MASTER SURVEY: FALL TERM 2023

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2. Course Choice (Course Quality & Workload Rating)
3. Seminar Thesis
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7. Impression of the FSBWL
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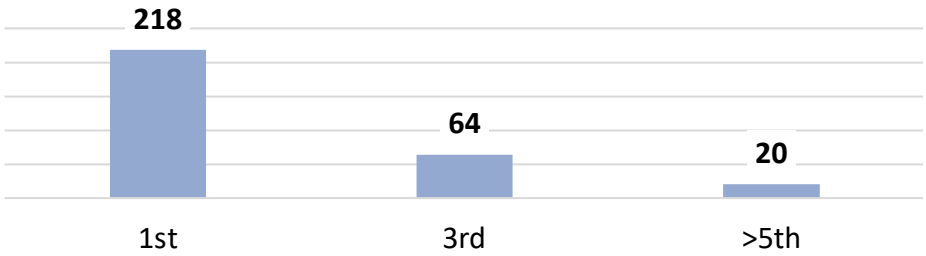
1. GENERAL INFORMATION

Fall Term Survey 2023: **Participants Overview**

Participants
n = 302

Number of Survey Participants per Semester



91% speak German

86% have a German nationality

19% study in the English track

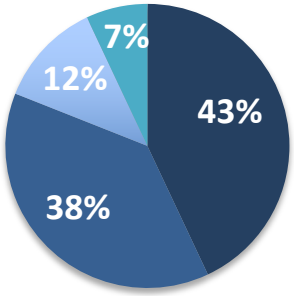
Methodical and additional information:

- Percentual changes to Fall Term 2022 are indicated in orange.
- Only courses included for which n ≥ 5
- Download of all semester-end survies: https://fsbwl.de/nuetzliches/downloads

Fall Term Survey 2023: **Bachelor Background**

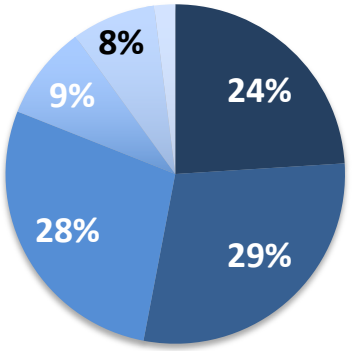
What did you do between Bachelor and Master?

- Immediately MMM +9%
- Internship/Gap Year -1%
- Full time employment -7%
- Other -1%



Bachelor University

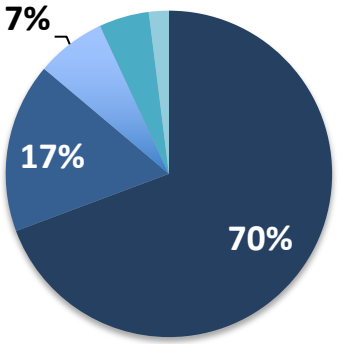
- Mannheim -8%
- Other public +3%
- Applied Science +4%
- Dual +1%
- Private +2%
- Other -1%



Bachelor Major

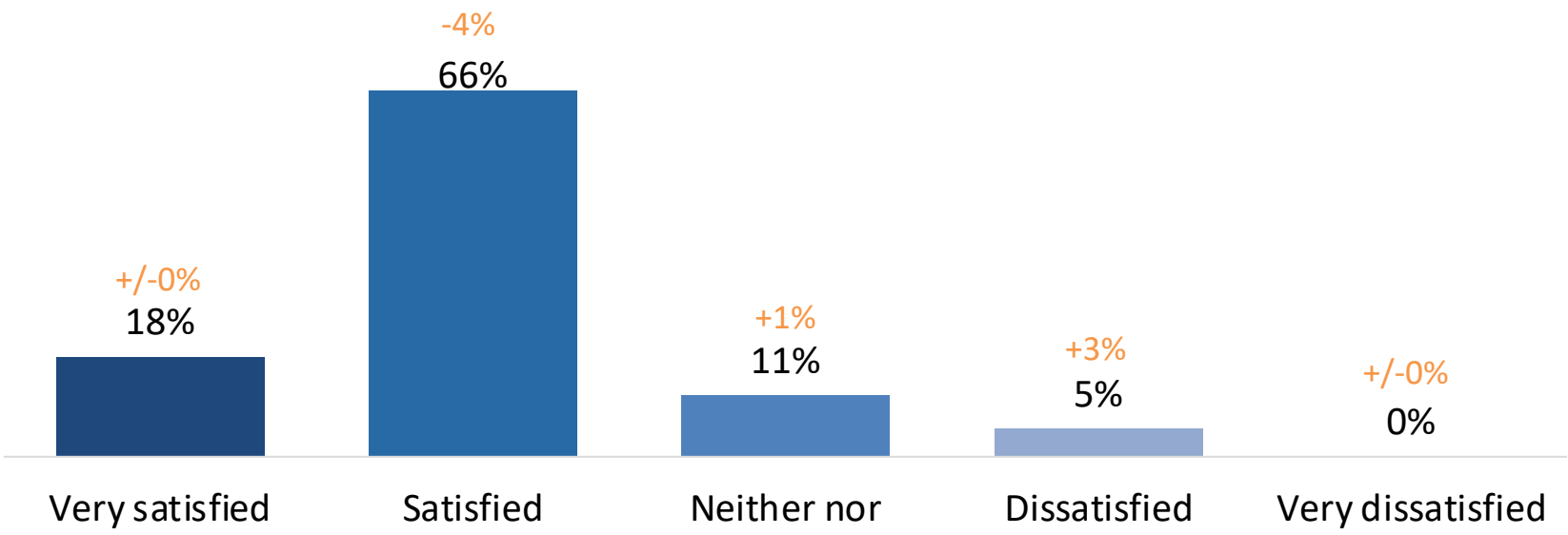
Other: e.g. Engineering, Political Science, Business Psychology and Sports Management

- Business Administration -5%
- Other +4%
- Economics +2%
- Culture & Economics +1%
- Business Informatics +/-0%
- Business Math -1%



Fall Term 2023: **MMM Satisfaction**

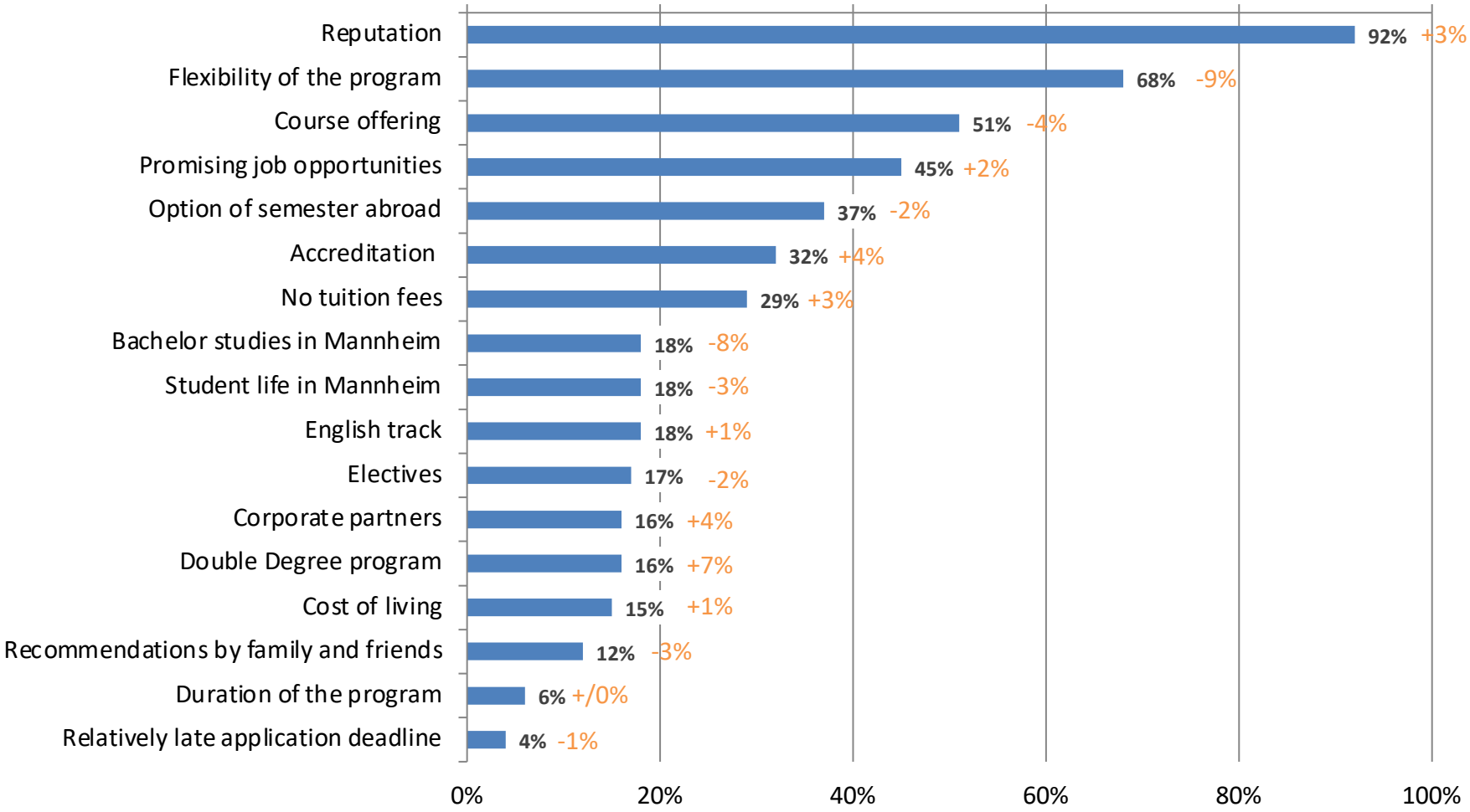
How would you rate your overall satisfaction with the MMM program?



Participants: n=287

Fall Term 2023: **Reasons for Mannheim**

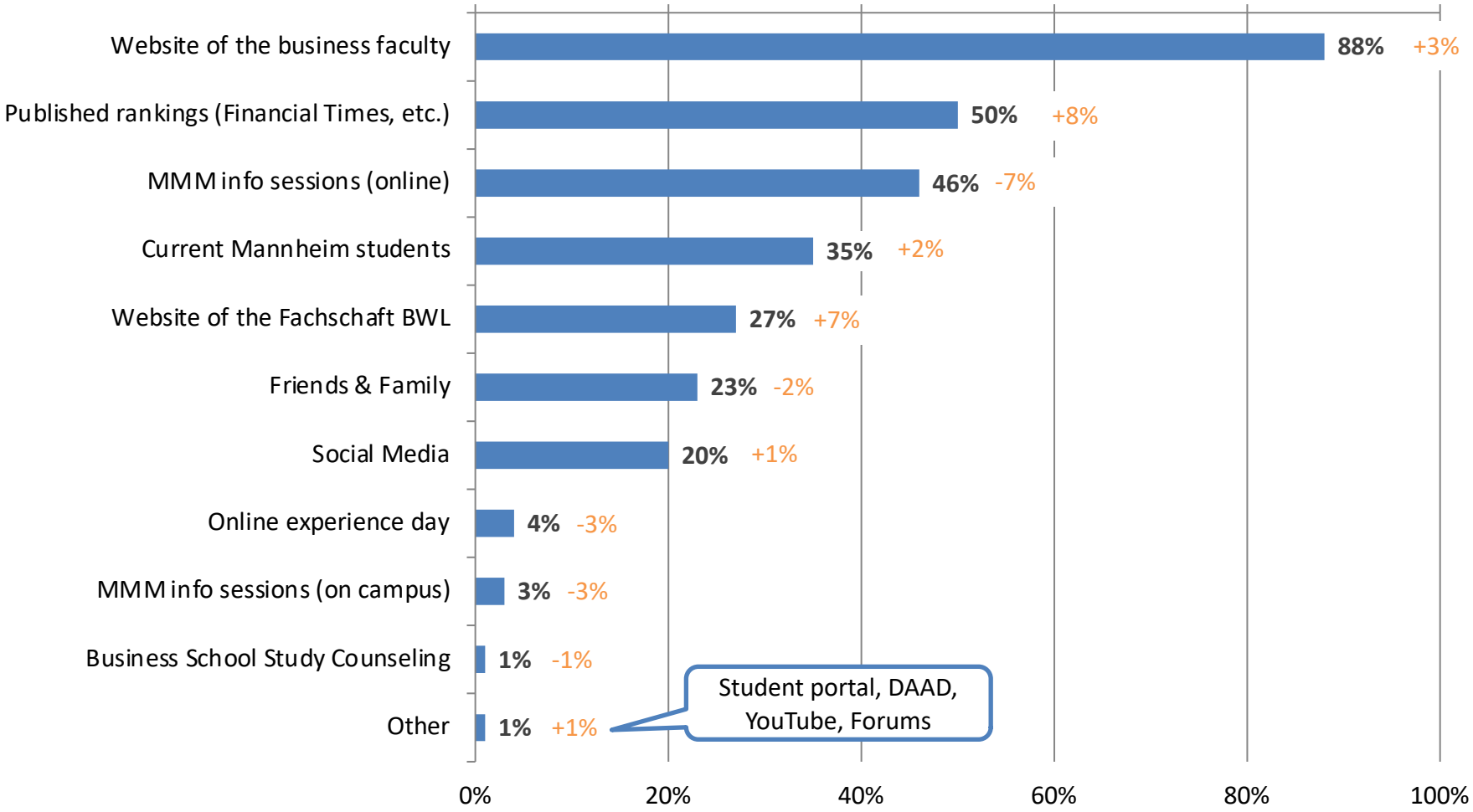
Why did you choose the University of Mannheim for your master studies? (multiple answers possible)



Participants: n=211

Fall Term 2023: **Sources of Information**

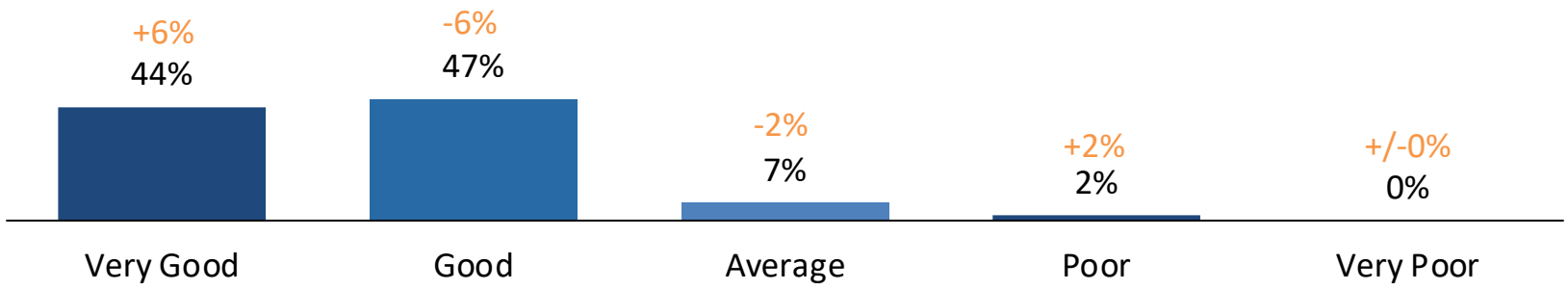
Which of the following sources did you use to inform yourself about the MMM before your application? (multiple answers possible)



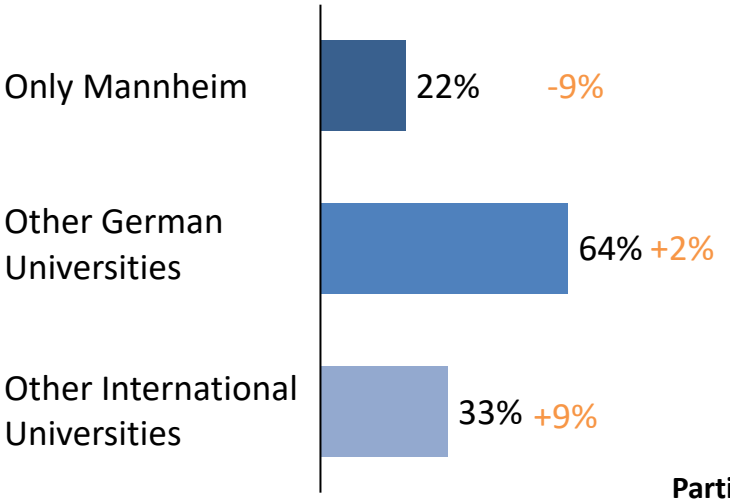
Participants: n=211

Fall Term 2023: **MMM Application Process**

How would you rate the overall admission process to the MMM program (application procedure, support with information, etc.)?



Which other universities did you consider when applying for a master program?



Other German Universities (n=134):
e.g., Cologne, TUM, LMU, Goethe FFM, WWU, Münster, WHU, Frankfurt School, ESB

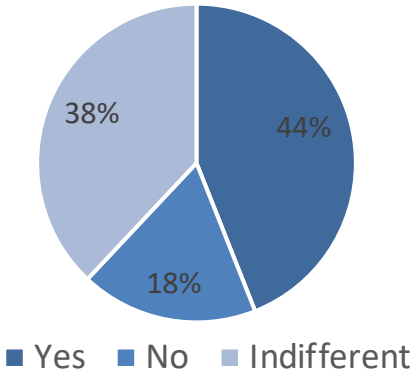
Other International Universities (n=69):
e.g., Nova, Maastricht, CBS, Bocconi, St. Gallen, Stockholm, HEC Paris, WU Wien

Participants: n=211

Fall Term 2023: **Application Twice a Year**

Do you think the option to apply for the MMM twice a year and start either in spring or fall instead of only in fall, would be a good idea?

Participants: n=211



6x

*"Would be a great option for longer internships or a more **customized gap year** between Bachelor's and Master's"*

2x

*"Will increase flexibility for **international** students since **visa application** could take longer than expected"*

"Yes, if it would impulse specific courses (core courses) to be available in both FSS and HWS, this would also help higher semesters, as it creates more freedom of choice."

4x

*"Depends on if that leads to an overall increase in students, think it's good in general but I already know so many people who are **struggling to get into restricted courses**"*

4x

*"I had a great start with my cohort and quite like the idea to be **part of a cohort.** I feel like having admissions twice a year undermines this and partly the international outlook of the university Mannheim.*

2x

*"Some Chairs are already short staffed so that they are struggling with offering courses. Better keep the great quality of teaching and **not to run into issues regarding teaching capacities.**"*

Comments: **Application Process**

2x

*"**Time for admission result was too early** – need to accept or decline the MMM offer before even knowing the application results of other **German universities** starting mid of October."*

5x

*"Send out the admissions for the MMM **earlier** in order to make it easier for students to choose the MMM of they get accepted. Most **international Master programs** send out admissions around April and require quite high „first-registration fee."*

*"I really liked the systems with **points**, so that you could compensate for missing courses with other achievements."*

2x

*"I think it is **unfair that all Bachelor grades count the same**. I have friends who did the Bachelor in Mannheim and thus maybe had not such a great average, but are still great in their field"*

*"Provide a more detailed webpage to explain the **scoring system**, with cutoffs of recent years."*

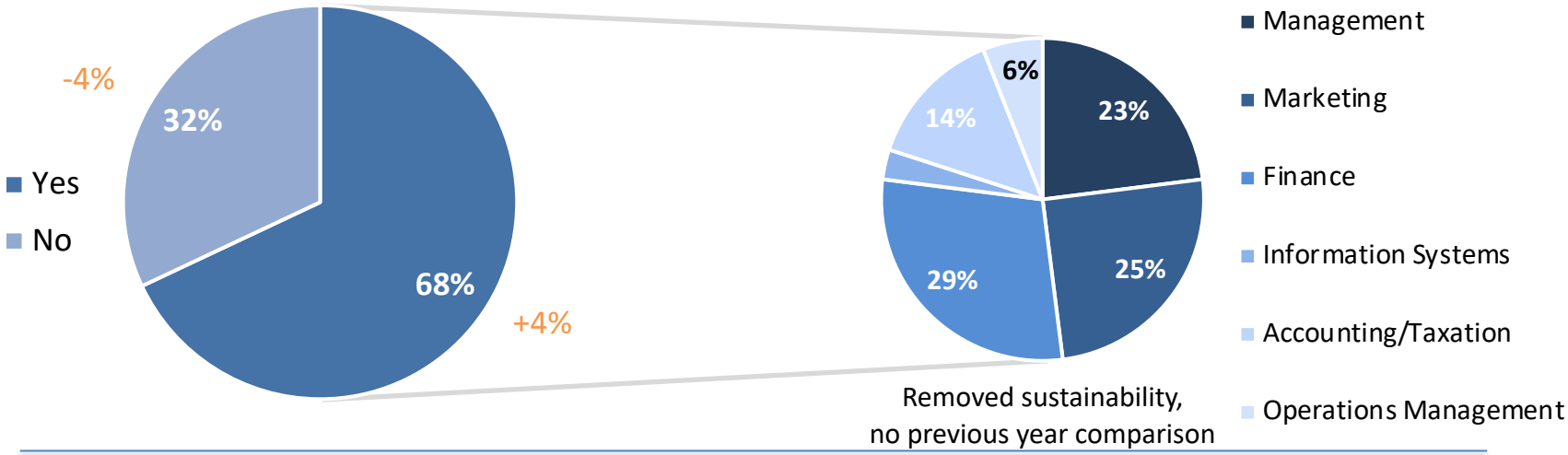
*"I think **the first semester website** is a great tool at providing a comprehensive overview of all the relevant facts."*

*"Produce a **comprehensive onboarding video** explaining the whole process from being accepted to course selection"*

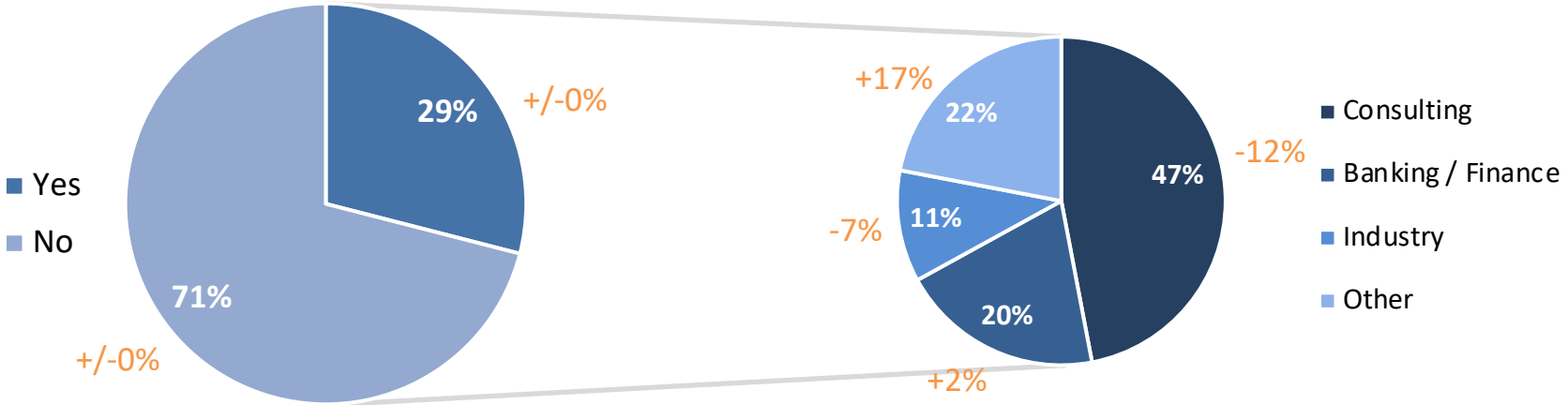
*"Faster **immatriculation process** would be good"*

Fall Term 2023: **Specialization**

When applying for the MMM did you already have a certain specialization in mind?



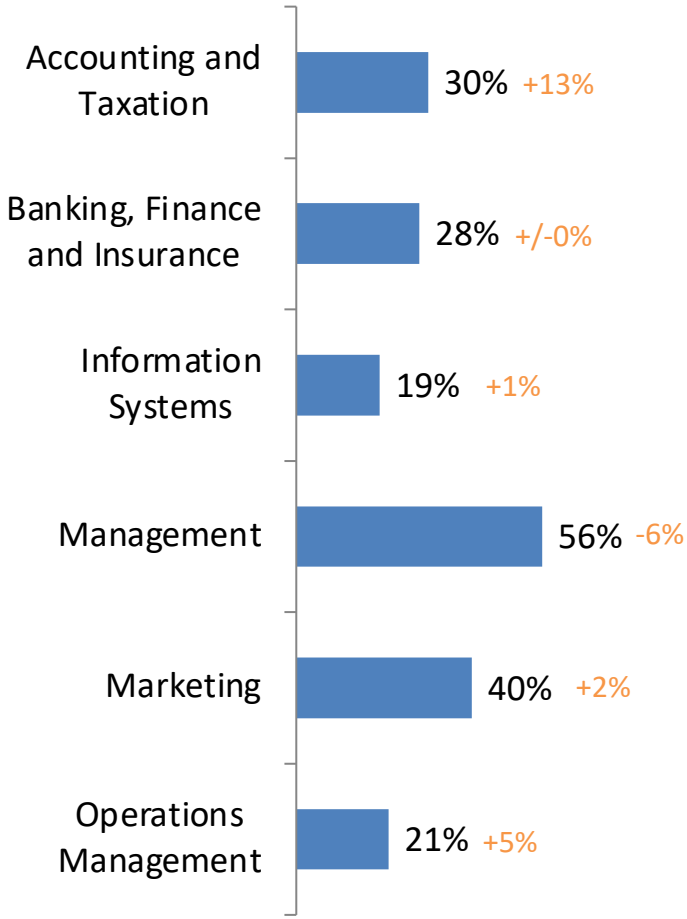
When applying for the MMM, did you already know in which job you are planning to work in your future?



