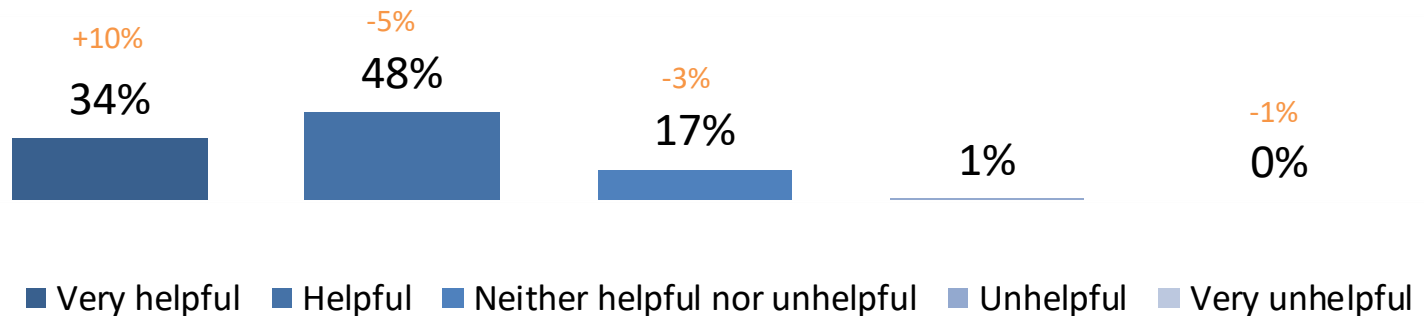


Other:

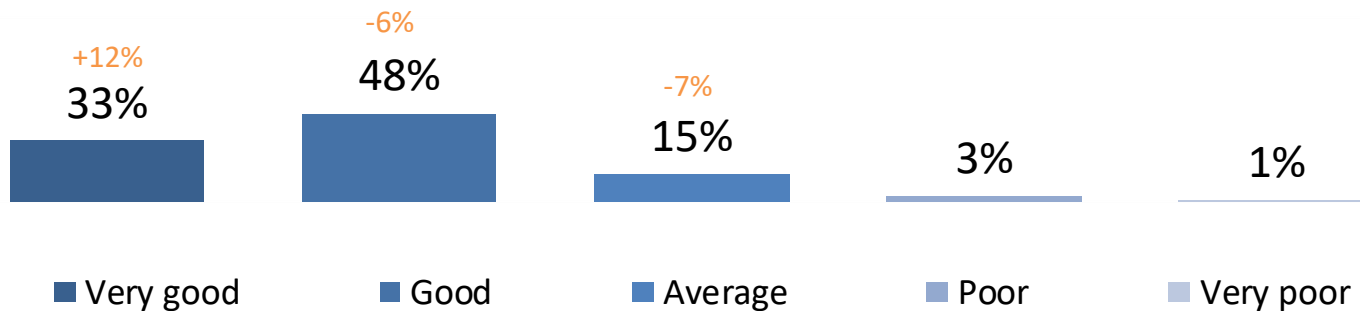
- Enjoying university life
- Courses that I wanted to take where not offered

8. IMPRESSION OF THE FS BWL

How would you rate Fachschaft BWL's contribution to your study experience?



How would you rate the provision of information about the Fachschaft BWL's activities?



How could the Fachschaft BWL improve its current services or what could it offer additionally?

*„Nothing, **good job** guys :)“*

*“**Course request board**”*

*„More **general meetings** are highly appreciated, especially if they are held in English and without formalities. Just bring the students together and give them room for **networking.**“*

*„**Aperol Stand**“*

*„More communication through the **website**“*

*„Better **international inclusion** especially in the workshop leads; more **diverse** and accurate representation of the student body“*

9. BACKUP

Comments: ACC/TAX Courses

ACC 540 – Financial Statement Analysis & Equity Valuation

Demonic workload and you have to be lucky when getting assigned to the groups for the case study. However, exam was very fair.

Very valuable but requires some effort. Nice professor btw.