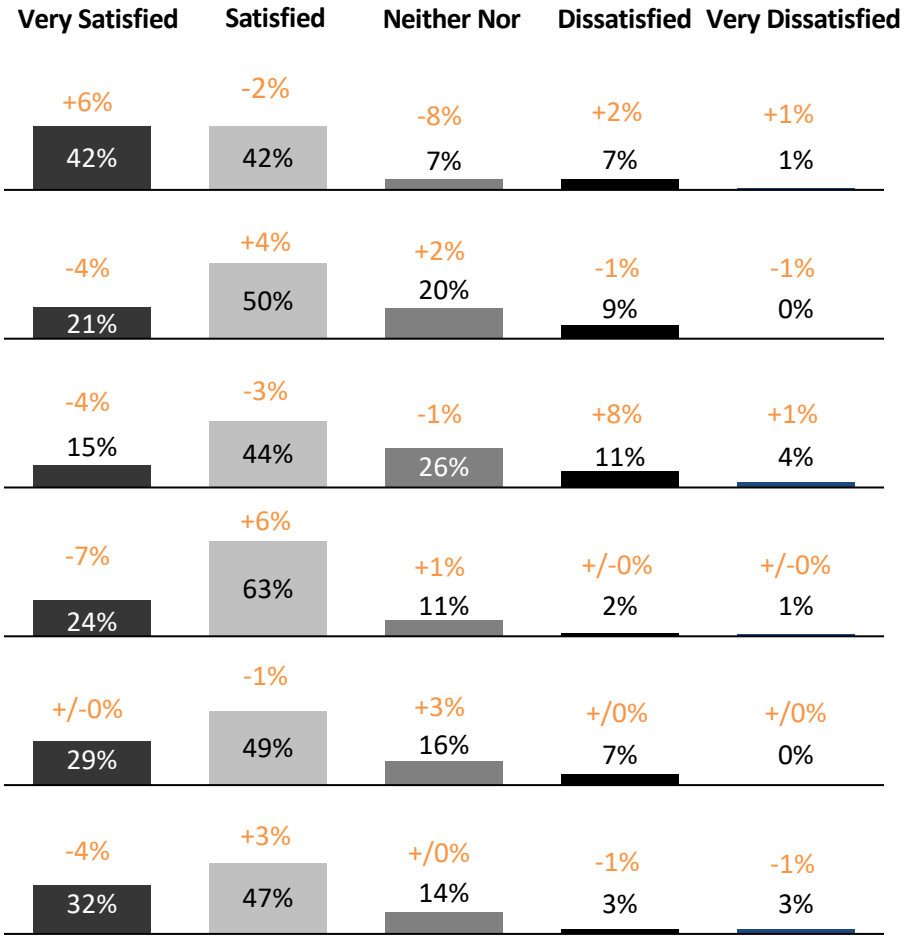
Participants: n=211

MMM-Areas: **Specialization and Satisfaction**

Area Specialization



Area Satisfaction

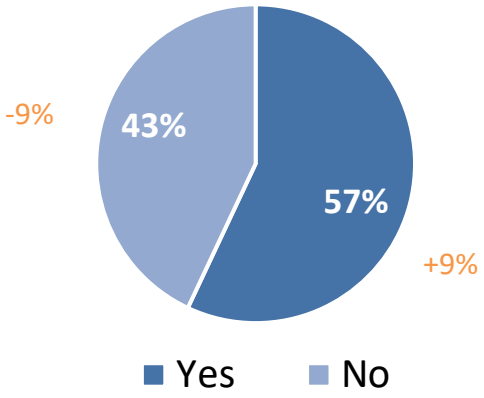


Participants: n=278

Fall Term 2023: **Course Admittance**

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

Participants: n=287



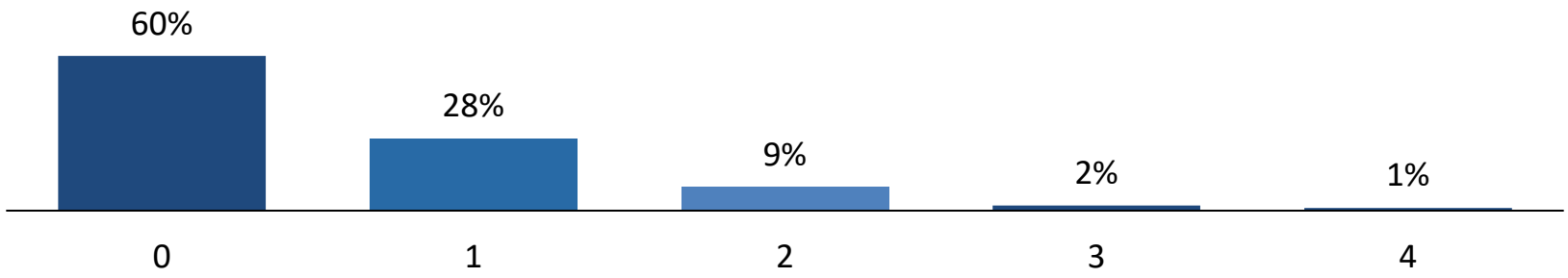
Into which course(s) did you not get accepted? (n ≥ 5)

- MAN 645 Leadership and Motivation (n = 73)
- MAN 656 Mergers & Acquisitions (n = 41)
- MKT 580 Digital Marketing Strategy (n = 33)
- OPM 593 Negotiation (n = 22)
- FIN 541 Corporate Finance I - Case Study (Capital Structure, Cost of Capital and Valuation) (n = 16)
- MKT 623 Strategic Marketing Management Simulation (n = 16)
- MAN 698 Sustainable Business Innovations for the Circular Economy (n = 15)
- MAN 665 Sustainability Management Simulation: Net Zero (n = 14)
- MKT 664 Brand Strategy Seminar (n = 12)
- IS 557 Introduction to Scientific Programming with Python (n = 9)

Supply-Demand gap especially for Marketing and Management Courses

Fall Term 2023: **Buying scripts**

In how many courses this semester were you required to buy a printed script from the chair?*



Participants: n=287

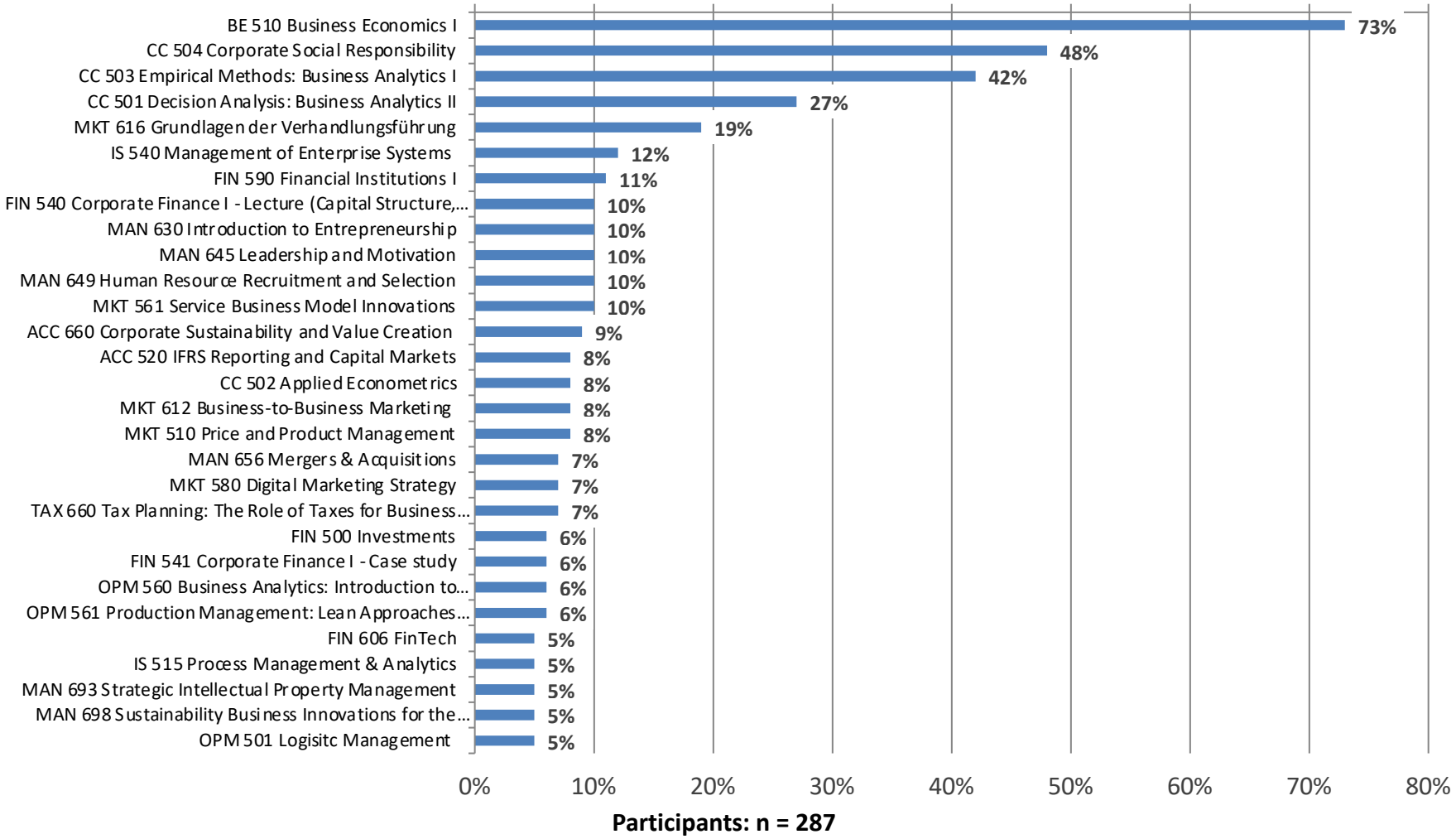
*new question, no comparison to previous years possible

2. COURSES

Fall Term 2023: **Course Choice**

Only courses with ≥ 5 %

Which courses did you take this semester?



Participants: n = 287

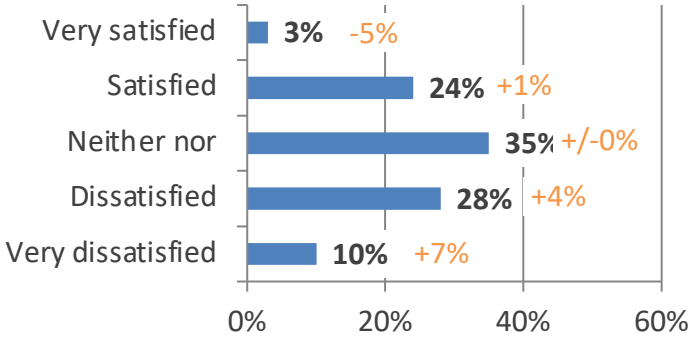
2.1 COURSE QUALITY

Course Quality: **Core Courses (I)**

Only courses with
n ≥ 5 participants

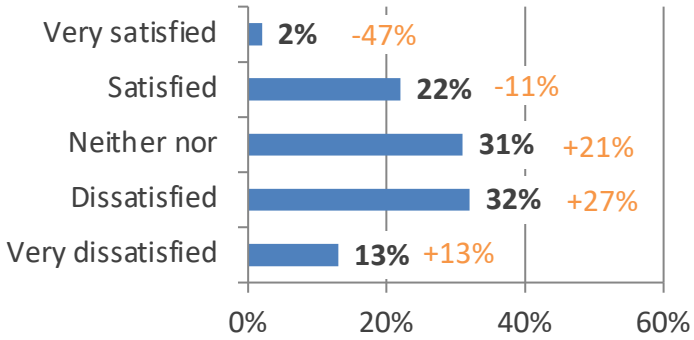
How would you rate the quality of this course?

BE 510 Business Economics I (n=210)



***Remark**:*
Rating for BE I quality has been constantly decreasing since 2019, when 73% were (very) satisfied.

CC 504 Corporate Social Responsibility (n=139)



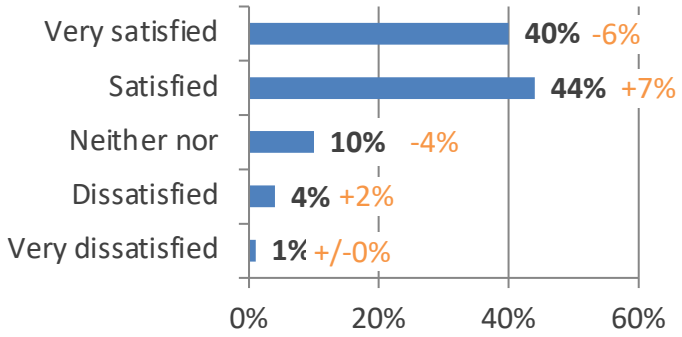
***Remark**:*
Rating for CC 504 quality has significantly decreased, possibly due to the change in course format.

Course Quality: **Core Courses (II)**

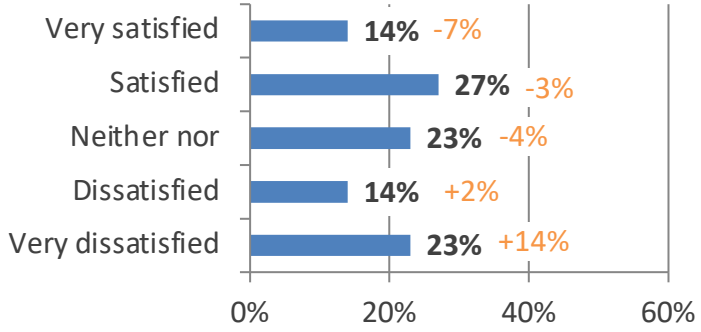
Only courses with
n ≥ 5 participants

How would you rate the quality of this course?

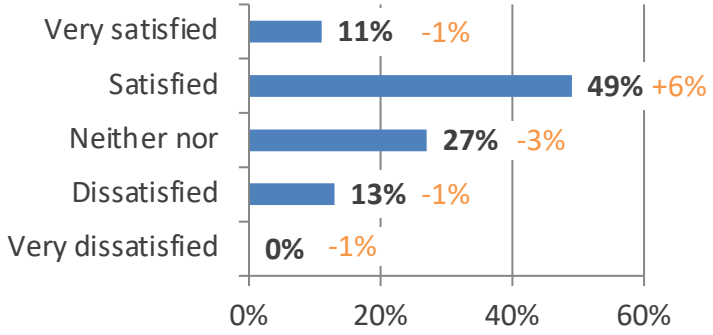
CC 501 Decision Analysis (n=77)



CC 502 Applied Econometrics (n=22)



CC 503 Empirical Methods (n=123)

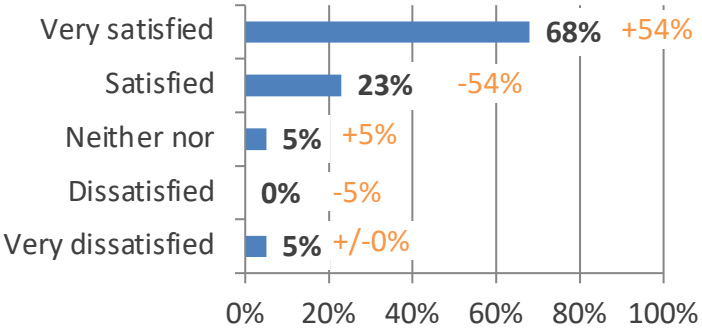


Course Quality: **ACC/TAX Courses (I)**

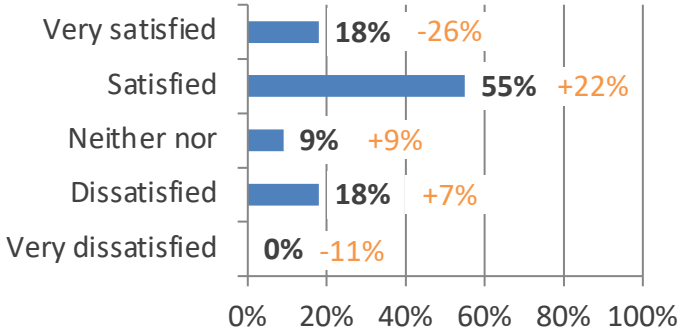
Only courses with n ≥ 5 participants

How would you rate the quality of this course?

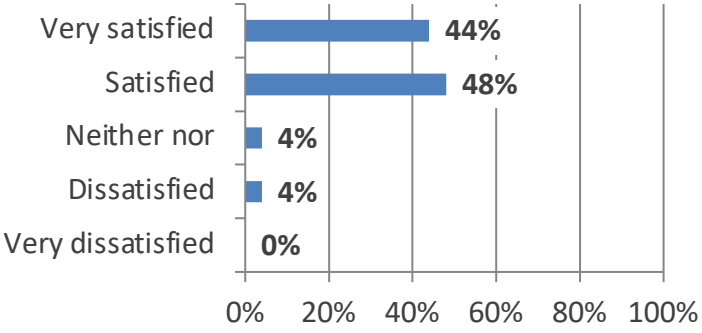
ACC 520 IFRS Reporting & Capital Markets (n=22)



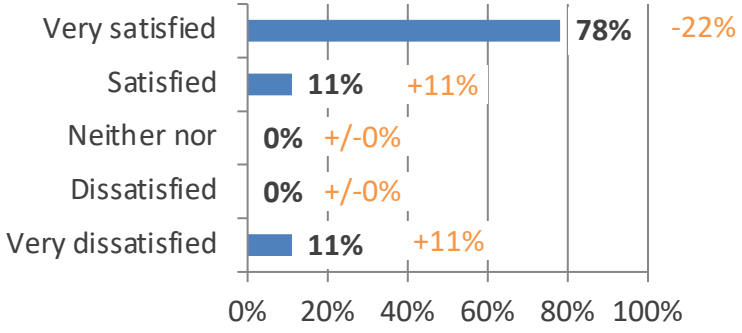
ACC 530 Group Accounting (n=11)



ACC 660 Corporate Sustainability and Value Creation (n=27)*



ACC 662 Private Equity: Due Diligence and Value Creation (n=9)



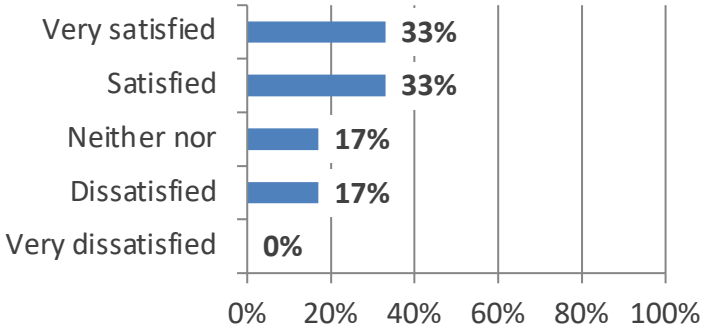
*no comparison to previous years possible

Course Quality: **ACC/TAX Courses (II)**

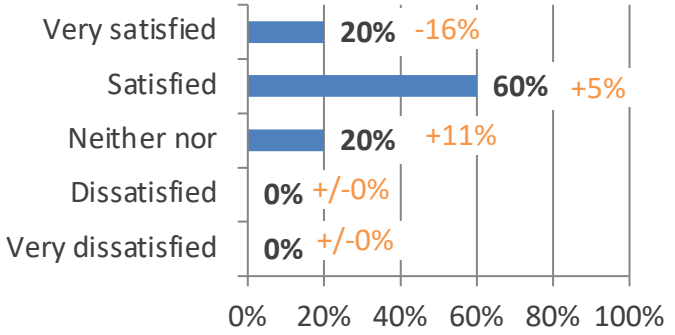
Only courses with n ≥ 5 participants

How would you rate the quality of this course?

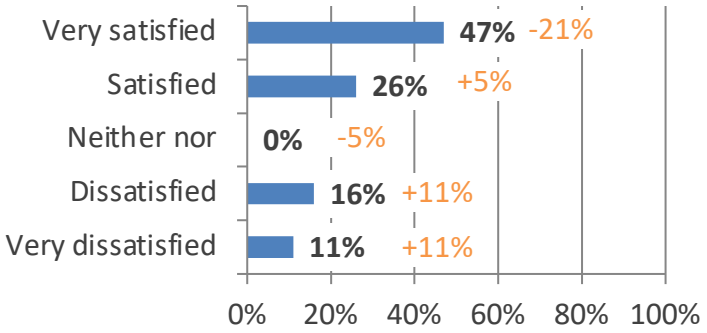
ACC Seminar (n=6)*



TAX 520 Besteuerung der Unternehmen (n=5)



TAX 660 Tax Planning: The Role of Taxes for Business Decisions (n=19)



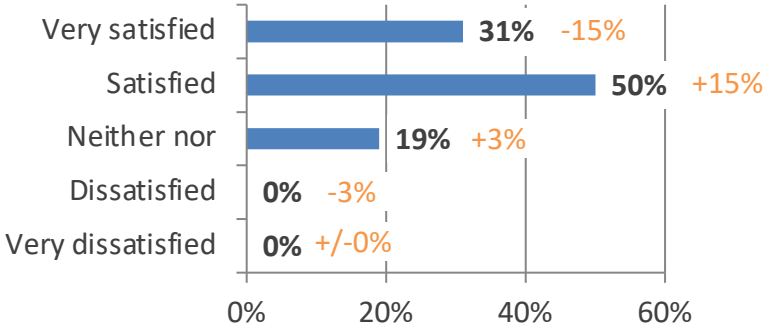
*no comparison to previous years possible

Course Quality: **FIN Courses (I)**

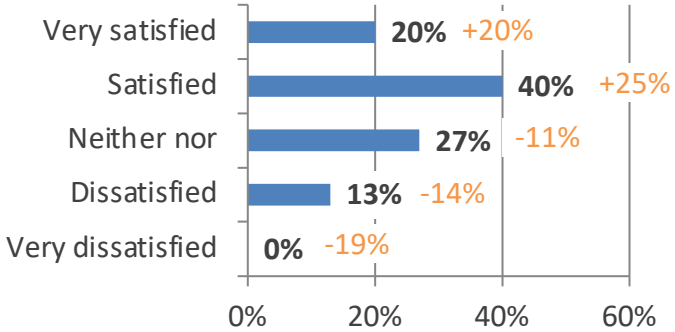
Only courses with
n ≥ 5 participants

How would you rate the quality of this course?

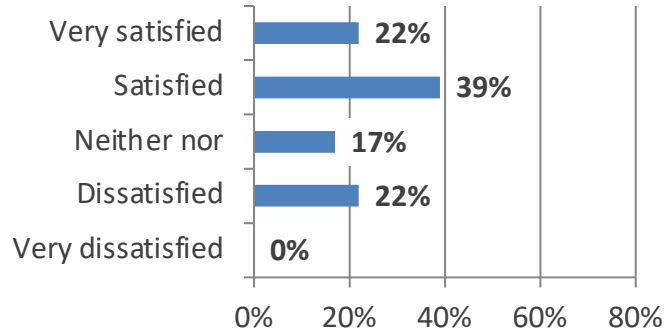
FIN 500 Investments (n=16)



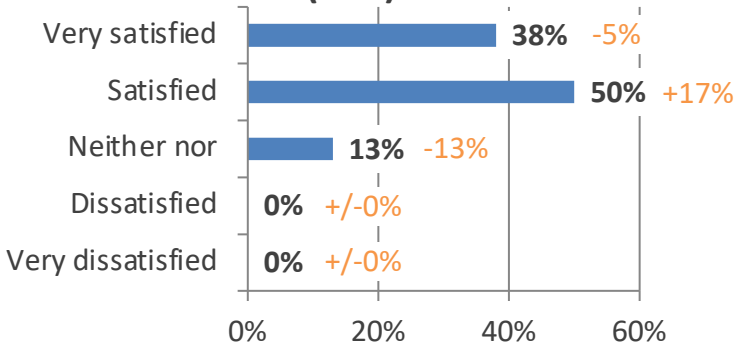
FIN 540 Corporate Finance I – Lecture (n=30)



FIN 541 Corporate Finance I – Case Study (n=18)*



FIN 580 Derivatives I (n=6)



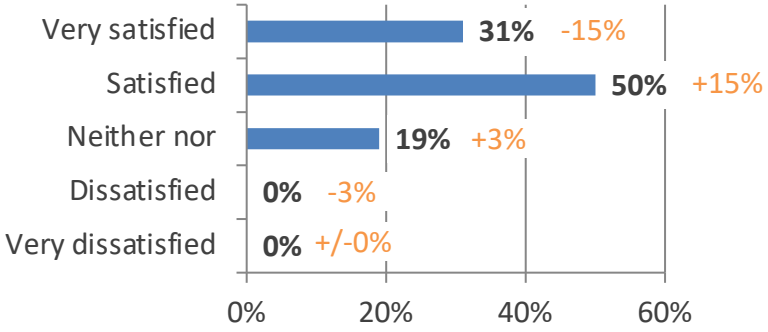
*no comparison to previous years possible

Course Quality: **FIN Courses (I)**

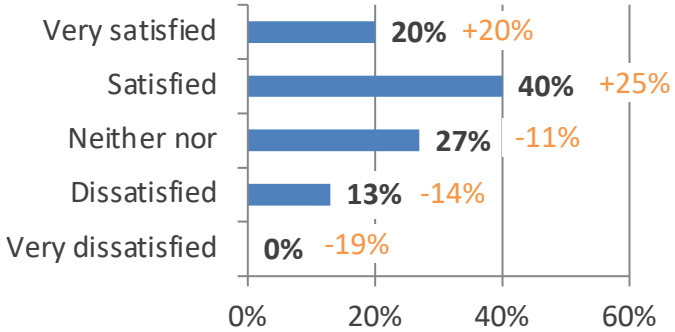
Only courses with
n ≥ 5 participants

How would you rate the quality of this course?

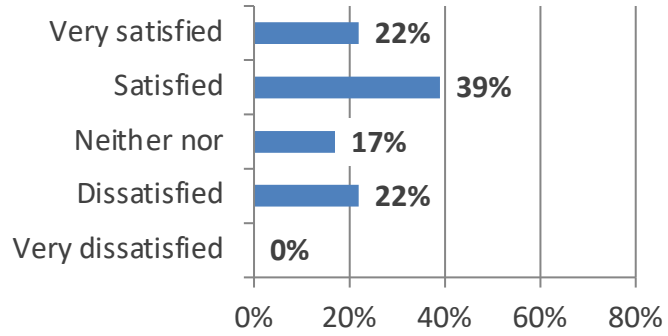
FIN 500 Investments (n=16)



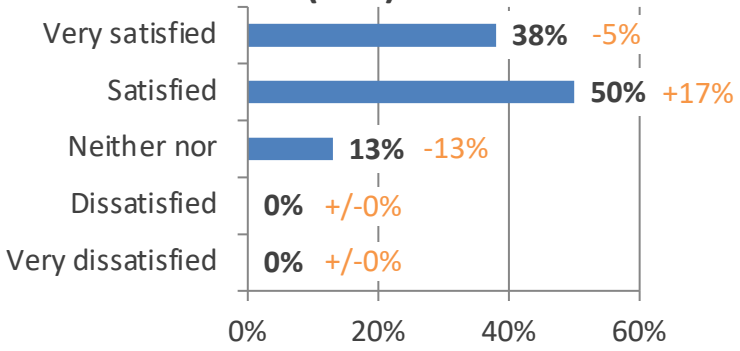
FIN 540 Corporate Finance I – Lecture (n=30)



FIN 541 Corporate Finance I – Case Study (n=18)*



FIN 580 Derivatives I (n=6)



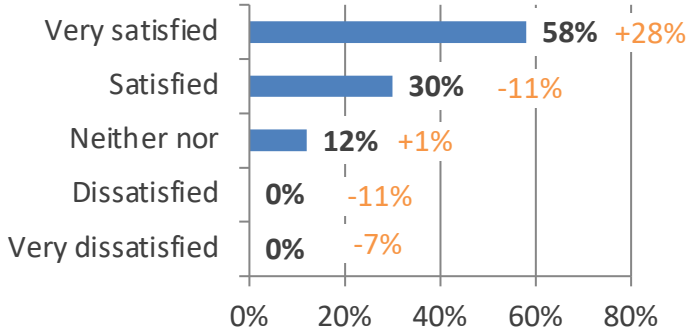
*no comparison to previous years possible

Course Quality: **FIN Courses (II)**

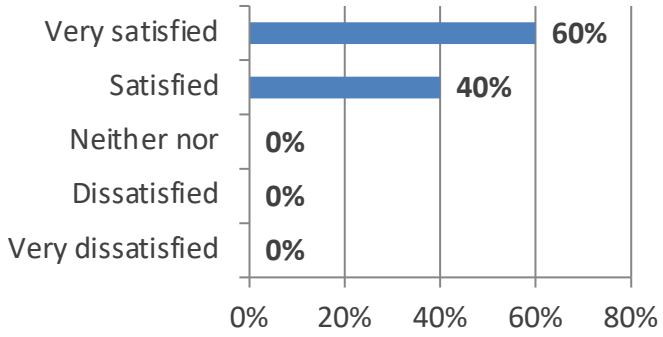
Only courses with n ≥ 5 participants

How would you rate the quality of this course?

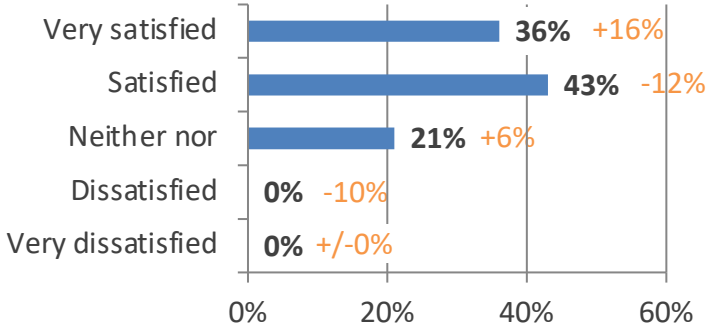
FIN 590 Financial Institutions I (n=33)



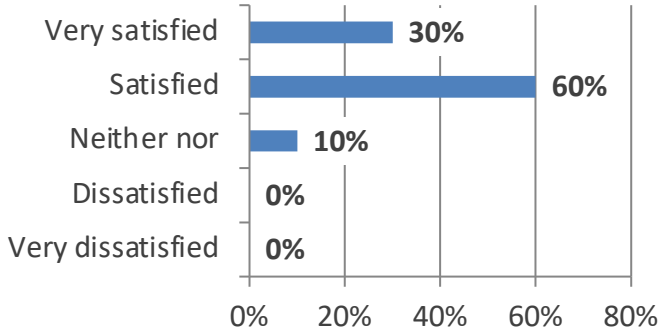
FIN 602 Trading and Exchanges (n=6)*



FIN 606 FinTech (n=14)



FIN 630 Corporate Governance (n=10)*



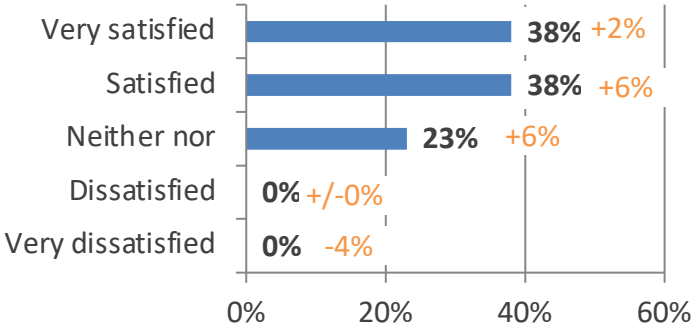
*no comparison to previous years possible

Course Quality: **IS Courses (I)**

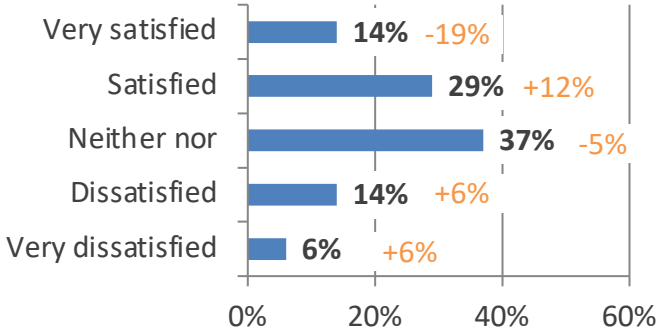
Only courses with n ≥ 5 participants

How would you rate the quality of this course?

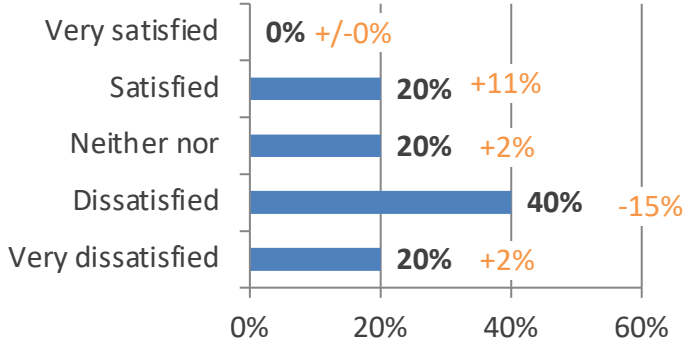
IS 515 Process Management & Analytics (n=13)



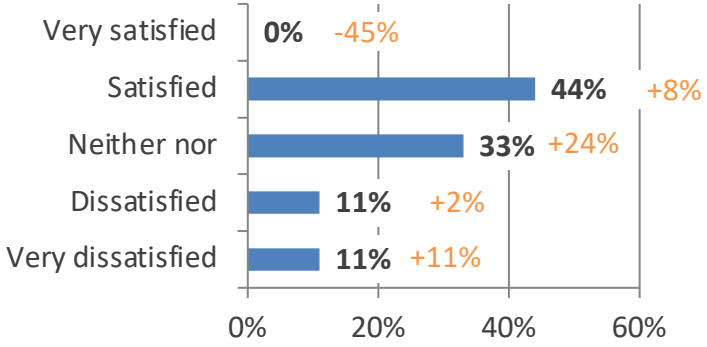
IS 540 Management of Enterprise Systems (n=35)



IS 557 Introduction to Scientific Programming with Python (n=5)



IS 614 Corporate Knowledge Management (n=9)

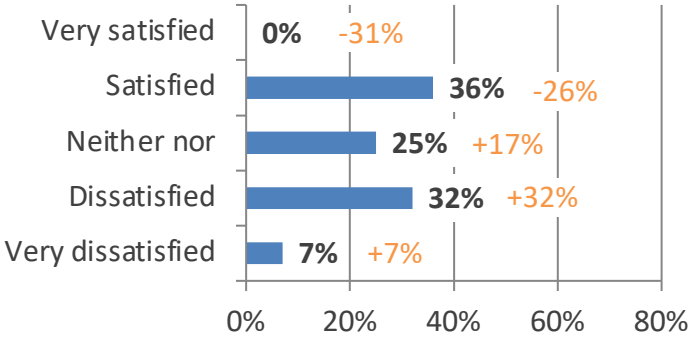


Course Quality: **MAN Courses (I)**

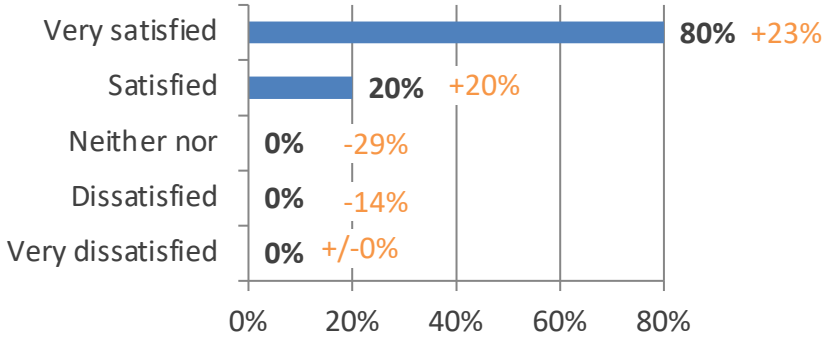
Only courses with n ≥ 5 participants

How would you rate the quality of this course?

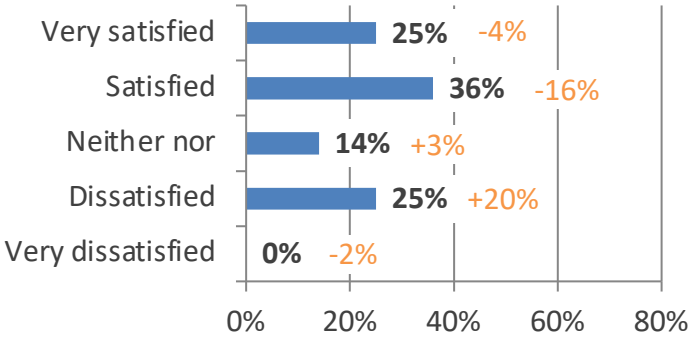
MAN 630 Introduction to Entrepreneurship (n=28)



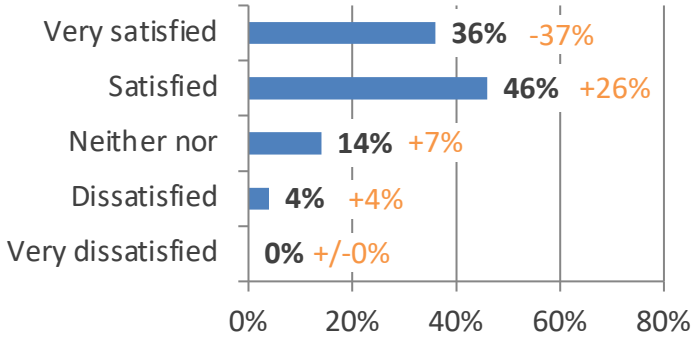
MAN 631 Creativity and Entrepreneurship in Practice (n=5)



MAN 645 Leadership and Motivation (n=28)



MAN 649 Human Resource Recruitment and Selection (n=28)

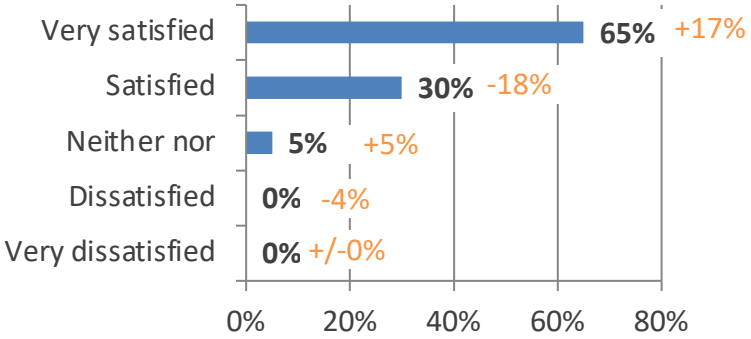


Course Quality: **MAN Courses (II)**

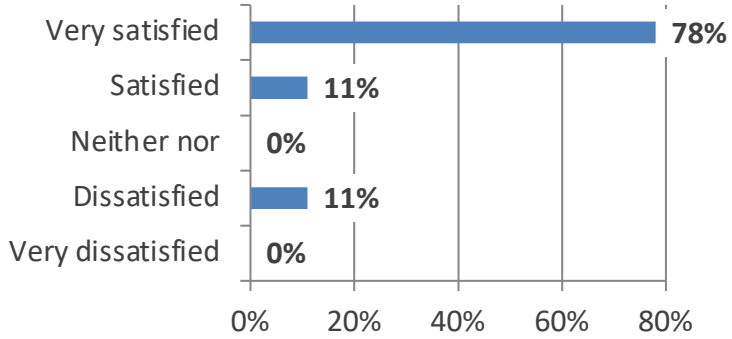
Only courses with n ≥ 5 participants

How would you rate the quality of this course?

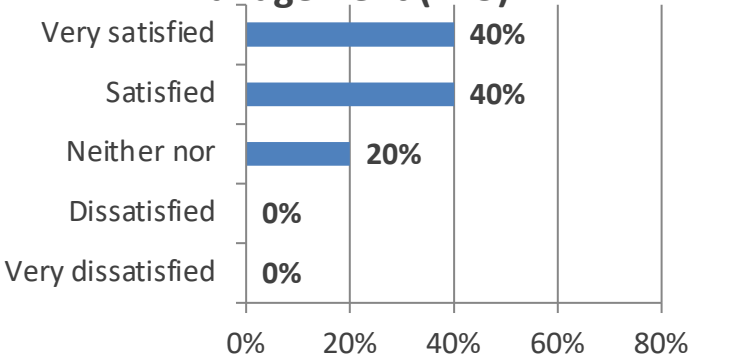
MAN 656 Mergers & Acquisitions (n=20)



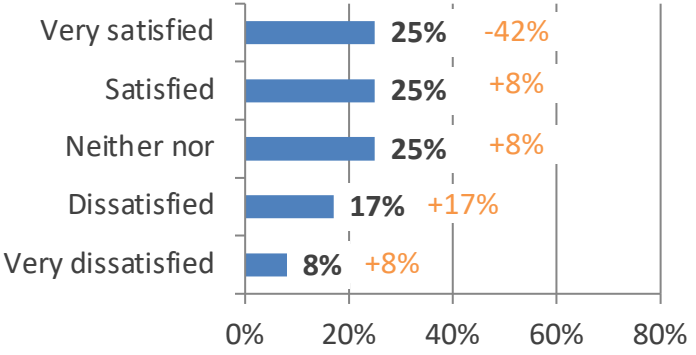
MAN 665 Sustainability Management Simulation: Net Zero (n=9)*



MAN 675 Ausgewählte Herausforderungen im Nonprofit Management (n=5)*



MAN 679 Eine wissenschaftliche Einführung in das Public und Nonprofit Management (n=12)



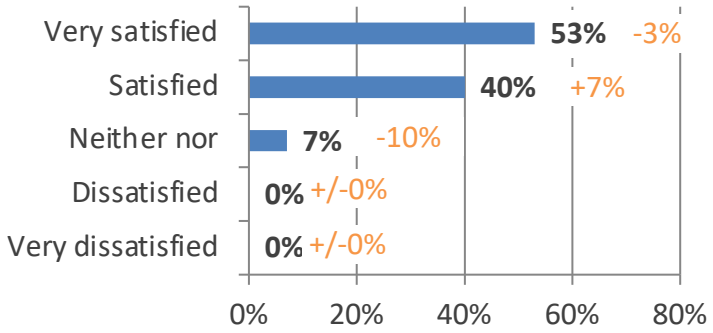
*no comparison to previous years possible

Course Quality: **MAN Courses (III)**

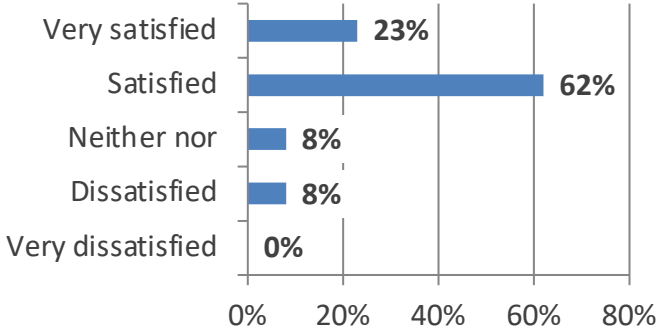
Only courses with n ≥ 5 participants

How would you rate the quality of this course?

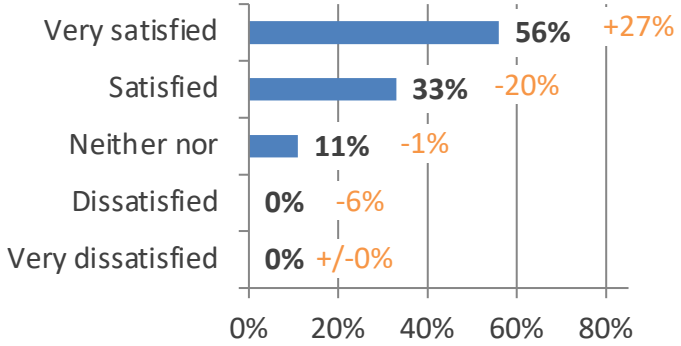
MAN 693 Strategic Intellectual Property Management (n=15)



MAN 698 Sustainable Business Innovation for the Circular Economy (n=13)*



MAN Seminar (n=9)



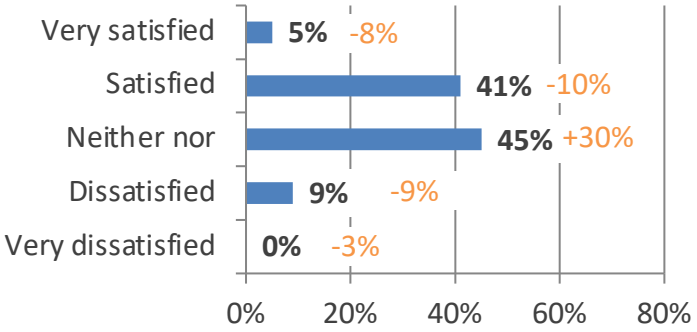
*no comparison to previous years possible

Course Quality: **MKT Courses (I)**

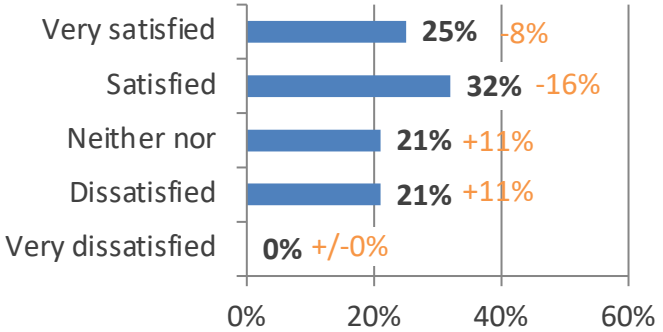
Only courses with n ≥ 5 participants

How would you rate the quality of this course?

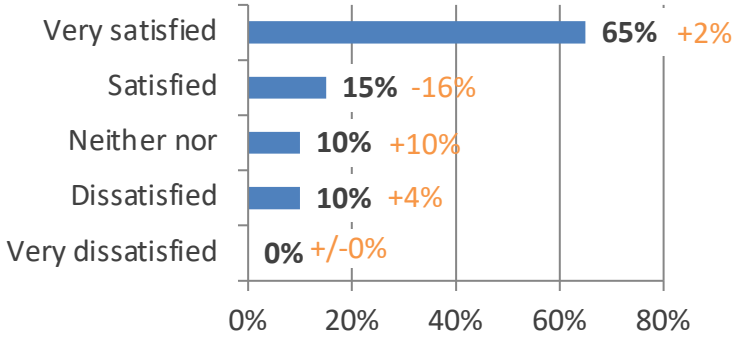
MKT 510 Price and Product Management (n=22)



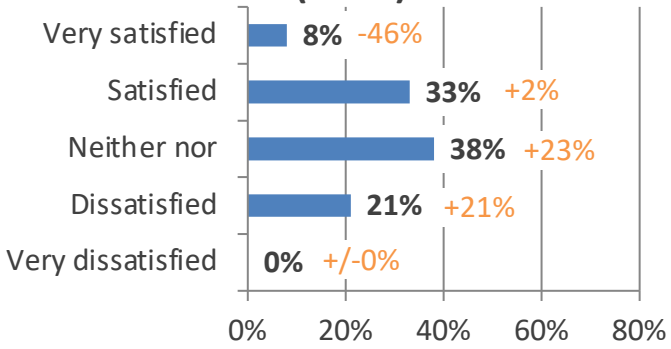
MKT 561 Service Business Model Innovations (n=28)



MKT 580 Digital Marketing Strategy (n=20)



MKT 612 Business-to-Business-Marketing (n=24)

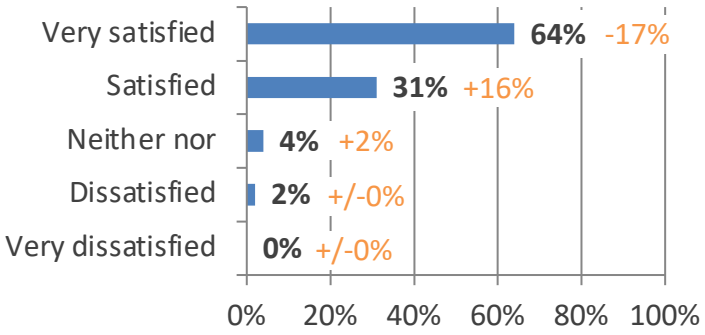


Course Quality: **MKT Courses (II)**

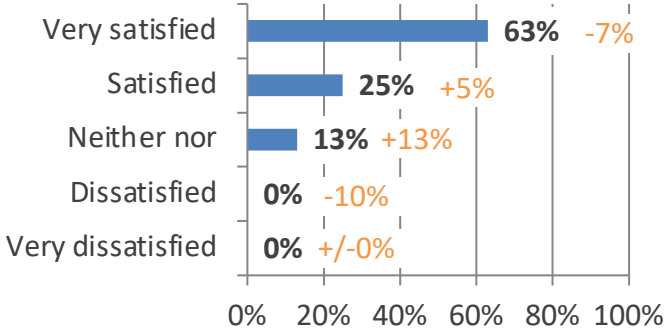
Only courses with
n ≥ 5 participants

How would you rate the quality of this course?

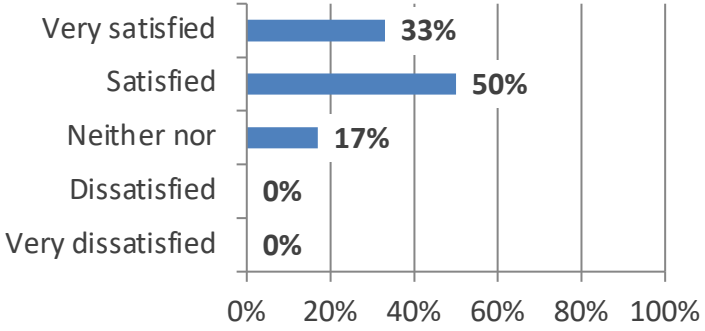
MKT 616 Verhandlungsführung (n=55)



MKT 623 Strategic Marketing Management Simulation (n=8)



MKT Seminar (n=12)*



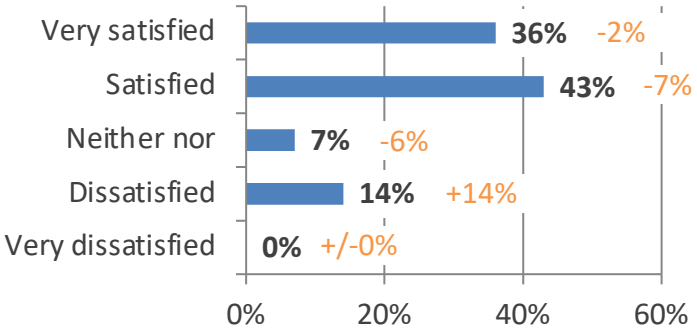
*no comparison to previous years possible

Course Quality: **OPM Courses (I)**

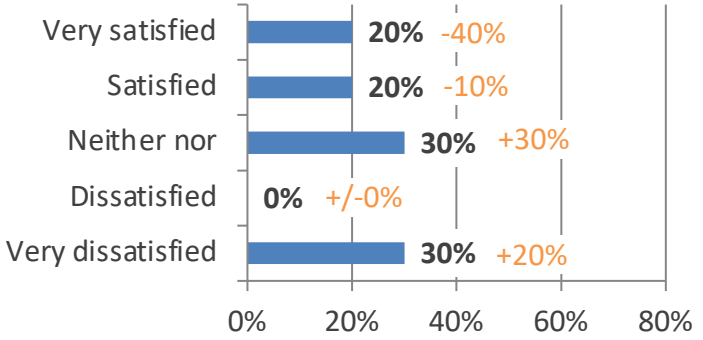
Only courses with n ≥ 5 participants

How would you rate the quality of this course?

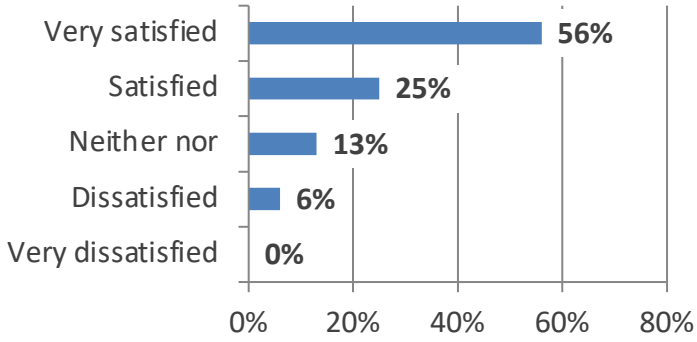
OPM 501 Logistics Management (n=14)



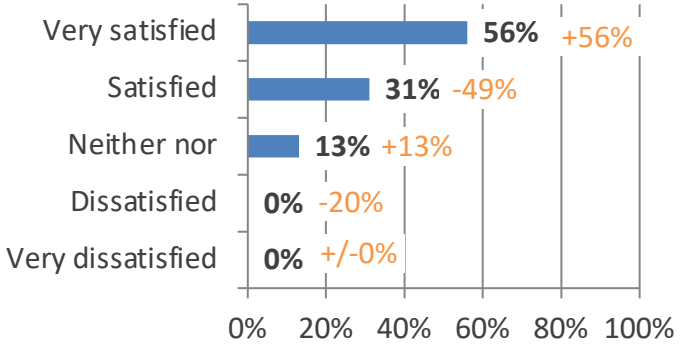
OPM 504 Transportation – Aviation (n=10)



OPM 560 Introduction to Operation Analytics with Python (n=16)*



OPM 561 Production Management: Lean Approaches and Variability (n=16)



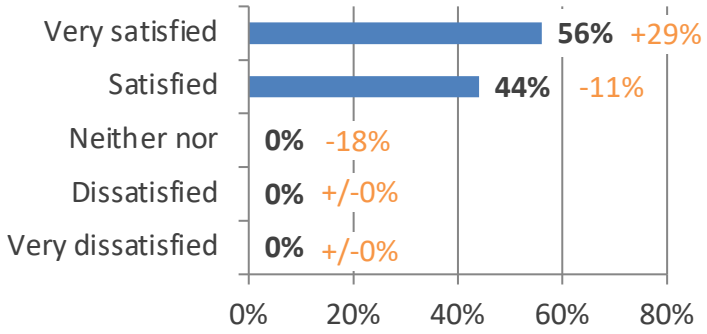
*no comparison to previous years possible

Course Quality: **OPM Courses (II)**

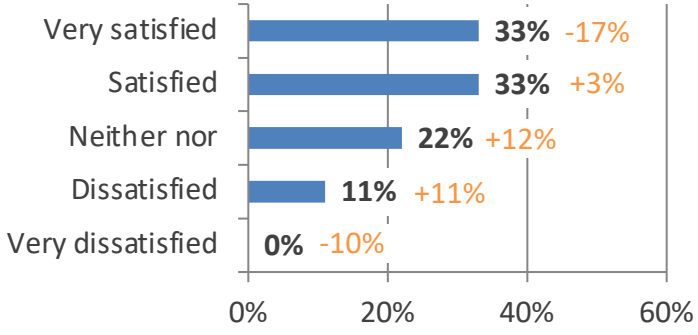
Only courses with n ≥ 5 participants

How would you rate the quality of this course?