TAX 661 Case Studies in International Tax Planning

Lecturer has no lecture materials, only talks in front of the class and tells his stories. I heavily missed some structure. At the end of the course, you can't really grasp what will be asked in the exam. The worst course, cannot recommend.

ACC 510 - Jahresabschluss

Case study too extensive, intransparent grading

ACC 560 – Managerial Accounting

Best grade to effort ratio

TAX 631 Internationale Konzernbesteuerung

The lecturer is very motivated and gives good practical examples. Grading is good if you put effort in it.

TAX 630 – International Business Taxation

Motivated professor, fair course

FIN 601 – Bond Markets

Very structured and interesting lecture.

Course schedule planning is terrible. Course instructor does not communicate and is not approachable.

FIN 604 – Stata in Finance

Definitely recommend to anybody without prior experience in Stata.

Helpful for the seminar thesis.

FIN 685 – Banking Regulation

Very interesting but demanding - better timetable (not over the easter holidays) is needed.

FIN 603 – Empirical Finance

Case Studies are quite a bit of work but rewarding. The exam was fair (at least this semester).

Case Study Tutors are terrible, and just there to present results without any proper explanations. Course instructor is not approachable and does not communicate.

FIN 682 – International Asset Management

Professor very knowledgeable but dry teaching. Python module in the exercise is unnecessary with the current structure.

Course is not taught and organized well.

FIN 682 – Financial Institutions II

The exam was a lot harder than expected. The lecture was amazing.

Very interesting lecture, however, exam prep is quite difficult due to lack of materials/exercises.

Comments: IS Courses

IS 512 – IT Management in the Digital Age

Overall good lecture, charismatic professor, useful information from real cases, applicable lecture overall

Little information on exam structure made it difficult to prepare, exam tougher than expected

IS 513 – Applied IT Management in the Digital Age

Case study with BCG was fun, without a written exam we could solely focus on group work, which helped socialization, but helped to improve presentation skills

Bad notation from the externals

IS 541 – Theories and Methods in Information Systems

Very nice introduction into scientific research

IS 556 – Public Blockchains

A sufficient programming knowledge is a must in order to complete the home assignments.

IS 629 – Agile Software Product Management and Design

bad course organisation, vague case study, boring and too theoretical. IS615 and IS613 are way better for the covered topics. Copy paste exam with open book... an absolute joke

Case study was a load of work, but lectures are interesting, and no IT knowledge required

Interesting case study and fair grading

MAN 632 – Advanced Entrepreneurship

Unorganized, worst script ever (2x)

Hands down, best course. Woywode and Nora really put in effort to make this course interesting and to fill it with meaningful theory and guest lectures. Exam grading, however, bad and questionable.

Ridiculously unstructured lectures, hard to grasp what is important for the exam, 20+ core readings that were irrelevant during the course were then obligatory for the exam, very harsh grading in the exam

Students were losing points without any remarks. Prof will tell you that you do not have to learn slides by heart, but you have learn the slides by heart. Case Studies are a lot of effort but really interesting.

MAN 626 – Entrepreneurship and Innovation

The course content was insightful and instructive, but too much for a week.

MAN 634 – Entrepreneurial Behavior

Not worth the effort

Not quite sure whether it really needs this course when there is already MAN 631. Much free project work, choose your team wisely, otherwise workload will explode. Course could need some more students from other areas.

Introduction workshop was fun. Very high workload, grades were rewarding though

MAN 644 – Human Resource Training and Development

Prof. Danesy is probably one of the nicest lecturers at the university. He gave great insights into the topic from his own experience and the exam was also very fair. (x4)

Input und Output stehen in sehr gutem Verhältnis.

MAN 654 Corporate Restructuring

The exam should be 25% or at maximum 50%, and the group assignment should carry the majority of the weight.