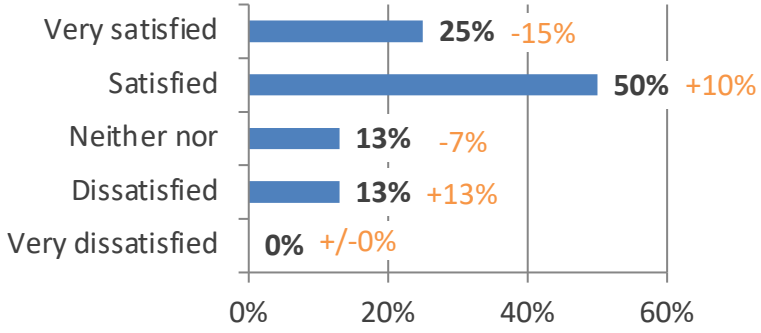
OPM 591 Strategic Procurement (n=9)



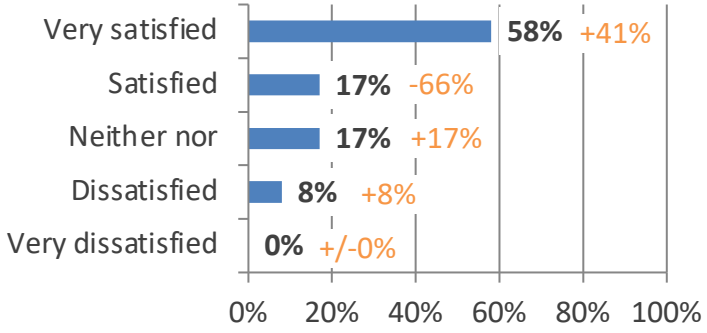
OPM 593 Negotiation (n=9)



OPM 597 Next Generation Procurement (n=8)



OPM 691 Supply Risk Management (n=12)



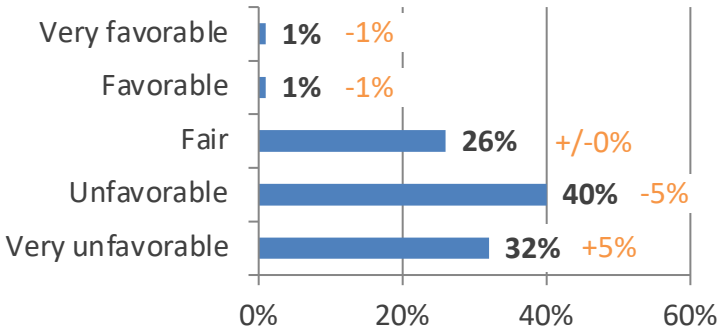
2.2 COURSE WORKLOAD

Workload: **Core Courses (I)**

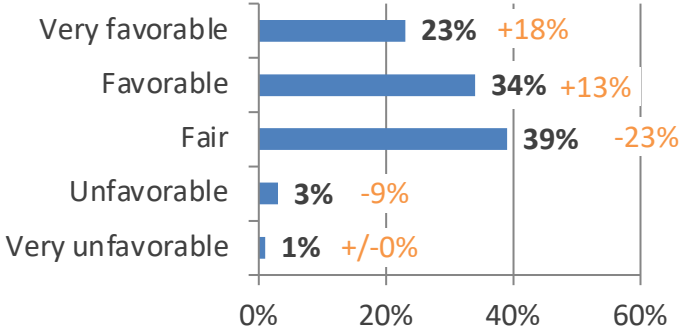
Only courses with n ≥ 5 participants

How would you rate the effort-credits ratio of this course?

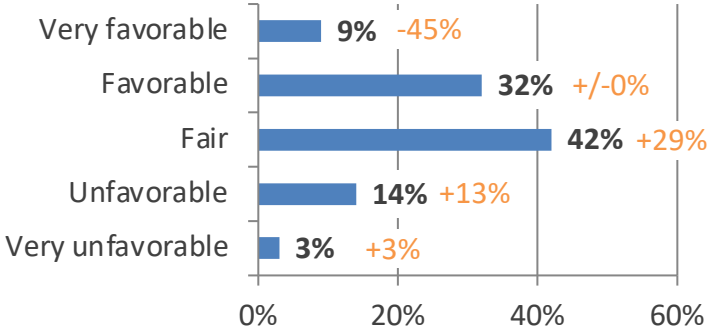
BE 510 Business Economics I (n=210)



CC 501 Decision Analysis (n=77)



CC 504 Corporate Social Responsibility (n=139)

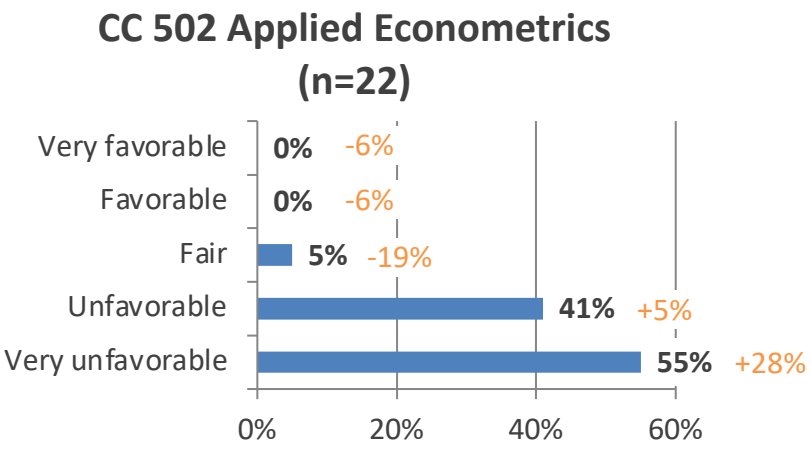


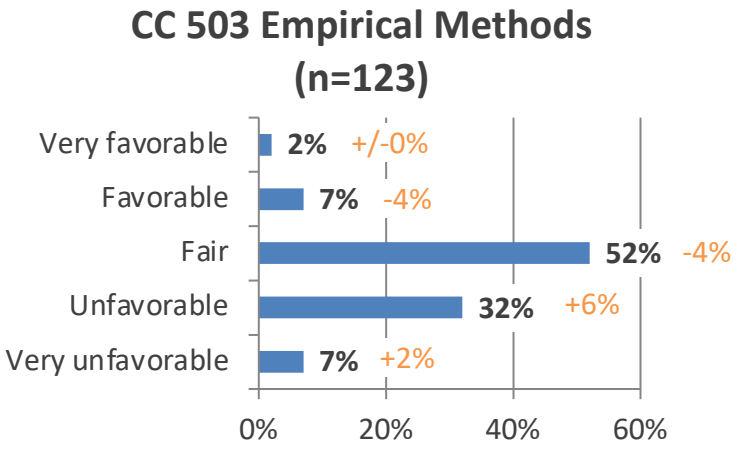
Remark:
Significant shift in the effort-credits ratio for CC 504, possibly due to the change in course format.

Workload: **Core Courses (II)**

Only courses with n ≥ 5 participants

How would you rate the effort-credits ratio of this course?



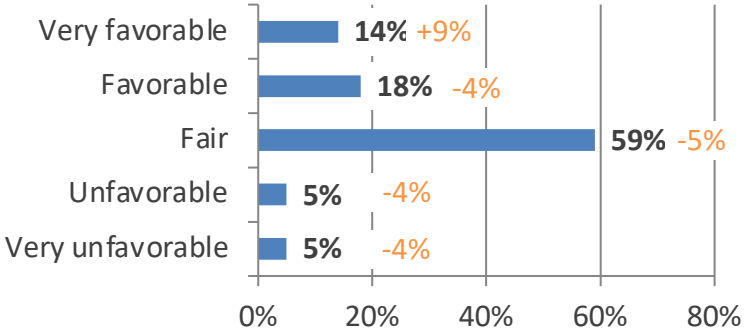


Workload: **ACC/TAX Courses (I)**

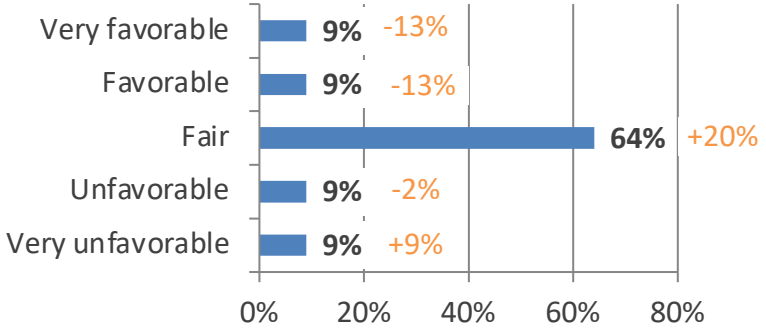
Only courses with n ≥ 5 participants

How would you rate the effort-credits ratio of this course?

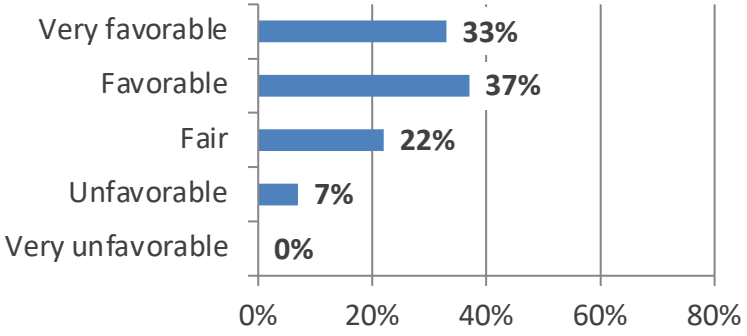
ACC 520 IFRS Reporting & Capital Markets (n=22)



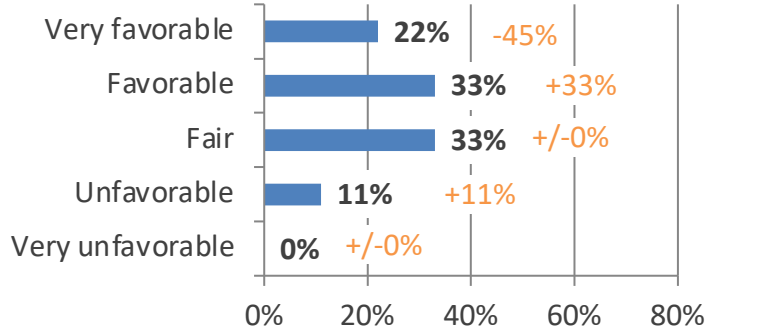
ACC 530 Group Accounting (n=11)



ACC 660 Corporate Sustainability and Value Creation (n=27)*



ACC 662 Private Equity: Due Diligence and Value Creation (n=9)



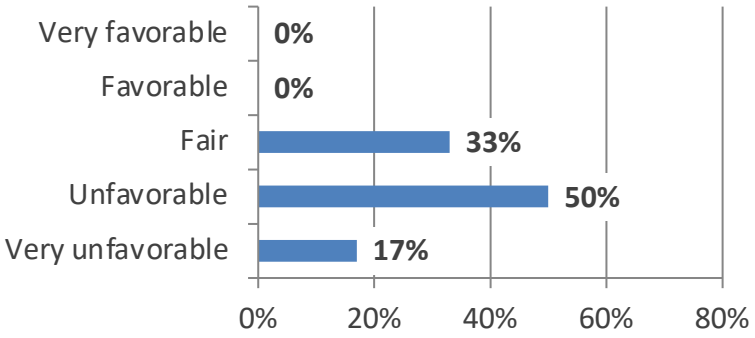
*no comparison to previous years possible

Workload: **ACC/TAX Courses (II)**

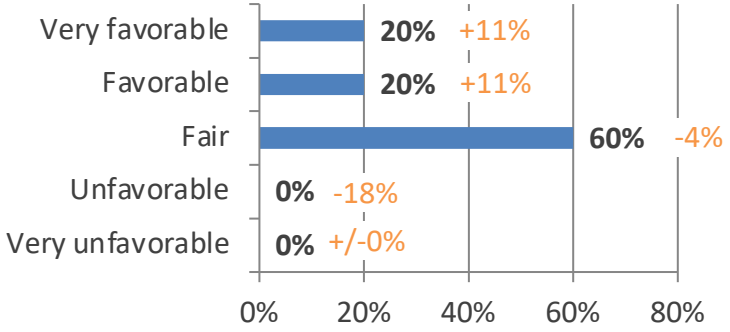
Only courses with n ≥ 5 participants

How would you rate the effort-credits ratio of this course?

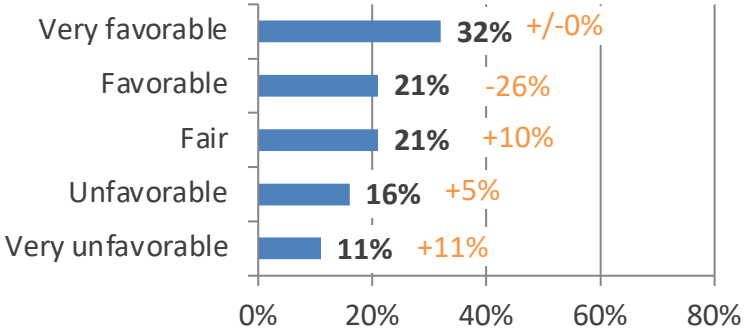
ACC Seminar (n=6)*



TAX 520 Besteuerung der Unternehmen (n=5)



TAX 660 Tax Planning: The Role of Taxes for Business Decisions (n=19)



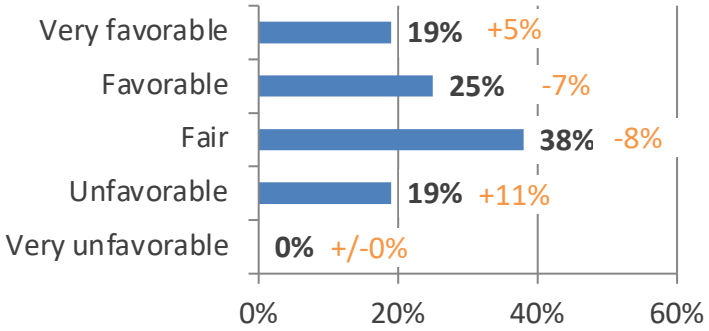
*no comparison to previous years possible

Workload: **FIN Courses (I)**

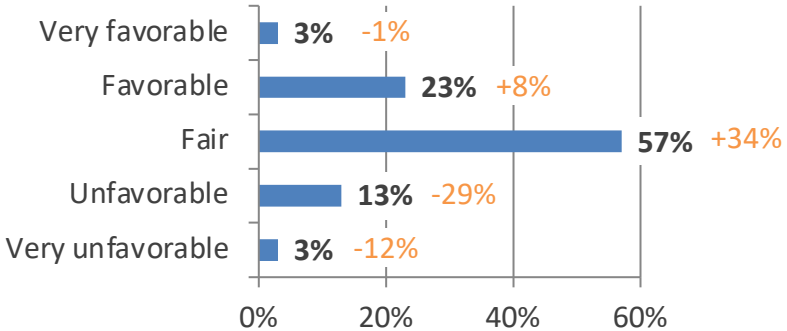
Only courses with n ≥ 5 participants

How would you rate the effort-credits ratio of this course?

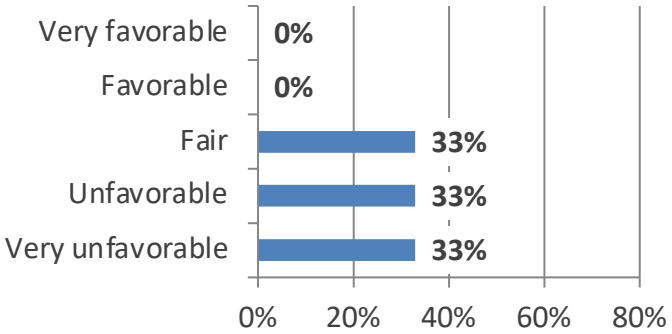
FIN 500 Investments (n=16)



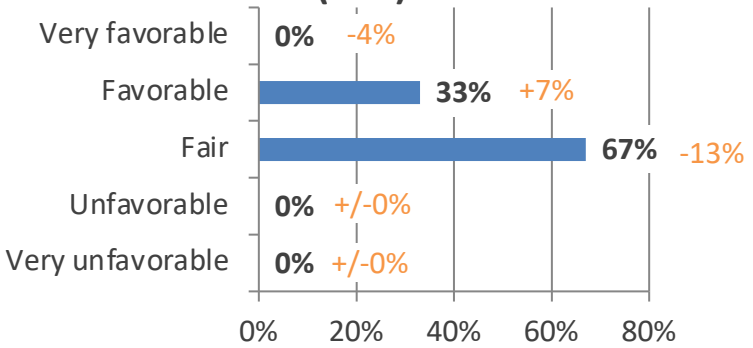
FIN 540 Corporate Finance I – Lecture (n=30)



FIN 541 Corporate Finance I – Case Study (n=18)*



FIN 580 Derivatives I (n=6)



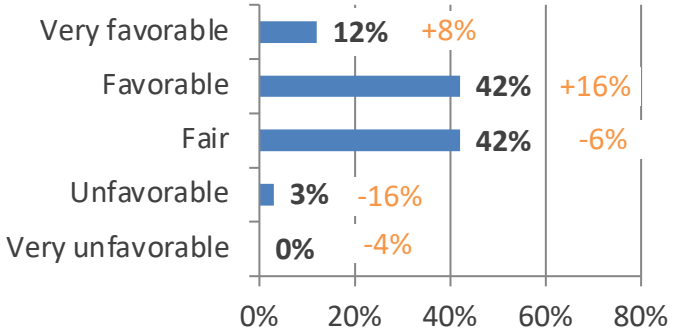
*no comparison to previous years possible

Workload: **FIN Courses (II)**

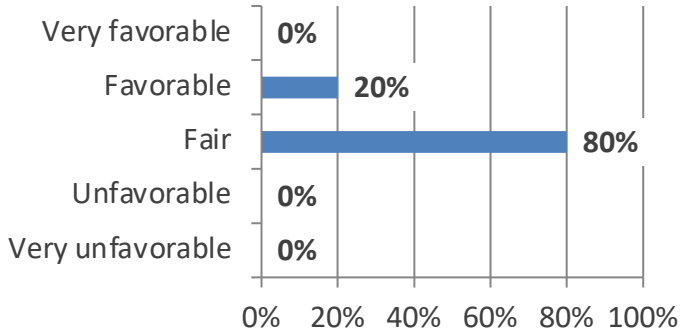
Only courses with n ≥ 5 participants

How would you rate the effort-credits ratio of this course?

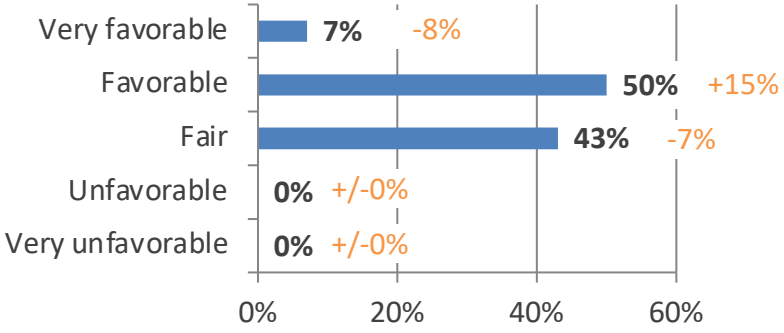
FIN 590 Financial Institutions I (n=33)



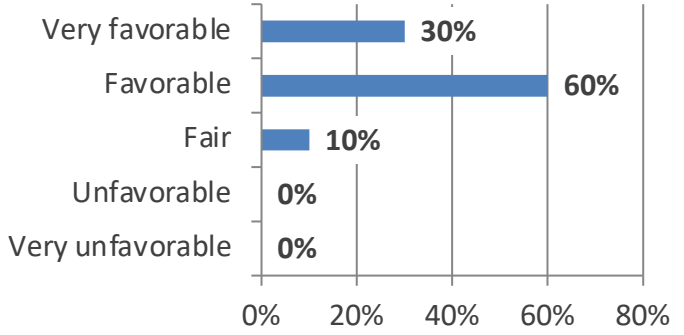
FIN 602 Trading and Exchanges (n=5)*



FIN 606 FinTech (n=14)



FIN 630 Corporate Governance (n=10)*



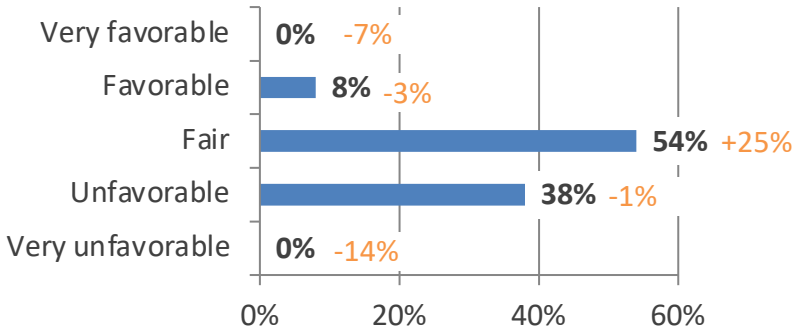
*no comparison to previous years possible

Workload: **IS Courses (I)**

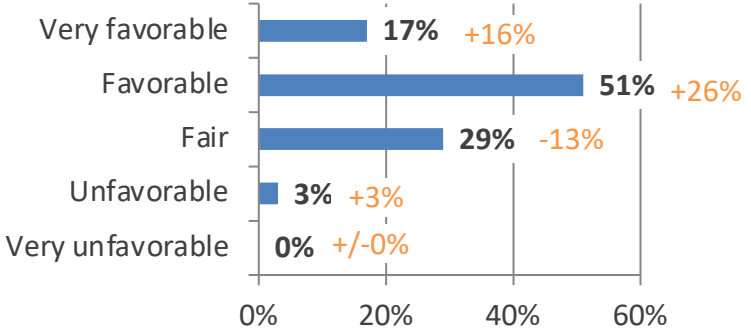
Only courses with n ≥ 5 participants

How would you rate the effort-credits ratio of this course?

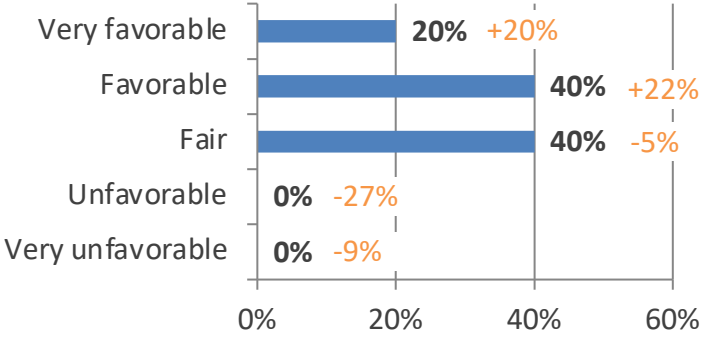
IS 515 Process Management & Analytics (n=13)



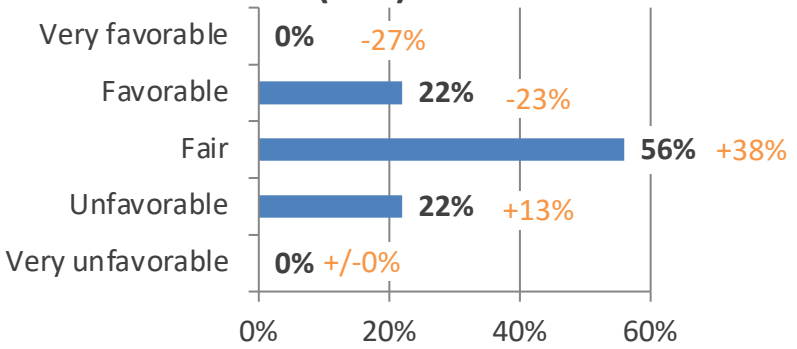
IS 540 Management of Enterprise Systems (n=35)



IS 557 Introduction to Scientific Programming with Python (n=5)



IS 614 Corporate Knowledge Management (n=9)

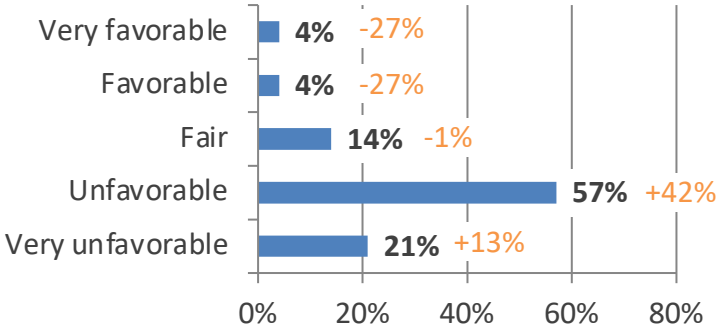


Workload: **MAN Courses (I)**

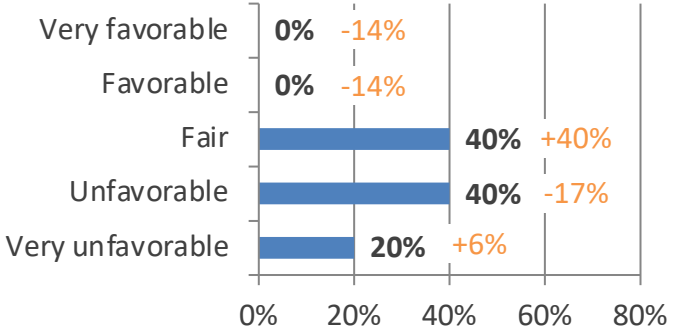
Only courses with n ≥ 5 participants

How would you rate the effort-credits ratio of this course?

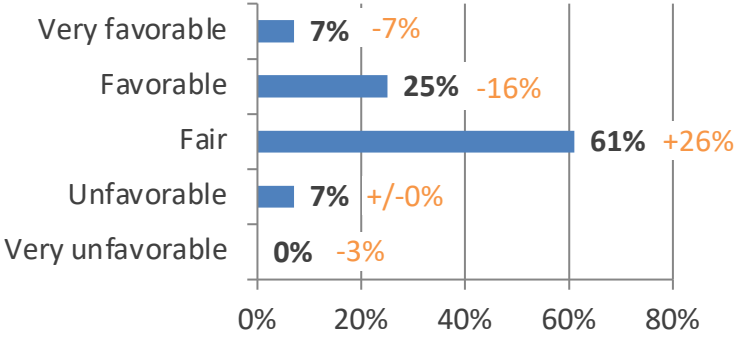
MAN 630 Introduction to Entrepreneurship (n=28)



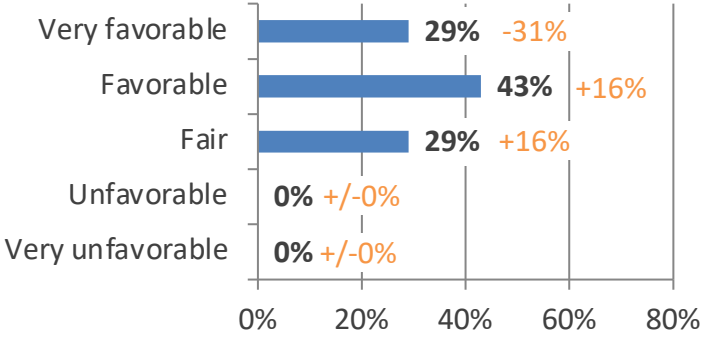
MAN 631 Creativity and Entrepreneurship in Practice (n=5)



MAN 645 Leadership and Motivation (n=28)



MAN 649 Human Resource Recruitment and Selection (n=28)

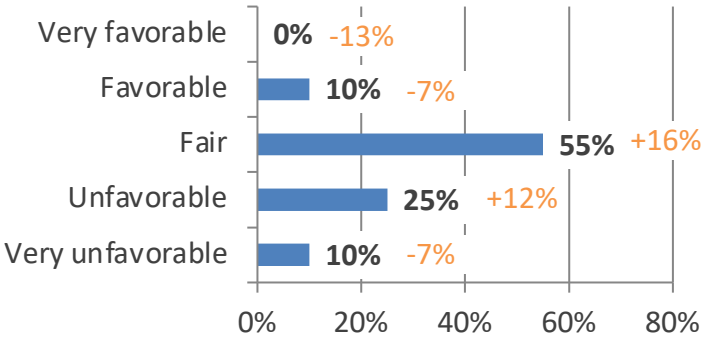


Workload: **MAN Courses (II)**

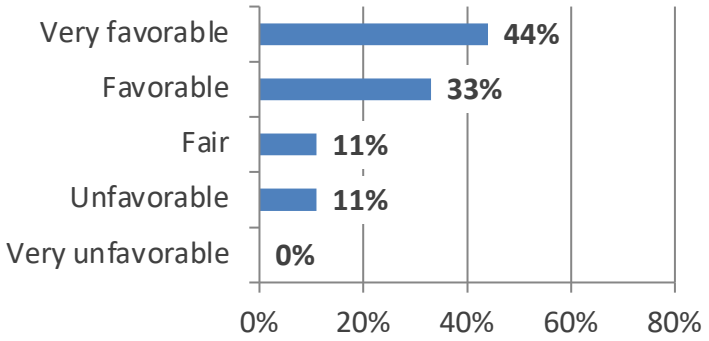
Only courses with n ≥ 5 participants

How would you rate the effort-credits ratio of this course?

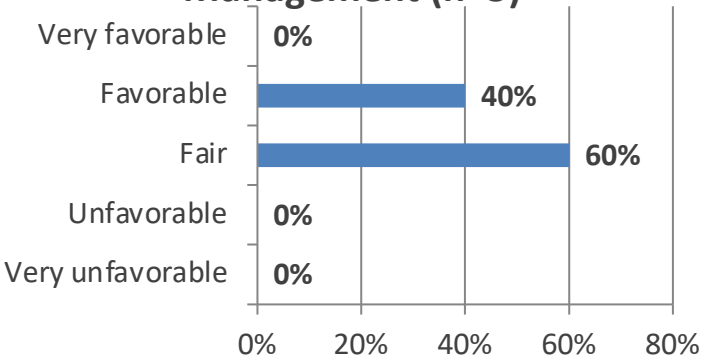
MAN 656 Mergers & Acquisitions (n=20)



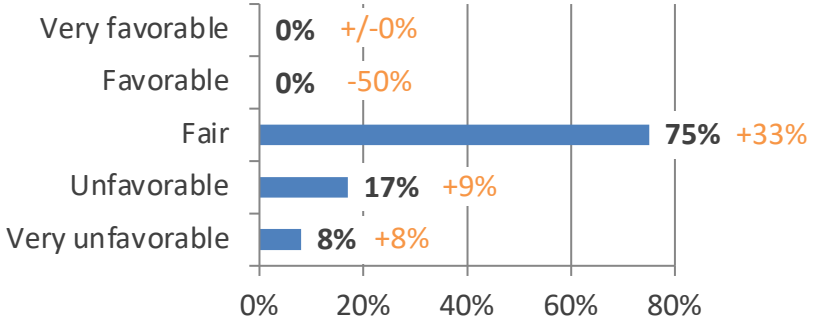
MAN 665 Sustainability Management Simulation: Net Zero (n=9)*



MAN 675 Ausgewählte Herausforderungen im Nonprofit Management (n=5)*



MAN 679 Eine wissenschaftliche Einführung in das Public und Nonprofit Management (n=12)



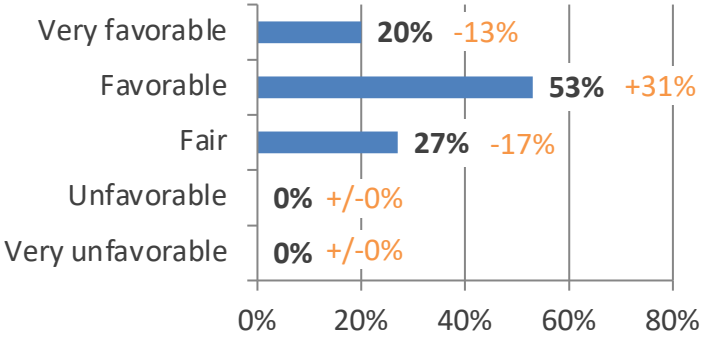
*no comparison to previous years possible

Workload: **MAN Courses (III)**

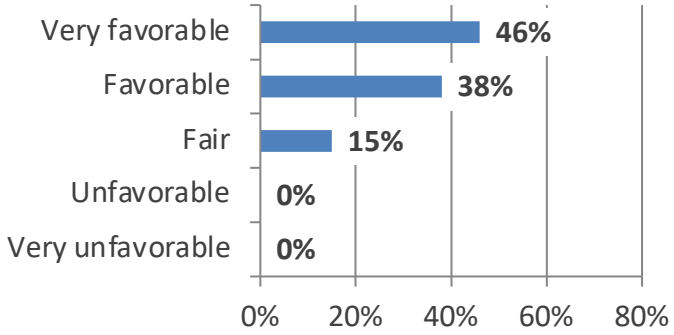
Only courses with n ≥ 5 participants

How would you rate the effort-credits ratio of this course?

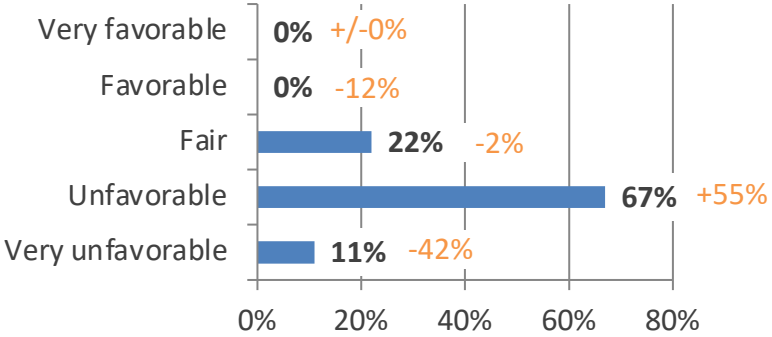
MAN 693 Strategic Intellectual Property Management (n=15)



MAN 698 Sustainable Business Innovation for the Circular Economy (n=13)*



MAN Seminar (n=17)



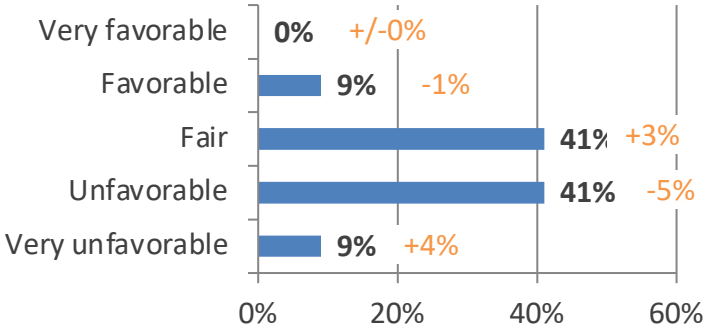
*no comparison to previous years possible

Workload: **MKT Courses (I)**

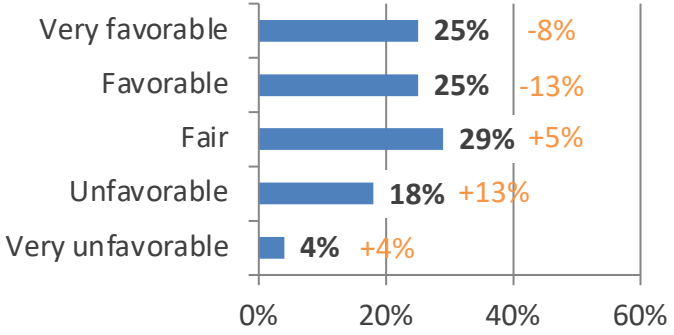
Only courses with n ≥ 5 participants

How would you rate the effort-credits ratio of this course?

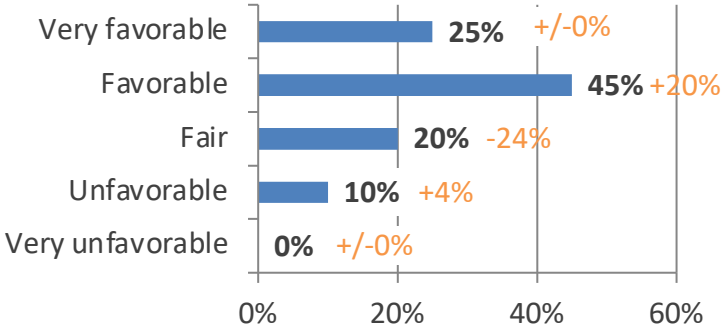
MKT 510 Price and Product Management (n=22)



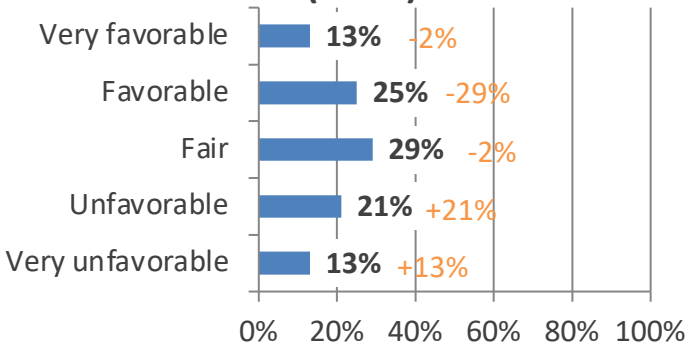
MKT 561 Service Business Model Innovations (n=28)



MKT 580 Digital Marketing Strategy (n=20)



MKT 612 Business-to-Business-Marketing (n=24)

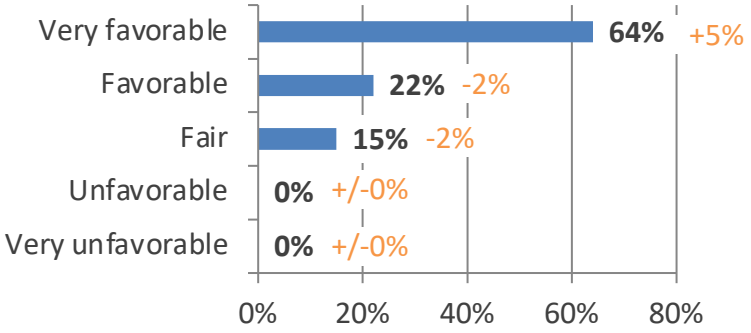


Workload: **MKT Courses (II)**

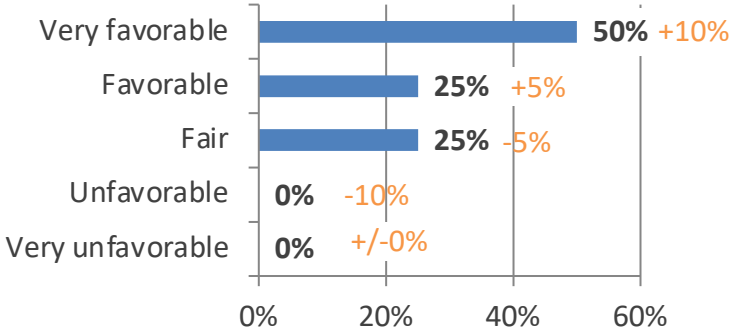
Only courses with n ≥ 5 participants

How would you rate the effort-credits ratio of this course?

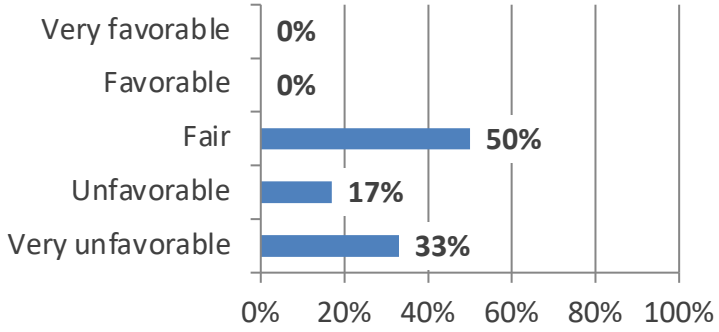
MKT 616 Verhandlungsführung (n=55)



MKT 623 Strategic Marketing Management Simulation (n=8)



MKT Seminar (n=12)*



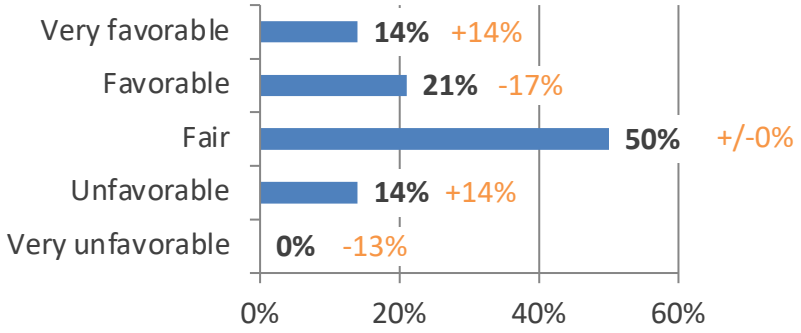
*no comparison to previous years possible

Workload: **OPM Courses (I)**

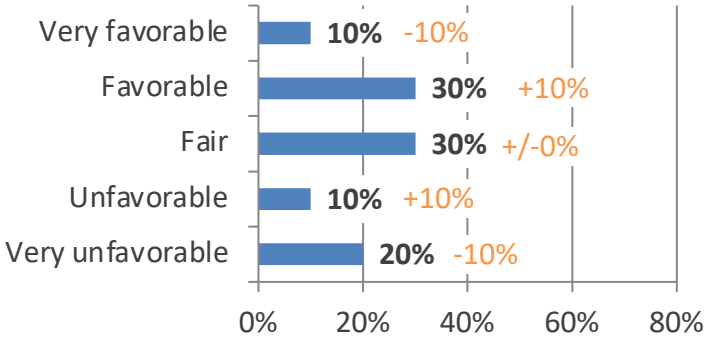
Only courses with n ≥ 5 participants

How would you rate the effort-credits ratio of this course?

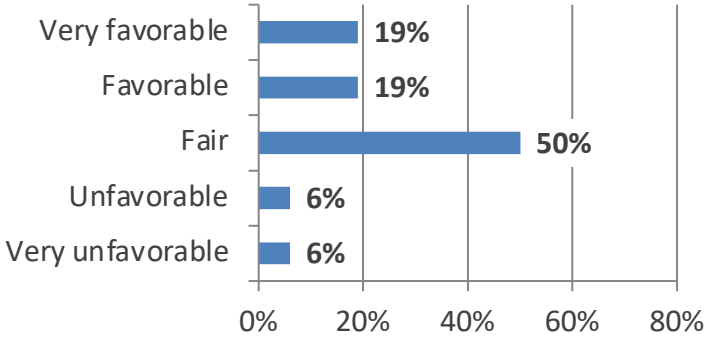
OPM 501 Logistics Management (n=14)



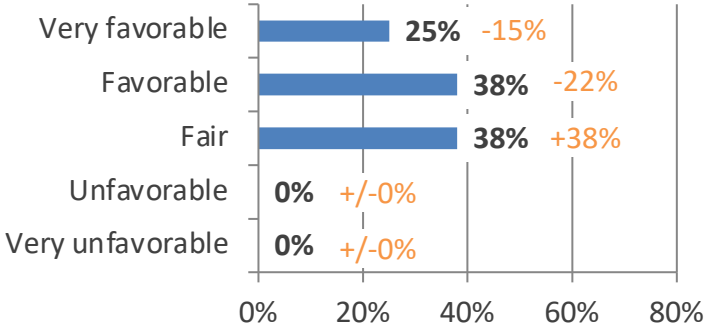
OPM 504 Transportation – Aviation (n=10)



OPM 560 Introduction to Operation Analytics with Python (n=16)*



OPM 561 Production Management: Lean Approaches and Variability (n=16)



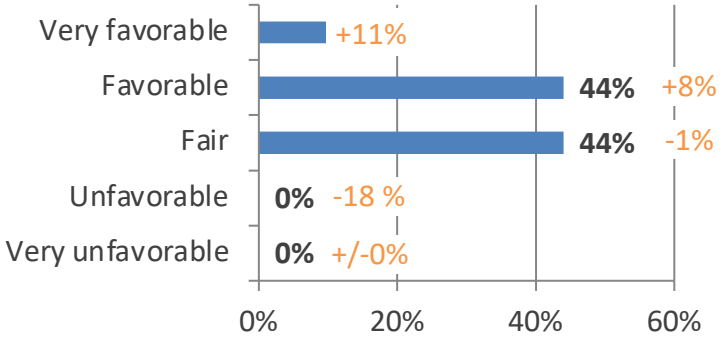
*no comparison to previous years possible

Workload: **OPM Courses (II)**

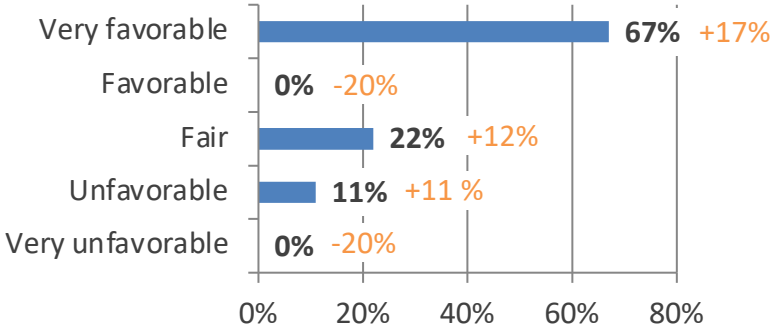
Only courses with n ≥ 5 participants

How would you rate the effort-credits ratio of this course?

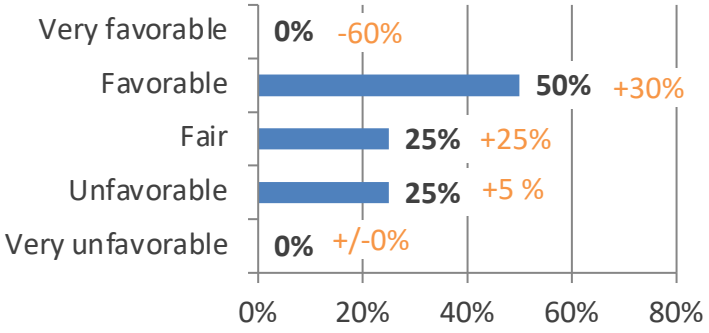
OPM 591 Strategic Procurement (n=9)



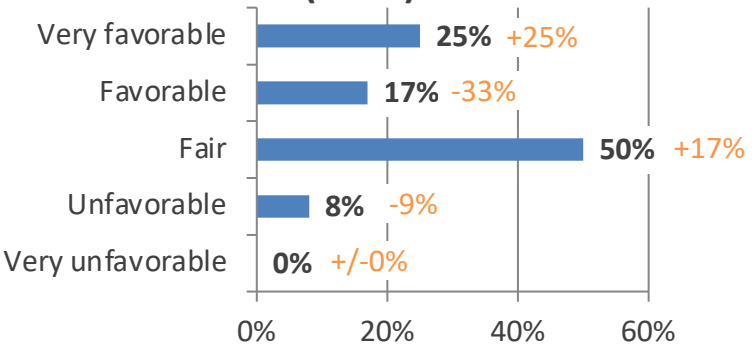
OPM 593 Negotiation (n=9)



OPM 597 Next Generation Procurement (n=8)



OPM 691 Supply Risk Management (n=12)



Comments: **Business Economics Main Issues**

1. Issues with the course structure – gap between lecture and exercise

>20x

- *"Lecture and exercise classes have a **huge gap** that cannot be easily closed, and **exercises are quite difficult**"*
- *"Lectures and exercises are completely on **different levels**"*
- *"A lot of content from the lecture was **not helpful** to solve the problem sets by yourself."*
- *"Couldn't imagine a such **badly structured module**."*
- *"This course overall was a disaster. After years of complaining about the course structure **nothing has changed** for the better. The lectures and live sessions were very **confusing**, **exercises way more difficult than the concepts explained.**"*

2. Quality of exercise sessions and material

15x

- *"The tutorials were **rather useless** as the tutor **did not seem to understand what they were doing**"*
- *"**Chaotic** exercise sessions, very **overwhelming exam preparation**"*
- *"What was most frustrating was that the TAs made so **many mistakes**."*
- *"Unfortunately, tutorials were **not helpful**"*
- *"Slides are **no real study aid**. Overall provided material seems rather low quality"*

3. Practical relevance

13x

- *"**No practical relevance** at all - doesn't fit into a master's program"*
- *"**Shouldn't be mandatory** as useless for most specializations and cumbersome"*
- *"I'm **unsure how** this could ever be **useful for a career outside of academia**."*

4. Workload

15x

- *"**Very high workload** to prepare for the exam"*
- *"It's a lot of work compared to other classes"*
- *"It's too much effort and **too much input** for 6 ECTS."*

5. Positive feedback and suggestions for improvement

- *"It's a lot of work compared to other classes, but the Professor was really **helpful and open to discuss** anything."*
- *"Excellent job of professor, **very well-thought-out concept**"*
- *"Great Professor, he explained the content super well in the **videos.**"*
- *"**Solutions for old exams** would be helpful."*
- *"The professor is really nice, but **more exercises for self-study** would be helpful."*
- *"Would be nice to have **real-life examples**."*

Comments: **Decision Analysis (I)**

"Very good professor, exercises and grading in line with what have been covered throughout the course."

*"Very dedicated, helpful and friendly professor! **Exam is fair** and the **workload is not too high**."*

*"Lovely professor, really **good studying environment**, fair exam"*

*"Very good lecturer, good structure, the best core course I have attended. **Very relevant for future careers**."*

*"**Very committed** professor."* 5x

3x *"Good professor, wants to make sure that you understand the stuff."*

"An exam on our computers would make way more sense, considering the topics involved."

*"Prof. Glanzer is very **motivated** and always **open to students' suggestions**."*

*"Very nice and motivated professor. The topics you have to study for the exam are **clearly defined and manageable**. Very fair exam."*

Comments: **Applied Econometrics**

*"Grading was favorable, but **many mistakes also in the exam**."*

*"**Exam results were extremely poor**, it seems hard to believe that it's all down to us students being lazy"*

*"**High workload** but the concept of recorded lectures/exercises is good."*

*"The professor has **low social competence** and is very **unfriendly** to his students via emails"*

3x

*"Can't really be an equivalent of the Empirical Methods course as it is **more advanced**"*

*"**Good combination of programming and theory**. But: excessive workload with 13 lectures + programming tutorials. The exercise format, where the **lecturers will basically kick you out** if you haven't prepared the exercise thoroughly, doesn't provide any benefit."*

*"Workload is too high, and the professor is **not so good at explaining the study materials**."*

Comments: **Empirical Methods**

5x

*"Good professor and good tutors but the **workload** is way too much compared to the amount of credits for the course."*

8x

*"Too much **time pressure in exam**"*

3x

*"The **exam was much harder** than the exercises or the old exams"*

"Structure was good! Grading was really not fair."

*"Good lectures and exercises, very much **theoretical input to learn by heart**."*

*"I haven't yet understood the benefit from **rushing through exercises** due to time pressure."*

*"Very nice lecturer, interesting topics! **Useful for future work** with R, **and the seminar/master thesis**."*

"Professor is just reading his slides."

Comments: **CSR Main Issues**

1. Course format, structure and delivery >20x

- *"Good idea, **bad execution**"*
- *"Hopefully the sustainability chair can take over soon – this class is just a **bad compromise**"*
- *"There were **no foundational concepts** and most professors didn't really care."*
- *"**Content delivery is often relatively poor** depending on the lecturer."*
- *"A bit too **superficial** with many lectures but short contents each"*
- *"Course structure **needs improvement** (at least having all lectures from one area in a row)."*
- *"Super bad structure, it seemed so **random** and **not linked at all**.. It would be highly **appreciated if one professor would teach everything**."*

2. Exam preparation and communication 10x

- *"**Q&A for the exam was cancelled** so it was hard to find out anything about how to prepare for it."*
- *"The lectures and **study load** per lecturer were **very uneven**."*
- *"**Very bad communication about what to expect in the exam**"*

3. Coordination 8x

- *"Bad concept! The different chairs that present the lectures are **not coordinating/connecting their contents at all**."*
- *"**Content repetition** in every lecture and multiple pieces of only subordinate use cases of CSR or ESG"*
- *"More coordination between the lecturers would be great. E.g., Vomberg **with extra readings vs. everyone else**."*

4. Exam grading and workload 9x

- *"Exam grading has **no standards** between the different areas and chairs."*
- *"**Unfair** grading"*
- *"Exam grading is **very untransparent**."*
- *"The exam was way **too detailed** and badly graded for the **information volume** covered in every lecture."*
- *"**Too many** professors with **different requirements on the tasks** in the exam"*

Input: **Suggestions for New MMM Courses (I)**

IT-related courses

- **More AI related Courses** x 3
- Courses about cloud technology
- Overview course to get familiar what different fields in the Ara exist
- Integration of AI and digital transformation into business and society
- More courses in collaboration with companies like in the OPM area
- IS programming courses for beginners

Finance and Accounting courses

- **More courses regarding venture capital and private equity.** x 5
- Quantitative Finance / Trading strategies x 2
- Environmental Taxation x 2
- Risk Management / Insurance related courses x 4
- Sustainable (Impact) Finance / Investments x 2
- (International) Trade/Transaction Finance x 2
- Investment banking courses / case studies
- Accounting for Banks x 2

Input: **Suggestions for New MMM Courses (II)**

Management courses

- Bring back/come up with new the **sustainability courses.** Maybe add in unrestricted options that might not be as interactive but at least give students the chance to attend courses of their chosen study field. x 9
- (International) Tourism management x 2
- Strategy-Related or **Consulting Project** Simulations by Management Chair x 3
- Strategic Business Development x 2
- More courses of the type of corporate restructuring/strategy, so there isn't too much competition or offer them in both semesters
- Sports management 2 x
- Luxury management 2x
- Mobility Management
- Business models for the circular economy
- (Applied) Project Managment in cooperation with a company or by doing a case study or (Applied) Business development in cooperation with a company or by doing a case study
- Hospitality management
- Infrastructure-Management

Input: **Suggestions for New MMM Courses (III)**

Marketing courses

- MKT: **Luxury goods** management or something similar (x 4)
- More **Sales (strategy) courses** (x 4)
- **More not restricted** Marketing courses (x 5)
- More “creative” Marketing courses (e.g. use of Photoshop in the industry etc.) (x 2)
- Applied Digital Marketing (HTML, CSS, SEO etc.) (x 2)
- Employer Branding
- More Brand related courses Consulting Courses with case studies/projects
- Nudge Marketing
- More quantitative MKT courses (especially in the HWS)
- Social Media / Influencer Marketing
- Entertainment Media Markets
- AI/AR/VR in the context of Marketing
- Sustainable and Ethical Marketing
- Market Analysis and Market Sizing

OPM courses

- Mobility Management
- More Supply Chain Analytics courses

Input: **Suggestions for New MMM Courses (IV)**

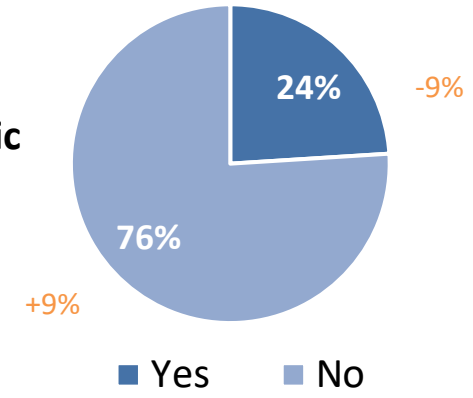
Other courses

- Courses focusing more on the empirical research design of studies (econometrics).
- Advanced Excel for Managers
- A course that explores the engineering field
- Lifecyle Assessment
- A CEO course would be super cool which prepares on the task of a CEO and gives insights of the day-to-day of CEOs. If real CEOs could also hold some guest lectures this would be amazing
- More simulation Courses with higher quotas.
- More smaller courses lead by industry experts
- Business Language Elective such as: French or Spanish for Business (not only focus on English)

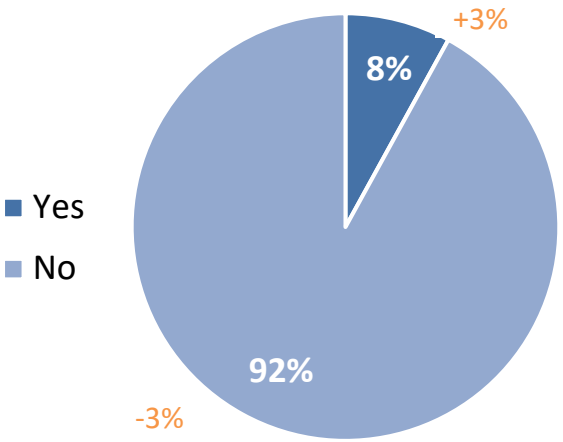
3. SEMINAR THESIS

Fall Term 2023: **Academic Writing**

Are you familiar with the online course Academic Writing for MMM students on ILIAS?