Very knowledgeable professor; group work required a lot of effort

The group presentation is too much work for the corresponding ECTS

MAN 655 – Corporate Strategy

Bad grading

The course was very good, but the grading in the exam seemed rather arbitrary

Learned a lot, engaging classroom discussions

MAN 680 – Challenges of Public and Nonprofit Management – Case Study Seminar

Very confusing in grading, no clear criteria and justification why points are deducted; nearly no constructive feedback, very rewarding but grades depend on group (luck how motivated your group members are) minimum effort for good grades

MAN 690 – Innovation Management

No real content, exam a joke. Only thing hard about the exam were the trick questions in MC. Unnecessary.

Intransparent grading for a lot of studying

Boring lecture, simple concepts, interesting guests, easy exam

Really good structure

Very interesting course with a fair amount of content for 4 ECTS. But you have to take notes of almost everything, since a lot of exam-relevant information was not (explicitly) given on the slides.

Workload is super low, but grading is like a gamble. Multiple choice questions are tricky. The course was interesting, but I did not like the intransparent grade system.

MAN 690 – Innovation Management

Very fair exam with a few trick questions in multiple choice, guest lectures didn't really fit the content of the lecture but rather advertising for the companies of the guests, structured course & material

Sometimes outdated examples, but nice interplay between lectures and guest lectures

MAN 691 – Selected Topics in Organizational Behavior

Great guest lecturer, highly relevant for students interested in consulting

Very good case studies with Kearney partner, harsh grading in exam

Even less transparent grading for a lot of studying and course preparation

Bad evaluation of exam

Comments: MKT Courses (I)

MKT 511 Marketing Analytics

Clear communication about the exam requirements would have been necessary. The professor and the teaching assistant made completely different statements about the requirements

MKT 531 – Marketing Theory

The workload was high, but the exam was fair!

Super interesting concepts but too much slides and too many details.

Too much for 4 ECTS - 600 slides of content!

MKT 520 – Market Research

Nice, interesting and useful content – but really badly structured! Learning R by heart is not helpful

The exam was very fair in the end. However, the lack of insights into the exam question style and lack of recordings made the preparation very hard.

MKT 545 – Customers, Markets and Firm Strategy

Very fair exam, but the script was too long, and the time of the lecture was not enough.

Way too theoretic and tutor just reads the slides

MKT 614 Marketing Communication

Huge number of slides but fair grading on the exam.

Mostly interesting topics, but way too much content for 4 ECTS.

The exam is earlier in the semester, which is good. The hybrid lecture method also worked very well

MKT 618 Sustainable Marketing: CSR & Brand Activism

The professor was clueless about the examination and changed the format last minute. This should be unacceptable.

Lecture Monday – Thursday and Friday exam. There was almost no time for preparation. The exam was scheduled for 90min, 5 min before the exam started it was changed to 45min. Grading was good.

Nice lecturer. Interesting topics and exam grading was good.

MKT 663 – Branding and Brand Management

Huge number of slides but fair grading in the exam 3x

I was way too much content to learn by heart (700 slides for 4 ECTS)– this course needs some restructuring, adapting to in-class exams.

Exam more difficult relative to other 4 ECTS courses but still fair

MKT 661 – Consumer Behavior

Great lecturer, very engaging with interesting examples.

Nice, quick course with useful insights. The exam is earlier in the semester which is good.

It was almost only about advertisement, the workload for 2 ECTS high, and grading could be better. Did not like the exam format.

MKT 512 Design Data-Driven Business Models

A great first-time experience

MKT 615 Sales Management

Great course with very interesting insights from Prof. Homburg's own experience. The group work/presentation was also fair, but overall content for the exam was quite a lot.

OPM 503 Transportation I – Land Transport and Shipping

Very interesting topics, this course helps to understand the big picture. Highly recommended

Very old-fashioned style, de facto many lecture visits

OPM 581 – Service Operations Management

Easy and not stressful exam preparation as we could use hand-written cheat sheets during the exam

Complex

OPM 560 – Business Analytics: Intro-duction to Operations Analytics with Python

Exam and weekly tasks did not fit to the content learned in class. Favorably graded, nevertheless

OPM 682 – Revenue Management

Easy exam preparation as we could use cheat sheets for the entire content

OPM 692 – Strategic Sourcing

Interesting course, unfortunately nontransparent and unfair grading