Did you use the course "Academic Writing for MMM students" to prepare yourself for the seminar or master thesis?



If yes, helpful?

- *"yes."*
- *"A little."*
- *"Content too general."* 3x

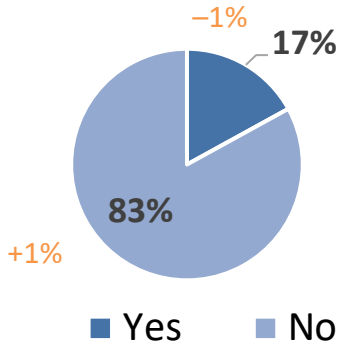
If no, why not?

- *"Didn't know about it."* 36x
- *"No time."* 6x
- *"Forgot to do it."* 4x
- *"Didn't see the need/no interest."* 20x

Seminar Thesis: **Application**

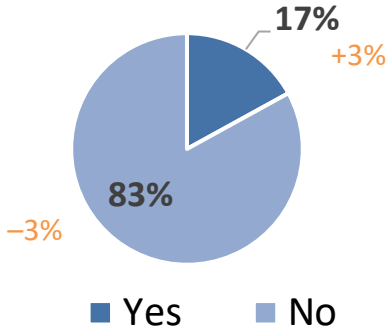
Have you applied for a seminar thesis this semester?

Participants: n = 287



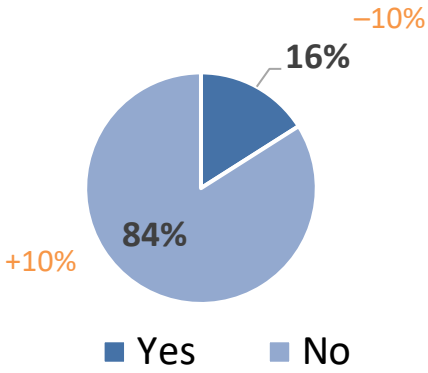
Have you started/completed a seminar thesis this semester?

Participants: n = 287



Have you applied for a seminar thesis and been rejected?

Participants: n = 50

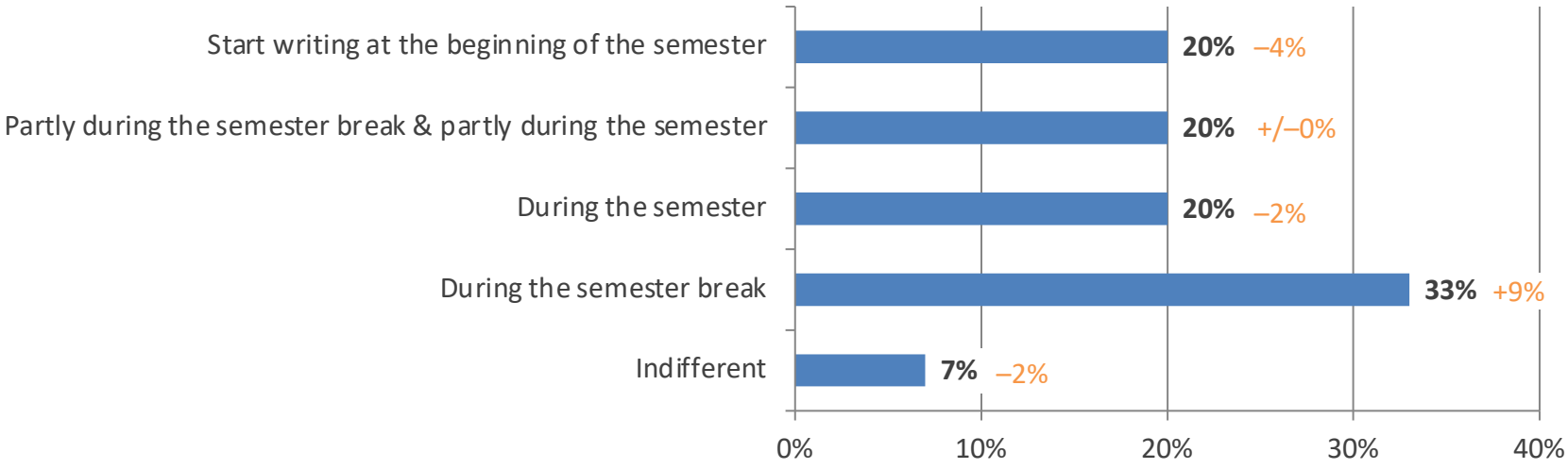


Remark:
Most rejections at the chair of Prof. Biemann (Chair of Business Administration, HRM and Leadership)

Seminar Thesis: **Choice of Timing**

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

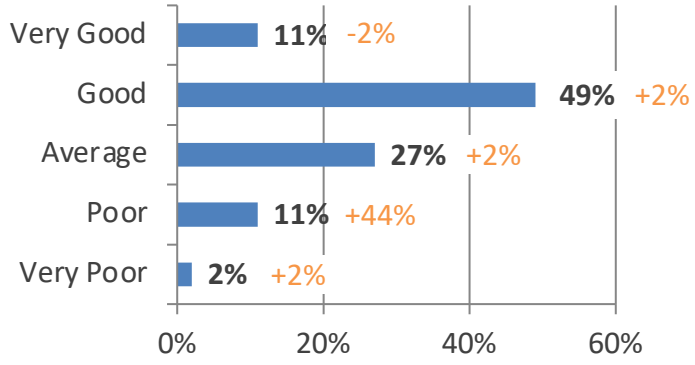
Participants: n = 45



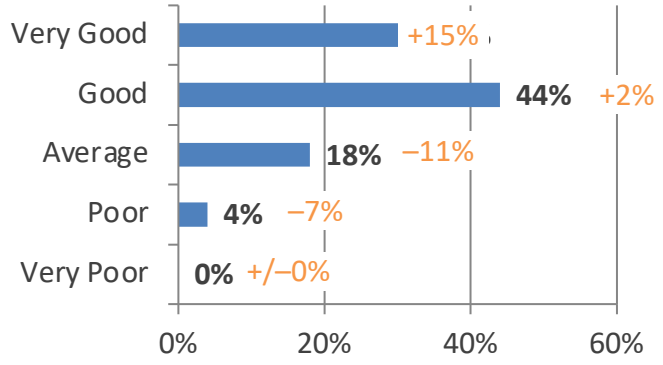
Seminar Thesis: **Quality Rating (I)**

How would you rate…

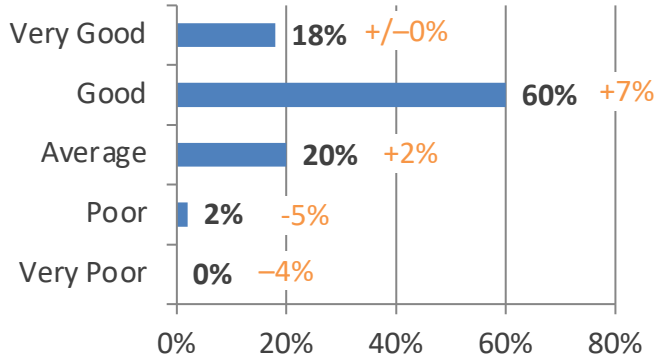
…the overall provision of information before deciding on a chair?



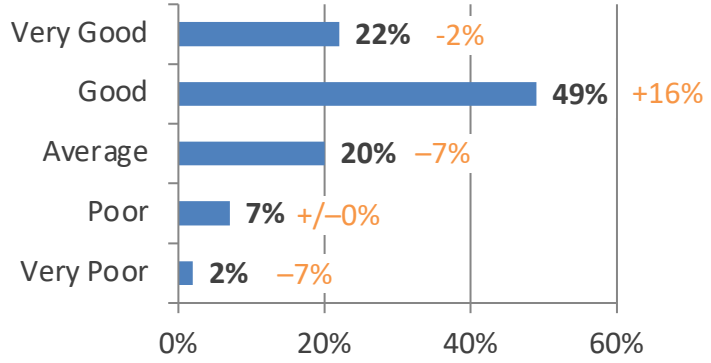
…the variety of topics?



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



…the process by which the topics were assigned?

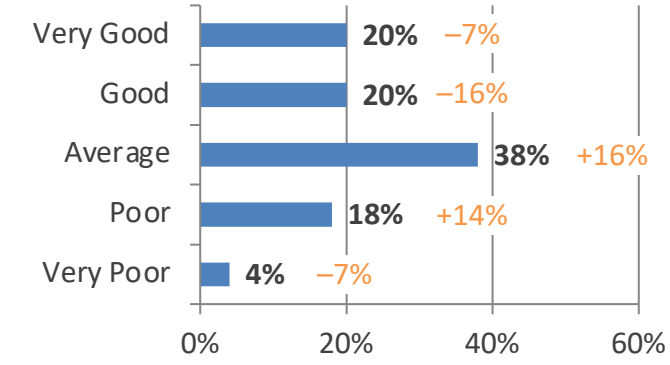


Participants: n = 45

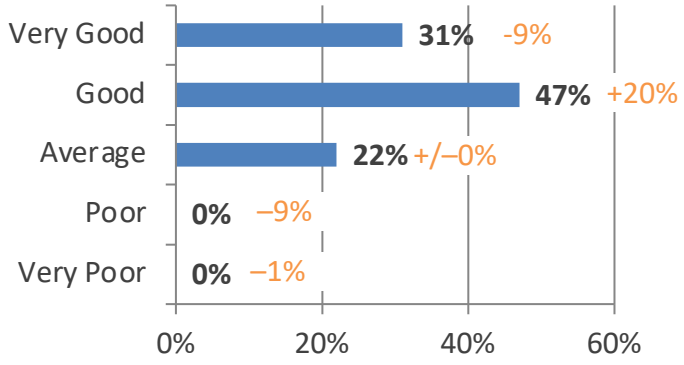
Seminar Thesis: **Quality Rating (II)**

How would you rate…

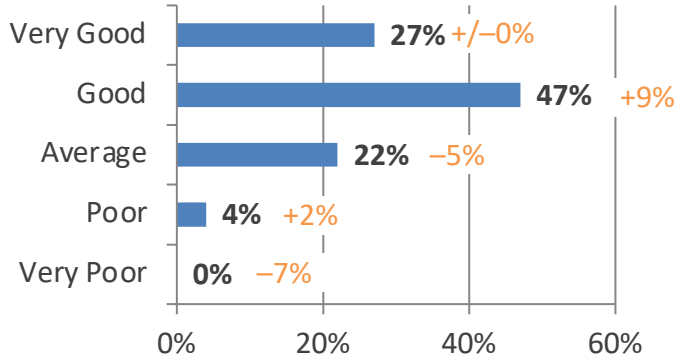
…the opportunity to influence your topic?



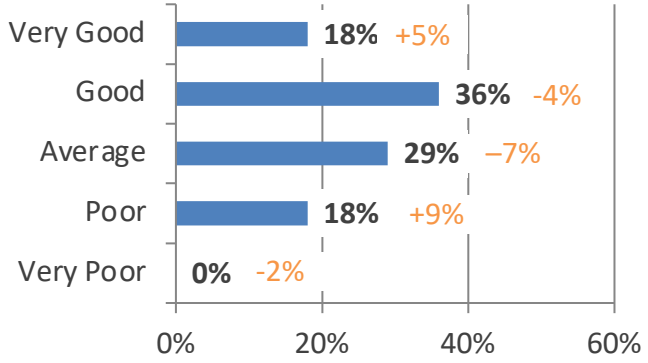
…the formal support by the chair?



…the content-related support by the chair?



…the time frame of the seminar thesis?

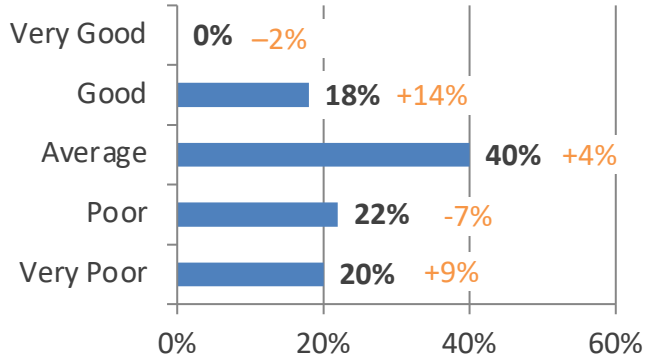


Participants: n = 45

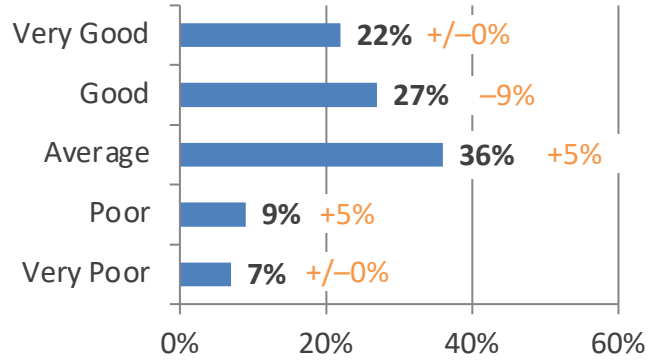
Seminar Thesis: **Quality Rating (III)**

How would you rate…

…the workload required to complete the seminar?



…the provision of feedback after the seminar thesis?



Participants: n = 45

Seminar Thesis: **Comments**

*"It takes way **too much time and effort** for 6 ECTS."* x 3

*"The differences in the **degree of difficulty in topics** was not considered […] Some topics are easy to grasp and understand even if you never have heard anything about it before while others required a lot more additional effort […]"*

*"I was confused that every chair has **different guidelines regarding referencing styles and declarations** of intent e.g. one chair requires an extra declaration for the use of generative AI."*

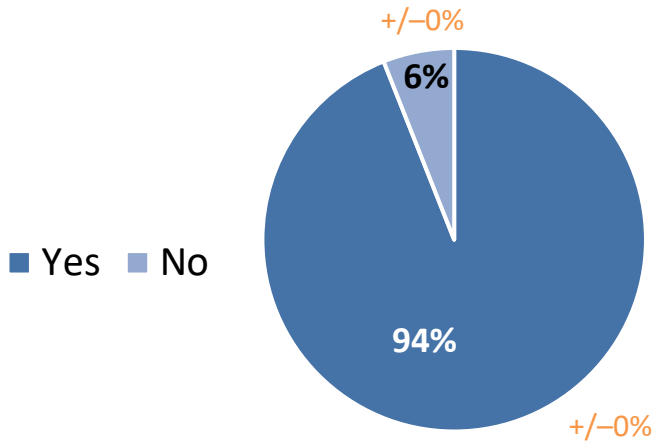
"I would have proffered it if we could write our thesis at least partially during the semester break. But other than that, the time frame was acceptable."

*"The **application process** was last semester **still not aligned**. For example, marketing had the acceptance deadline one day prior to the feedback date of management […]. Ideally, there would be a fully coordinated process like in the marketing area, but with all areas and chairs with flexible prioritizing."*

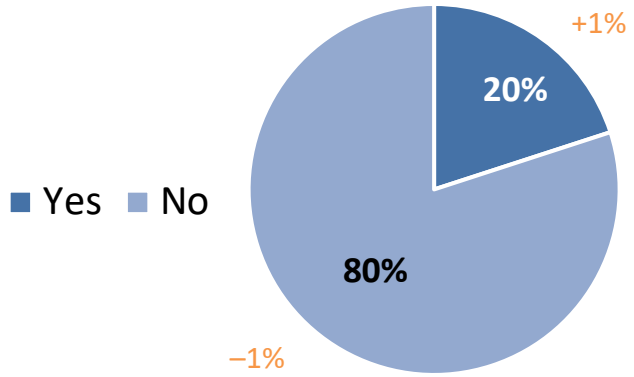
4. MASTER THESIS

Master Thesis: **Application**

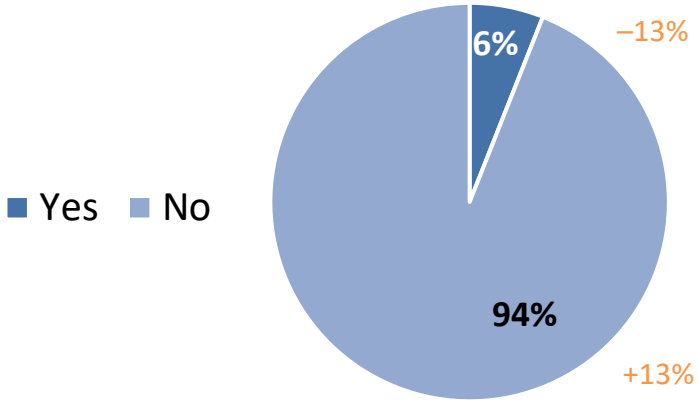
Is/was it the chair of your first choice?



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



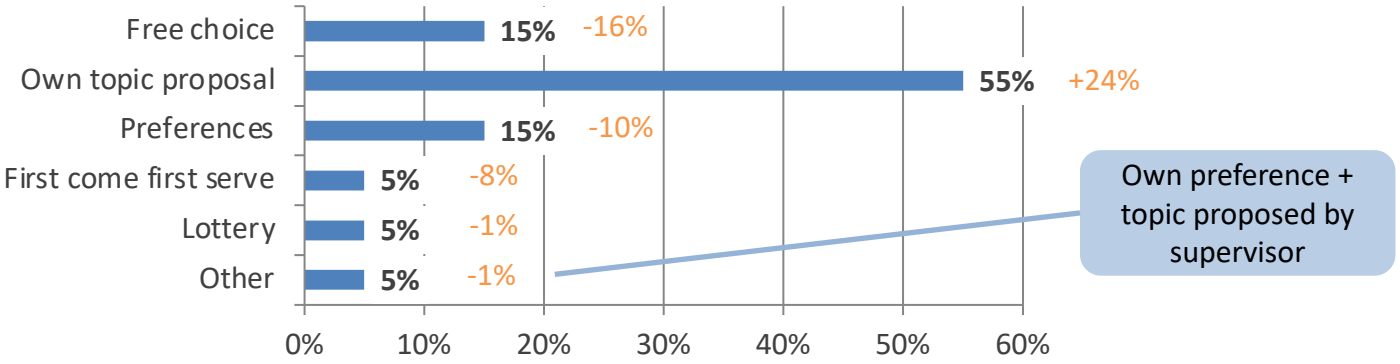
Does it differ from the chair of your seminar thesis?



Participants: n=16

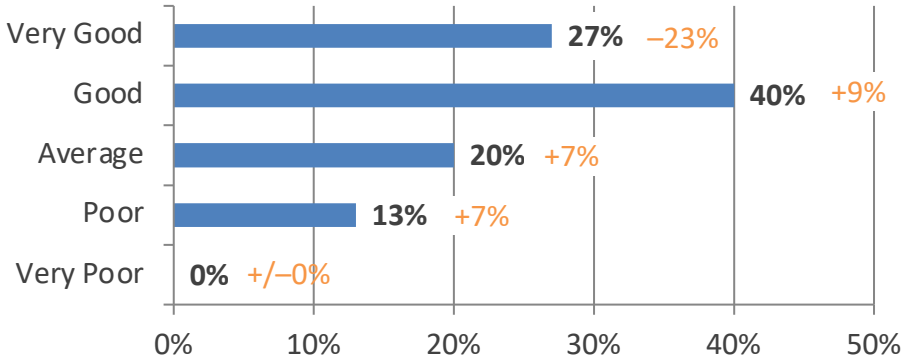
Master Thesis: **Assignment of topics**

What system of assigning the topics did the chair use?



Participants: n=18

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

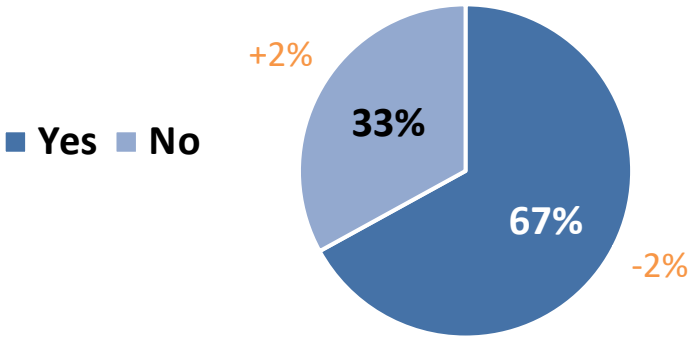


Participants: n=15

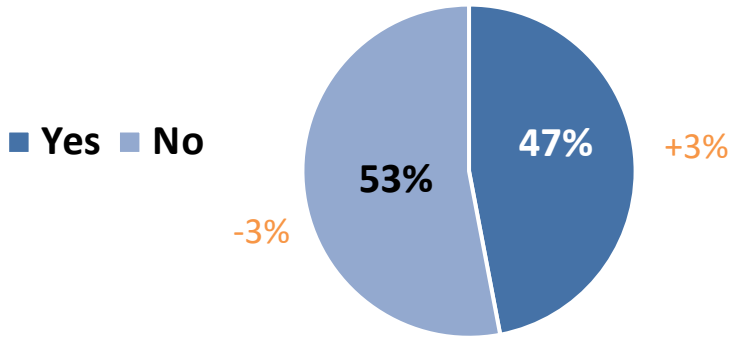
Master Thesis: **Preparation**

Did you feel well prepared for your master thesis by ...

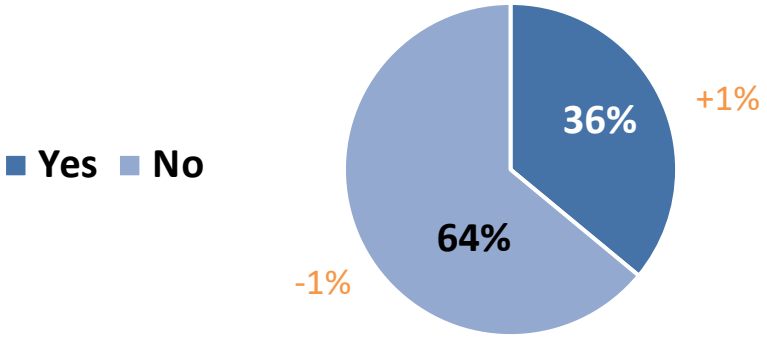
(a) ...prior research (bachelor thesis, seminar paper)?



(b) ...courses offered during your studies?



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

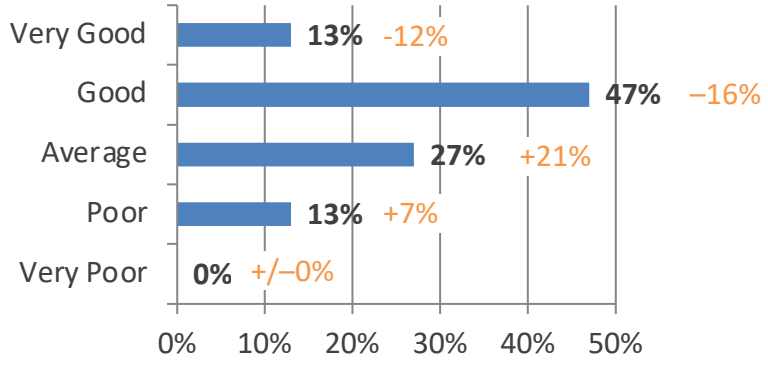


Participants: n=15

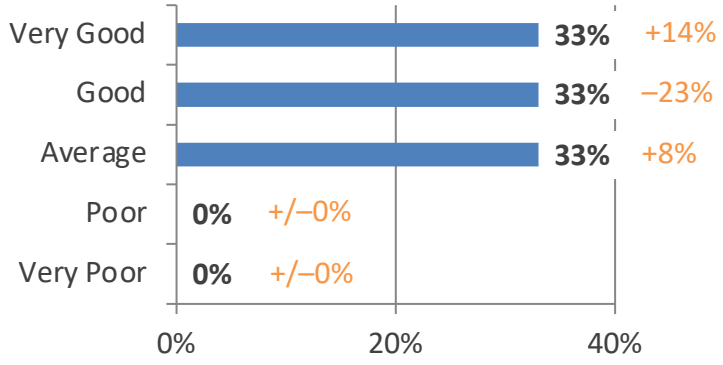
Master Thesis: **Quality Rating (I)**

How would you rate…

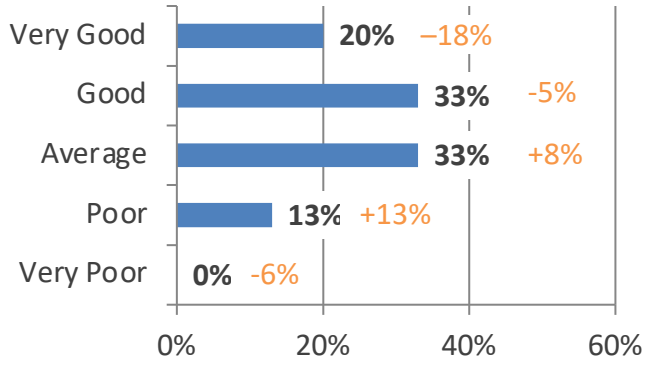
…the overall provision of information before deciding on a chair?



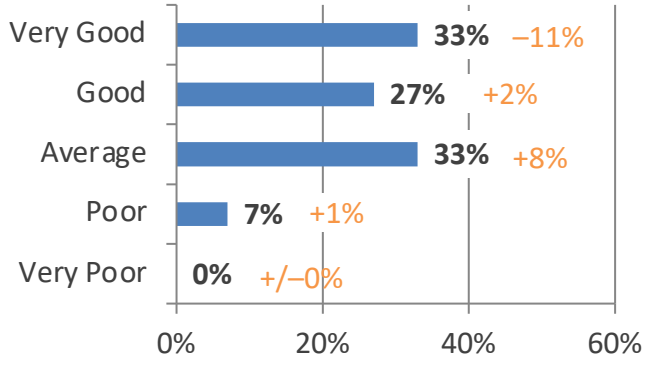
…the variety of topics?



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



…the time frame of the master thesis?

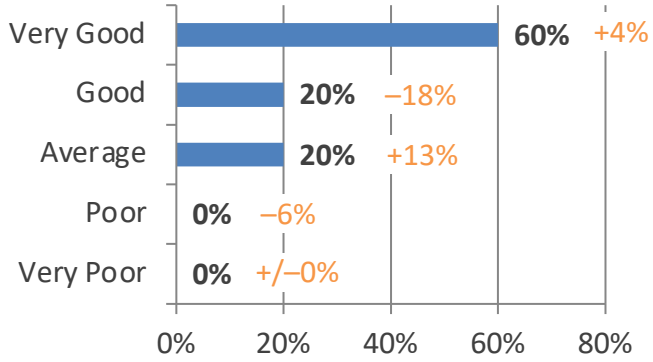


Participants: n=15

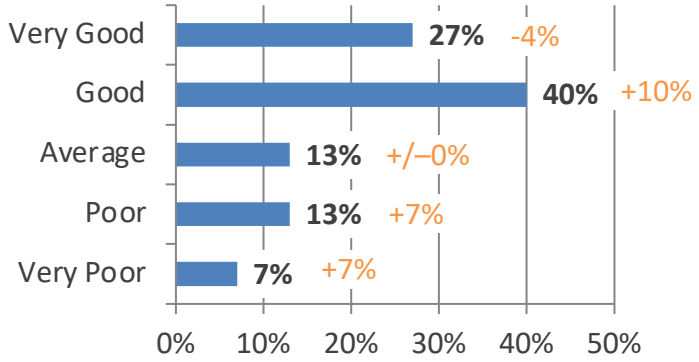
Master Thesis: **Quality Rating (II)**

How would you rate…

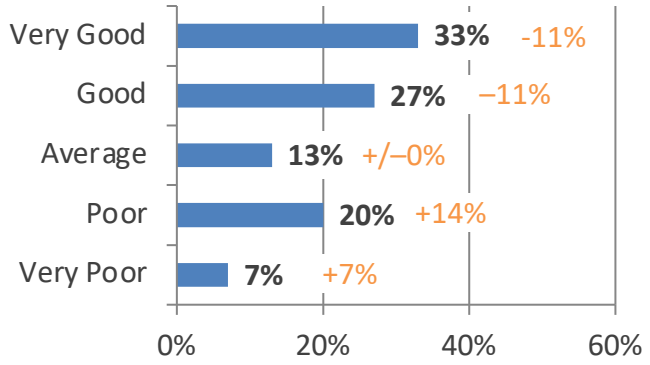
…the opportunity to influence your topic?



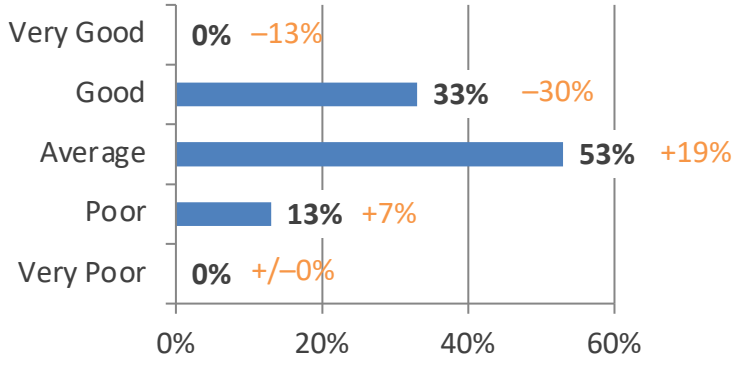
…the formal support by the chair?



…the content-related support by the chair?



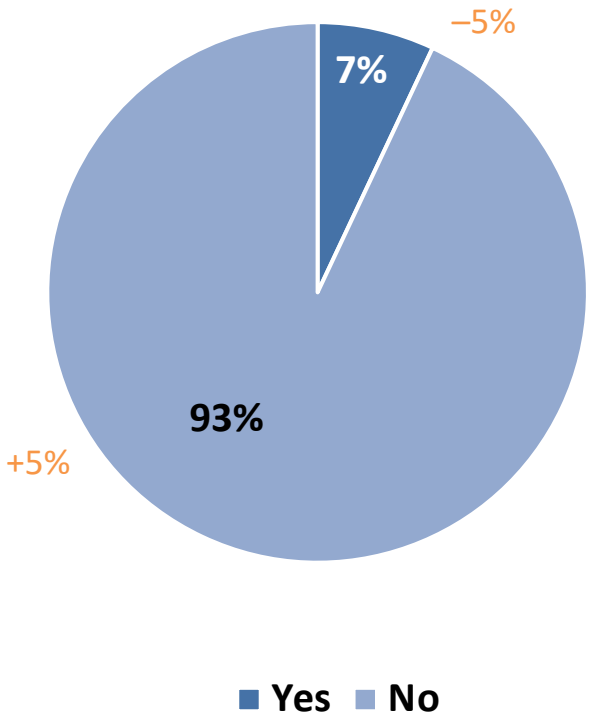
…the provision of feedback after the master thesis?



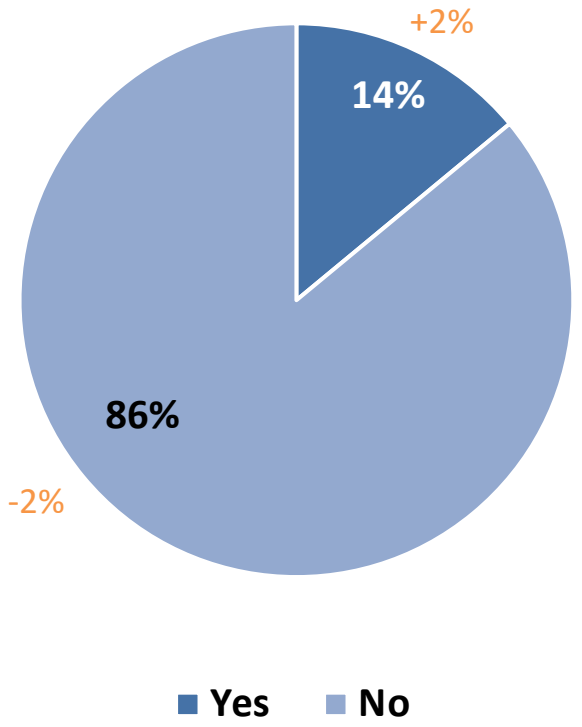
Participants: n=15

Master Thesis: **Defending thesis**

Did you defend your master thesis?



Would you have preferred to defend your thesis?



Participants: n=15

Master Thesis: **Comments**

*"Maybe offer **alternatives to thesis** as this is only interesting for students going into academia"*

*"**Significant differences in requirements** among areas and chairs at least in the management area – need to plan the course of study way ahead"*

*"Encourage to have many **meetings between supervisor and student**, it does not make sense to reduce the grade for having more than **3 meeting**s"*

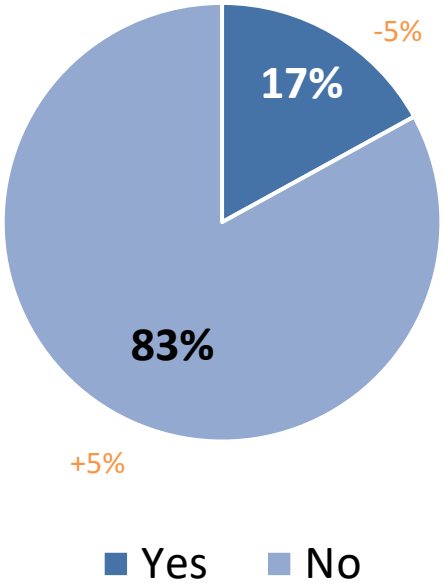
*"Much **more effort** and time required to write the thesis because you had to **find the topic on your own**. Not comparable to the workload at other chairs"*

*"It was very difficult to reach **out to my supervisor** which was very annoying, since once you have a deadline, you cannot wait for several weeks for an answer to your question"*

5. ELECTIVES

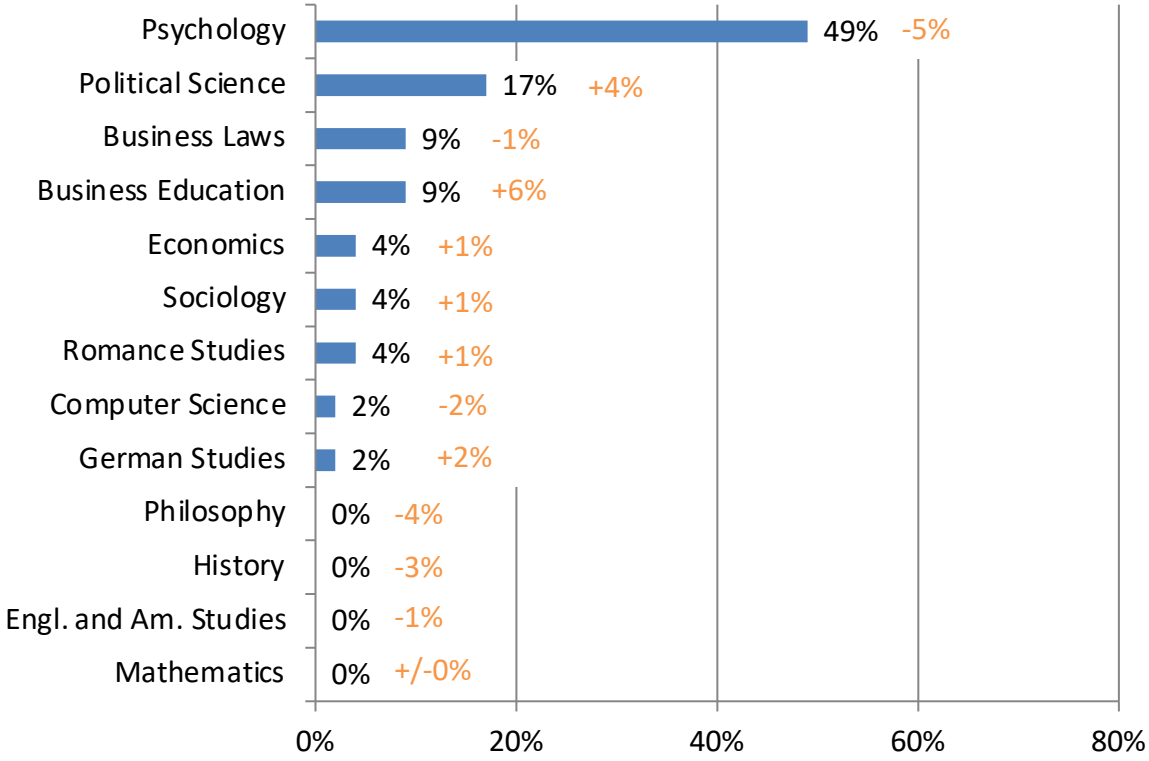
Fall Term 2023: **Electives**

Are you taking an elective?



Participants: n = 287

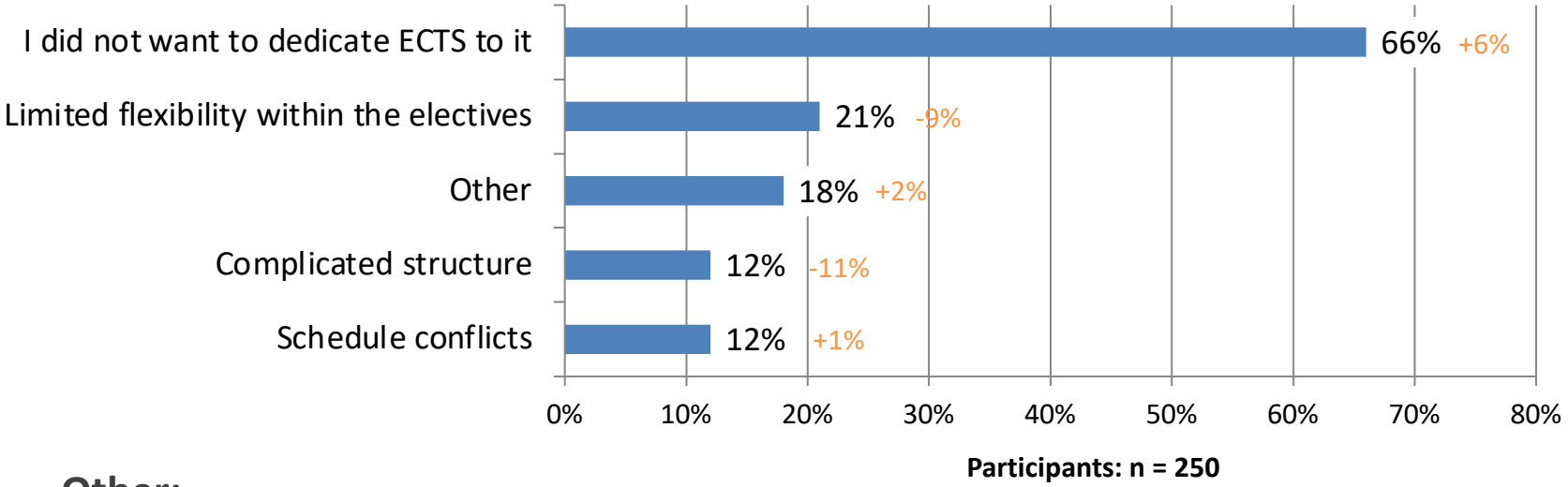
If yes, which one?



Participants: n = 53

Electives: **Reasons against**

If no, why not? (multiple answers possible)



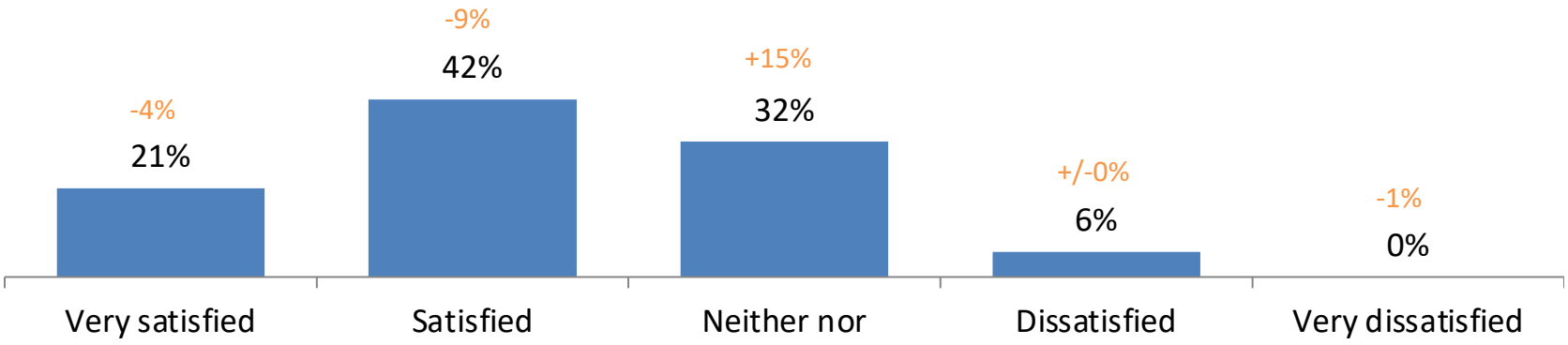
Participants: n = 250

Other:

Unfavorable ratio of ECTS and workload (E.g., Mathematics/Informatics).	When participating in an exchange semester, only ability of few ECTS to allocate freely since core courses encompass too many ECTS. If there were fewer core courses, I would have taken an elective.
There are so many interesting courses within MMM.	
Electives are mostly in German.	Double Degree excludes electives.

Electives: **Satisfaction and Comments**

Overall, how satisfied are you with your elective?



Participants: n = 78

Comments:

"Highly recommended when intending to take the German tax advisor exam (Tax law elective)"

"Interesting lectures, but very hard to get good grades"

"Very nice alternative to only hearing business lectures. Very interesting, favorable grading"

"Not many advanced courses"

"Study plan is unfavorable & it is hard to find the right contact person within faculties"

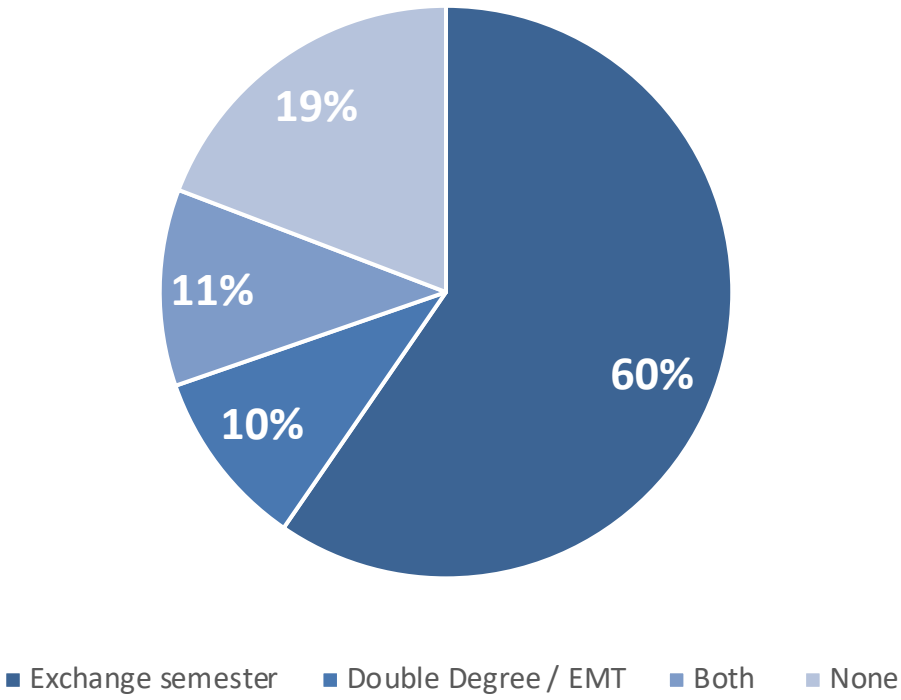
"Most of the courses only HWS"

"Modules are very time-consuming, due to regular submissions & catching up with missing knowledge of computer science students"

6. STUDY ABROAD

Fall Term 2023: **Study Abroad Application**

Did you apply for any of the available study abroad options?*

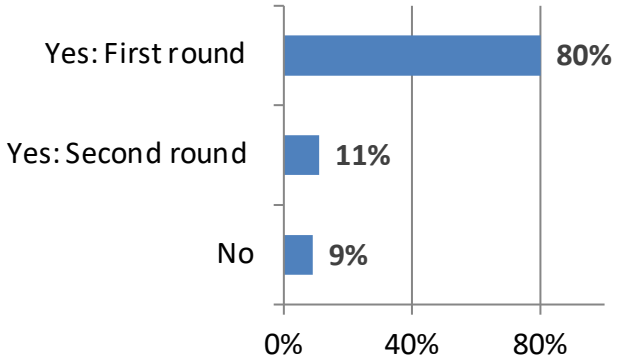


Participants: n = 211

*New question, no comparison to previous years possible

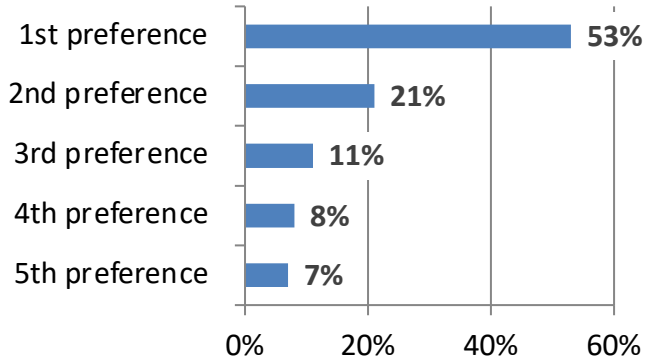
Application: **Exchange Semester**

Did you receive an offer for an exchange semester?*



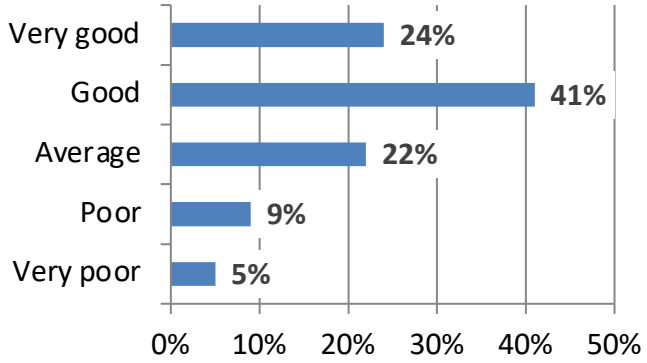
Participants: n=148

If yes, which of your preferences did you get?*



Participants: n=135

How would you rate your overall satisfaction with the application process for an exchange semester?*



Participants: n=148

*New question, no comparison to previous years possible

Exchange semester application: **Comments**

Do you have any comments on the process and/or suggestions on how to improve it?

20x
*"**More transparent process**"*

15x
*"More **transparent** communication of the **selection criteria** – what does really matter ?*

8x
*"**Better timing for publishing the results** of the selection process – communication of the delay and not publishing it on the day of the BE exam as that was discouraging for many students who got rejected"*

4x
"More modern application portal."

5x
*"Disadvantage for students who did their **Bachelor at a University**"*

4x
*"Giving **more detailed information** when getting a **rejection** to improve the second application"*

8x
*"At another university, there was a website where you could see **how many people applied** for which exchange as well as **how many spots** there are for each exchange. It was very useful for deciding and managing expectations."*

Exchange semester application: **Comments**

Do you have any comments on the process and/or suggestions on how to improve it?

*" There was confusion whether a **bachelors degree completely thaught in English** is sufficient as a **proof of language proficiency**. A point on the info slidedeck stating that it is not accepted would be helpful."*

*"When accepting more students into the MMM make sure to also **increase the spots at the exchange universities**.*

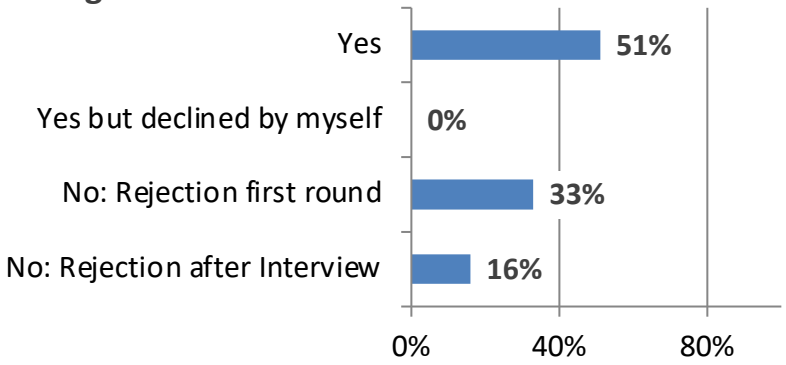
*"A little bit **to much effort** needed in the application process."*

*"I understand that publishing the **number of available spots per University** in the first round is not possible but for the **second round it can take away many doubts and fears** if doing an exchange is important for you."*

*"There should be **clear points assigned to each of the evaluation criteria** and explanation on how different backgrounds of applicants would be compared in order to assign the spots."*

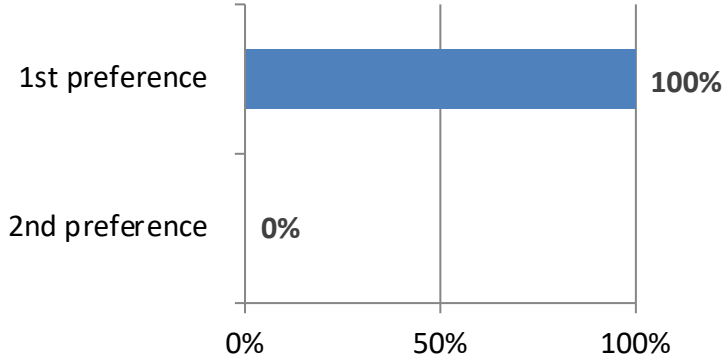
Application: **Double Degree/ EMT**

Did you receive an offer for a Double Degree or EMT-Program?*



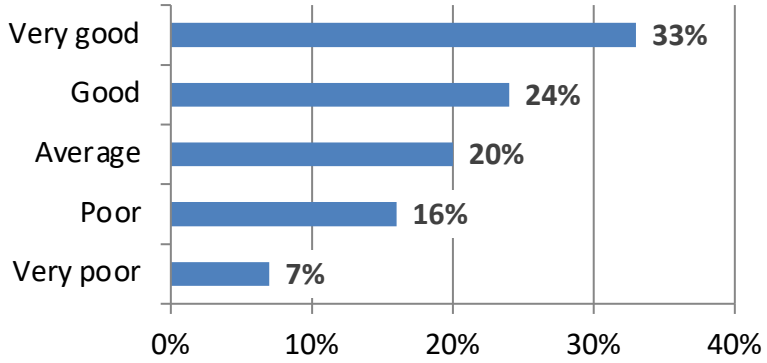
Participants: n=45

If yes, which of your preferences did you get?*



Participants: n=23

How would you rate your overall satisfaction with the application process for DD/ EMT?*



Participants: n=45

*New question, no comparison to previous years possible

Double Degree/EMT application: **Comments (I)**

Do you have any comments on the process and/or suggestions on how to improve it?

2x

*"The (EMT) **interviews** should be **individual and not in group**."*

2x

*"Would be nice if I don't **have to upload everything again**, e.g. transcripts, GMAT etc, which I uploaded already in the application for the MMM."*

*"Getting the **email of rejection a week later** than the ones who got their interview invitation is frustrating."*

*"**10 times better process** than for the exchange semester."*

*"It seemed like **motivational letters** should only focus on academic reasons and not about the overall fit of the DD in life and career plans"*

"Students with no prior abroad experience (due to Covid) especially in the country of application seemed to have many disadvantages."

*"**No transparency** about the number of places and people invited."*

*"**Earlier application process** maybe even before the semester start because it influences course selection."*

*"For future Interviews it would be better **to interview candidates on their own,** but in a shorter time**, with varying questions** and to hide the score forms or fill them out after the interview."*

Double Degree/EMT application: **Comments (II)**

Do you have any comments on the process and/or suggestions on how to improve it?

2x

*"More honesty about the **average grade** you need to have to get a spot. All these speeches about the importance of the motivation letter just seem a bit off to reality."*

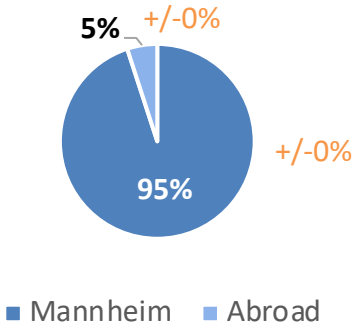
*"Would be good to get **feedback on reason for rejection**, considering the significant time and effort spent on applying for double degree program."*

"The questions were the same for all interviews and programs, meaning that people **having later dates for the interview potentially already knew the questions**."

"During the interview, the scores for the candidates were **already visibly** (!) inserted into a form that laid in the middle of the table, for everyone to see which was very distracting."

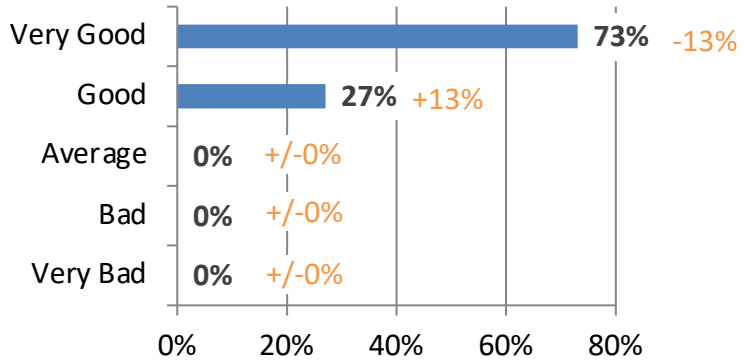
Semester Abroad: **Satisfaction and Support**

Did you spend your semester in Mannheim or abroad?



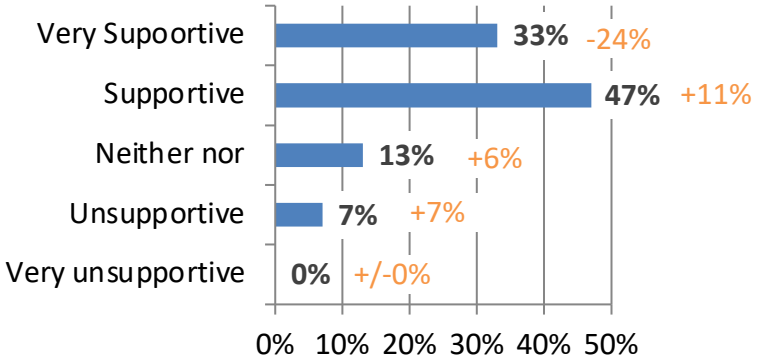
Participants: n = 302

How would rate your semester abroad?



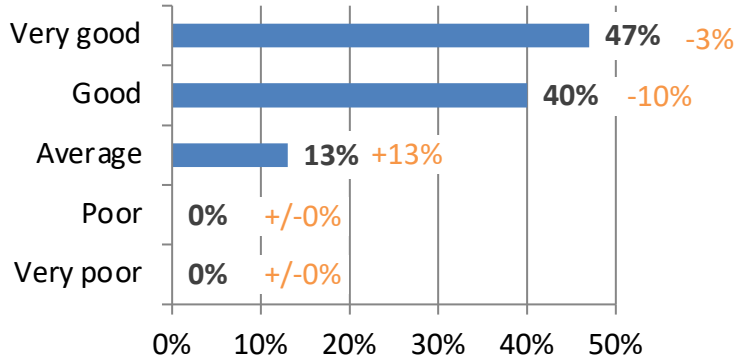
Participants: n=15

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



Participants: n=15

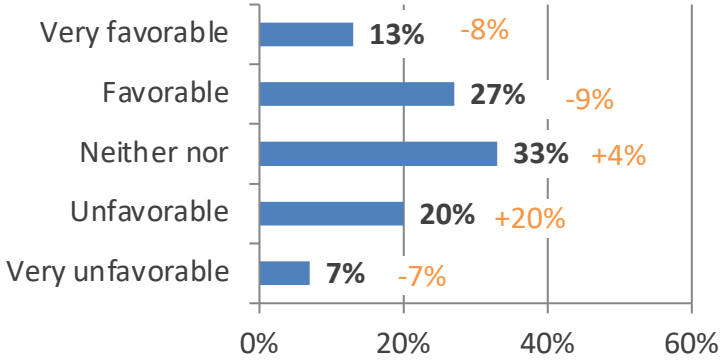
How would you rate the provision of information for the preparation for the semester abroad?



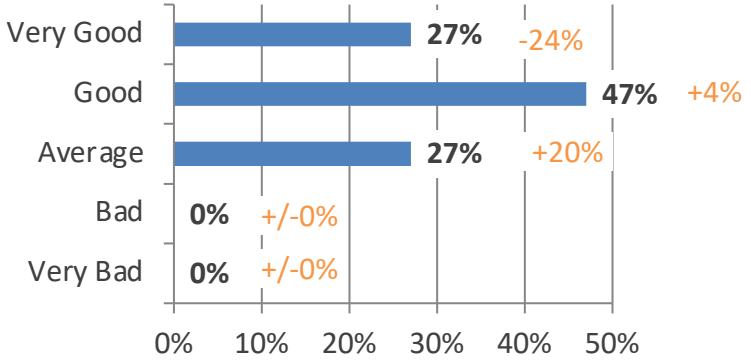
Participants: n=15

Semester Abroad: **Accreditation and Grading**

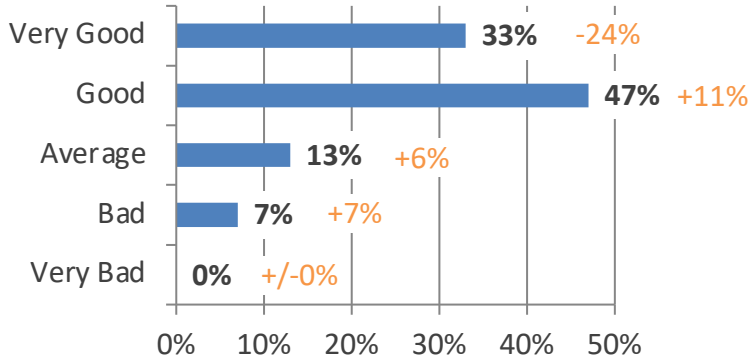
How would you rate the conversion of the grades received abroad?



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?



Participants: n=15

Semester Abroad: **Comments**

Did you have any problems regarding your semester abroad?

*"**Finding an apartment** was the biggest challenge."*

*"No definite answer about **accreditation** of a course from the faculty of economics."*

*"The Mobility Program had **issues with digital signatures** for which more manual work and additional communication was necessary. Also, there was **no Course Syllabus** available for Corvinus University at all. The syllabi had to be requested via mail."*

Do you have any other remarks regarding your semester abroad?

*"**Maastricht** is underrated and beautiful, go there!"*

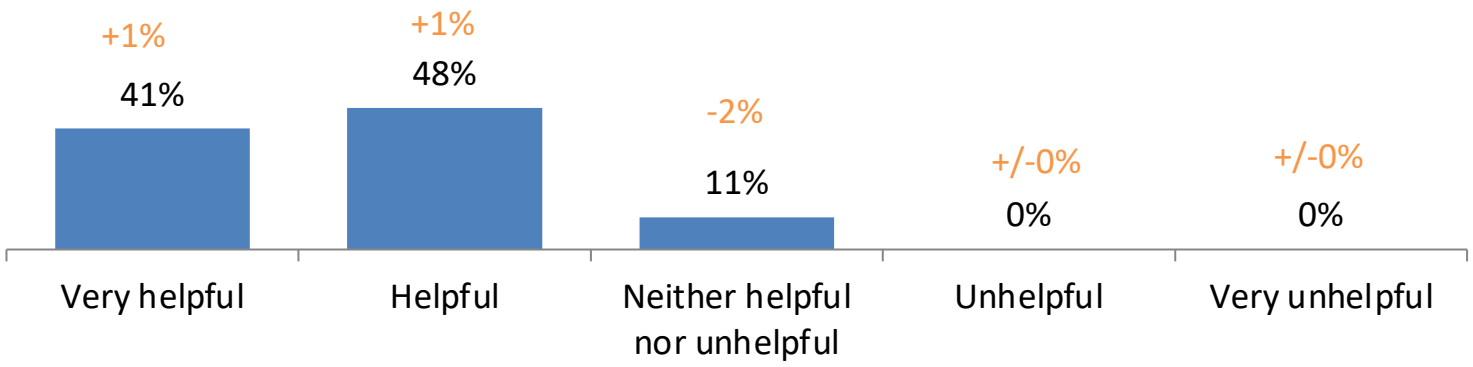
*"Studying at **Corvinus university** was **a great experience** and I would definitely recommend it. Nevertheless, the expectation, workload and level of difficulty for different courses had a significant difference. Some courses being by far easier, and also quicker to attain a certain ECTS amount, and for some having Mannheim level. No courses was experienced as more difficult than at Mannheim."*

Participants: n=15

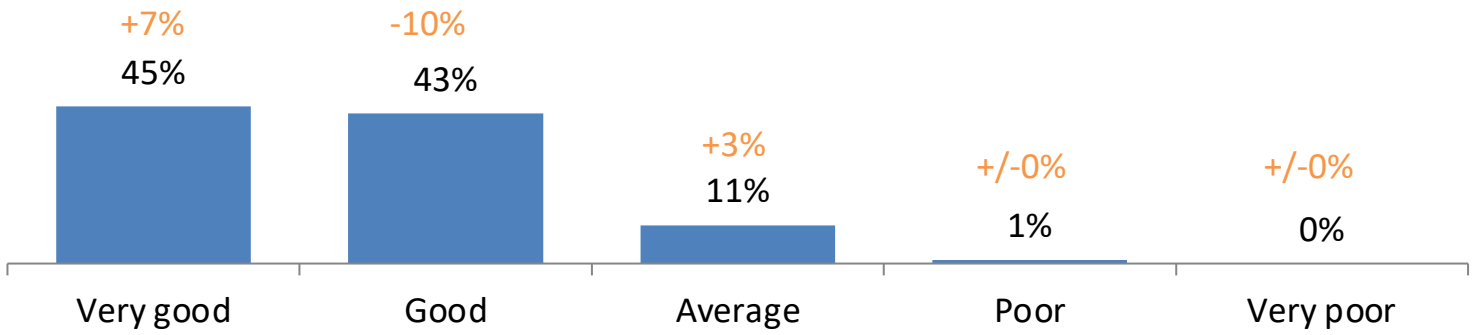
7. IMPRESSION OF THE FSBWL

Feedback for Fachschaft BWL

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



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



Participants: n = 302

Further Comments: **Fachschaft Work**

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

*"**Nothing**. You're doing great!"* 2x

*"More social events that don't involve **alcohol**."* 3x

*"Offer more events that make **internationals** feel more included, e.g., language exchanges."*

"Promote Fachschaft internal events stronger. I feel like I'm well informed about deadlines etc. but I don't feel invited/included in internal discussions (like I don't even know when physical Fachschaft meetings are)."

"Feel international students more welcomed, especially during the events when most of the people speak German and it's easy to feel left out." 2x

***"Super helpful Semester survey** and Area Market, the BE and DA crash course etc. and all the great social events. You guys really do an amazing job!!! FS MMM <3"*

*"Use multiple/more channels for **communication** and announce events earlier."* 2x

"More spaces in the restricted social events (those with limited number of participants)."

"In comparison to Student initiatives in more advanced countries (e. g. Scandinavian countries), the Fachschaft BWL clearly lacks activities for people not drinking alcohol and/or activities that are not clearly dedicated to drinking."

Further Comments

Any other remarks or something you always wanted to tell us?

*"This is a bit of an abstract idea, but I wish there was more support from the university for international students **to learn German**. It's really hard even if you attend some course, especially during the semester. Whatever the university could do to help or encourage this, I think it would be much appreciated."*

"If you keep the presentation of results at under 30 minutes, I'll buy you guys a beer!"

*"I would love if the Fachschaft was a **little more inclusive to outside students.** It's a Bachelor Mannheim Club to some extent and others are sometimes excluded. At the same time, I would've liked more diversity the last two semesters in the leadership considering it was almost only one friend group and others didn't have a chance."*

*"I applied for the German-English track, but there are just **a few courses in German.**"*

*"**Great work** - keep it up!."*

*"**Thank you** Fachschaft for your work!!!"*

8. COMMENTS

Comments: **ACC Courses (I)**

ACC 520 IFRS Reporting and Capital Markets

„A great course. It seemed quite hard at first, but everything came together really well before the exam. The exam seemed really hard when I did it, but the grade ended up being excellent. The team project (PwC) is a great experience as well."

„Had by far the best tutorial"

„Appreciated Mr. Bischof's teaching style and that the chair tries to make the examination phase less stressful by writing the exam in October."

"Interesting lecture and fair exam. But: High workload in the first half of the semester (two exercise sessions + two lectures per week). Personally, I would have preferred the workload to be more evenly distributed."

„Case study was easy and great, but the exam was short for the amount of work needed."

ACC 530 Group Accounting

"Though it is quite demanding to follow, it is quite interesting."

"I used to not like Accounting. This course proved me wrong, totally loved it! Even though it's a lot of work, you get to learn a lot. The exam was fair if you put in the work. Definitely recommended."

"Lots of material in the beginning but overall ECTS/effort ratio seems fair"

"It was praised multiple times how easy getting a good grade was in this module. In the end the average grades in the exam very much didn't reflect that. This is the only critique on this course, otherwise good, just bad expectations management"

"Grading was surprisingly unfavourable"

Comments: **ACC Courses (II)**

ACC 628 Selected Issues in IFRS Accounting

"Exam was not aligned with lecture in some parts."

ACC 660 Corporate Sustainability and Value Creation

"Slides were very full and some exam questions were not as expected, but grading was very fair"

"Very interesting course and exciting perspectives from a BCG Director. The slides were very full and most were not relevant for the exam. There was some confusion after the exam but it was accounted for in the grading"

"Lectures were interesting because the lecturer shares lots of insights from real projects, but the content is way to extensive (basically all the slides/info material prepared for clients; not adjusted for lecturing) what makes it difficult to study for the exam"

ACC 662 Private Equity: Due Diligence and Value Creation

"Case Study has higher workload than the exam."

"Nice course. Very interesting topics. Professor provided valuable insights into PE. Case Study requires quite some effort."

"Great and interesting class. Very good effort by the professor."

"Great lecturer, very encouraging, interesting case study."

"Remove the ACC 5XX requirement for the course. A lot of students do not want to focus on ACC but M&A. These students are forced into courses they are not interested in, and they do not need to take Private Equity."

Comments: **ACC Courses (III)**

ACC Seminar

"6 credits are a joke compared to the 12 you get for a bachelor thesis at Mannheim which is roughly the same effort"

"The two chairs are not comparable"

"Supervisors provided good help"

"Untransparent evaluation. Struggles with team presentation in timing of presentation, which affected grades even if not own fault."

Comments: **TAX Courses**

TAX 520 Besteuerung der Unternehmen

"Learned a lot, fair grading, not recommended if you have no prior knowledge on tax."

TAX 620 Applied Empirical Research: Methods and Practical Implementation

"The structure of the course is inefficient, as the classes do not actually prepare you for the individual work part."

"Very hard especially if you are not experienced in R. Do the paper as a team since it is a lot of work. Great lecture."

TAX 660 Tax Planning: The Role of Taxes for Business Decisions

"Highly recommend. You can easily get a very good grade if you put in a bit of work."

"Great course, can recommend if you like simple quantitative courses."

"Interesting course also for non-tax focused students."

"Very interesting course and great Professor! But be prepared for time pressure in the exam."

"Very unfair grading. Exam consists of way too many tasks. However, the professor's teaching style is very good. Was my favorite lecture but would not recommend it due to the exam."

x5

"Way too many tasks in the exam as well as strict grading. Screws GPA."

Comments: **FIN Courses (I)**

FIN 500 Investments

"Favourable workload"

"Nice prof, Exam is really fair and can be studied for quite well"

"Very good lecture & professor and the exam is fair, recommendable"

"Exercise sessions as part of the lecture were not followed properly. A separate slot would be better."

"good lecture, hard to follow but when you are willing to study hard it's very interesting. Exam was very unfair."

FIN 540 Corporate Finance I – Lecture

"Different Professor than last semester was the cause of most of my problems"

"It wasn't really clear on how to prepare for the exam because there was no practice session every week. However, the exam was fair.

"Should be a 6 ECTS course, not a 5 Credit course

„Needs a lot of work without the Case Study, lecture is mostly theoretical with formulas, but you get no exercises to prepare for the exam where it is mostly calculating"

"Great lecture, but only relevant for those who want to dive deep into finance."

"Exam was chaotic" 2x

"Lecture itself was fine, nice discussions and exam was fair. Most of the topics were already covered in the bachelor at Mannheim."

"Without the case study very little practical application of the material."

"Lecturer has lots of knowledge, but it's often hard to follow. Exam allows a cheatsheet, but is collected right afterwards. If you want to retake an exam or fear you might fail, make a copy

Comments: **FIN Courses (II)**

FIN 540 Corporate Finance I – Lecture Case study

2x

“Way too much work for only 5 credits (should be 6-7 credits ”

“A lot of work and grades feel arbitrarily. But one of the best courses of all my studies.”

“Grading is really random, the PhD students could be nicer to the students.“

“Transparency on grading could be better.“

“Chaotic“

FIN 580 Derivatives I

“Nice lecturer, relatively fair exam.”

FIN 590 Financial Institutions I

„Maybe the only course that I actually learned something I can use in my career and life, really recommend, exam was easy.“

“More example questions for exam prep.”

“Exam was rather easy, but harsh grading”

„Lecture was amazing, Prof Spalt is a 10/10 professor with lots of competence and enthusiasm, but the exam was unpredictable and unexpectedly hard although grading was fair in the end.“

„Nice Professor, very interesting lecture and fair exam. “

„Too focused on theoretical models that obviously don’t hold in reality.“

„Prep course before the exam was good. Some more material with exercises especially regarding calculations would be nice. “

“The professor is as good as everyone said, explains and talks really well about the topic”

Comments: **FIN Courses (III)**

FIN 604 Stata in Finance

“Could've been online.”

“Very useful, even if it's hard to focus on it for a whole week.”

FIN 630 Corporate Governance

“Very much focused on theoretical approaches and theories.”

“Very interesting course, but the exam had nothing to do with the lecture.”

“Loved the lectures and insights of both the professor and the exercise..”

“The lecture itself is very interesting. However, almost nothing of the lecture will be asked in the exam, only exercise classes are relevant. The exam is only about calculating and interpreting statistics.”

FIN 606 FinTech

“More practical applications are needed.”

“Interesting but there were a lot of nice topics not covered, while most of the classes were just about blockchain”

“It was PowerPoint karaoke, but the content itself was interesting. Content could be adjusted in the future, still talking about NFTs is already outdated in my opinion. Focus more on current trend topics in the DeFi area.”

FIN Seminar

“Way to much effort for 6 ECTS.”

Comments: **IS Courses (I)**

IS 515 Process Management & Analytics

"case study is a lot of time effort; exam fair; course very well structured"

"The case study is very time intensive but the lecturers are very motivated and the content was really interesting"

"Overall super interesting course, but 20% contribution of the case study to the overall grade is way too little for the effort you actually put it. The case study is very interesting but can be a lot of work"

IS 540 Management of Enterprise Systems

"Little effort during the semester. Difficult to get a really good grade."

"Old slides from pandemic times; no real lectures, only voice-over powerpoint slides (why is this even a thing??); content of the course is unstructured and lack content, didn't feel like i learned much (especially for a master course); case study was ok"

"The timing wasn't enough for the exam."

"Nice course, open book exam"

"Very limited interaction due to course format; weight split between case study and exam not fair; time in the exam way to short for the number of tasks"

"Content is fairly basic, you don't really learn something new"

"Very poor organization + communication from the chair"

this course is not helpful at all, the tutor is very irresponsible(recorded lectures, read the ppt, no expaination), the exam has too many questions, and the grade is very low

Comments: **IS Courses (II)**

IS 557 Introduction to Scientific Programming with Python

"bad lecturing stye, grading is horrible"

"We had 2 different lecturers: the first one was really bad but the second one (Georg) was really motivated and actually taught us useful stuff."

"the form of exam is really bad, it makes no sense to memorizing the codes and did a python exam on paper"

IS 614 Corporate Knowledge Management

"The course itself is rather abstract and is about forced application of certain theoretical frameworks to made-up case studies. Unfortunately, the content of the exam does not correspond to what was practiced or announced."

"The exam was so unfair, wow! I didn't know I had to write at the speed of light"

"The topic was surprisingly interesting and relevant, especially because of the strong incorporation of AI. Nevertheless, the open book format in the exam was rather difficult and the grading not transparent."

Comments: **MAN Courses (I)**

MAN 630 Introduction to Entrepreneurship

"The theoretical exam was time-consuming and required a lot of individual study as the topics were not discussed in class. Moreover, there should be a way to avoid the free-riding problem, as a lot of group members did not contribute."

"Case studies are very time-intensive & the effort is not rewarded"

"Terribly structured, very chaotic, (…) - but the exam was fair, at least"

"very high workload; with 4 case studies and a final exam" 4x

"Professor said we need to have a fundamental understanding of what we did in the course, but asked questions in the exam that you could only know if you learn by heart." 2x

"Case studies were graded very in transparently; the grading criteria were very superficial and not helpful to improve"

"The course itself is interesting, but it really bothers me that the professors are not entrepreneurs themselves, only academics."

"(…), horrible slides but still ended up with good grade"

MAN 631 Creativity and Entrepreneurship in Practice

"Tremendous workload, but interesting learnings, your experience heavily depends on the quality of your group. Unfortunately very similar to MAN 634. Should be restricted in my opinion to increase people quality, requirement: MAN 630 and/or MAN 632."

"Not hard, but too many weekly tasks and very long lectures, guest lectures were great. Overall very great course to learn how to built your start-up. Exam wasn't as expected but only 20% percentage."

Comments: **MAN Courses (II)**

MAN 634 Entrepreneurial Behaviour and Crowdfunding Social Ventures

"Exciting course with many interesting ideas for social/environmental startups that have been produced by the groups. A very high workload, even in groups of 6."

MAN 649 Human Resource Recruitment and Selection

"Very well structured and I liked the option that the lecture was offered in an online format"

"Good professor who tries to make the most out of having so many students & great teaching"

"Pretty interesting course, but on a rather lower level than most other 6 ECTS courses. I learned a lot, but the lectures were often rather lengthy and the exam (especially the multiple-choice part) was much more difficult than expected/announced"

"The exam was completely random and the tasks were often unclear. Especially the multiple choice wuestions were completely different from the examples during the preparation lecture."

MAN 645 Leadership and Motivation

"a bit boring but fair exam"

"very good"

"boring and not very interactive"

"You just have to regurgitate concepts from the slides, if you think creatively in the exam and come up with your own ideas, you'll get zero points."

"Very nice and sympathetic lecturers, but unfortunately the content is way to theoretic. Could be a bit more practice-oriented."

"For me, this course was just an absolute nightmare. The lecturer had a way of talking that was just impossible to follow along and the content is just common sense, you learn a lot of studies that have no real-world application"

"The topic is very interesting but only learning theories by heart is very dry and could be approached in a better more practical way."

"content-wise not what I expected. Very theoretical"

Comments: **MAN Courses (III)**

MAN 656 Mergers & Acquisitions

“Great, learnt a lot”

“Case Study way too much work”

“Interesting course, exam was a bit heavy on the guest lectures. Especially presentation was work intensive and depends entirely on group, but I would recommend this course over all”

“Very practical case studies. Even though they require a lot of effort to prepare, they provide a lot of insights. Overall, the required effort for the course is fair, as the exam isn't too intense”

“Great block module, case study was a lot of work but very fair grading. Fair exam as well.”

MAN 665 Sustainability Management Simulation: Net Zero

“Super fun!”

“10/10 would recommend, the simulation is an interesting learning approach that feels like you’re learning sth that is closely related to the real business world”

MAN 679 Eine wissenschaftliche Einführung in das Public und Nonprofit Management

“Would make sense to have this exam as an open book exam”

MAN 693 Strategic Intellectual Property Management

“Important to attend the lecture”

Comments: **MAN Courses (IV)**

MAN 698 Sustainable Business Innovations for the Circular Economy

"Very well structured course and interesting with a good balance between theory and practice; however, the grading of the exam was not the best."

"Interesting course with a fair exam, pretty straight-forward"

"Very interesting and inspiring"

MAN Seminar

"Very much to do over the course of the semester but very beneficial grading in the end. Econometrics lecture part was really difficult to understand and STATA tutorials need conceptual improvement."

Comments: **MKT Courses (I)**

MKT 510 Price and Product Management

"The lectures were quite good but the study load was also quite high for a relatively easy exam at the end (would've been nice to know better what is relevant and what is not)"

"Exam was more fair this semester vs. previous semesters, still very work intensive course. Slides should be uploaded before the lecture!"

"Too much content to study by scratch, most time pressuring exam I did this semester"

„Way too much content for the exam. It was not difficult but just too much. the professor more or less just read out the slides and sometimes said "you can read it yourself at home". Things that were relevant to the exam were hardly discussed."

"Overall difficult, but fair."

"Can someone please explain why it is required to buy a printed version of the script in 2024?"

"Heavy content load, exam time is too short given length of exam, very picky with grading answers."

Comments: **MKT Courses (II)**

MKT 561 Service Business Model Innovations

"Course is interesting, but the grading of the exam was very confusing and under expectations."

"interesting content and fair exam"

"Very interesting and application-oriented course with different case studies; exam was fair and a good grade possible without putting in too much effort."

"Exam questions were not great in their conception. Not difficult but sometimes hard to understand what is wanted. Also, concepts were extended in ways that were never before brought up."

"Interesting case studies which were however not really part of the exam. Instead, the lecturer decided to query theoretical stuff from intro and outro lectures and random content from his corporate friends' guest lectures. Overall grading was bad."

"Professor doesn't add any value through his lecture as he only reads out his slides"

"Low grades without a reason"

"Nice lecturer and content, but exercises in the exam were quite surprising"

"Easy credits, but learning 400 slides was tough. You need to buy the script for whatever reason, just uploade it like every other class, so much for being environmentally friendly"

"Poor exam grading, script should be free!"

"Interesting cases to get deeper insights"

"Boring lecture, asking exact slides from Guest Lectures in Exam"

Comments: **MKT Courses (III)**

MKT 580 Digital Marketing Strategy

"Group Project was fair, however the exam was a complete desaster, as it was too many questions for the given amount of time, and you were asked to answer shortly, however, this lead to a grade I am not satisfied at all with"

"Group work takes a lot of work"

"I did not like that the group work counted so much. If you have a bad team it's not your fault, but you get a worse grade"

"Amazing course and lecturer"

"Really bad gradings in the exam despite really interesting lectures, way to much questions in the exam you can not answer in 60 minutes of time"

"Very good"

"Very strict maybe even unfair grading"

Comments: **MKT Courses (IV)**

MKT 612 B2B Marketing

“Easy credits, and exam in the middle of the semester was good. You need to buy the script for whatever reason, just upload it like every other class, so much for being environmentally friendly”

“Grading confusing”

“Unfair exam grading”

“Please provide material online”

“One question in the exam wasn't about content from the lecture.”

“Quite a bit of content for 2 ECTS and exam with some traps.”

“You have to buy the slides, but it’s also doable to just take notes & pictures during class.”

“The exam required a lot of memorizing”

“Not really interesting or even practical oriented”

Comments: **MKT Courses (V)**

MKT 616 Verhandlungsführung

"Lecture is very insightful. Unfortunately, they have changed the exam into a group work, which means more coordination effort and a lower grade if other group members perform too poorly."

"Easy and interesting"

"Necessary to buy script. Grading intransparent"

"Really good lecturer, but annoying that you need to buy the script."

"Interesting class, easy credits."

"Super class with great grades"

"Its very disappointing that MKT617, the follow on course, is not being offered FSS 2024"

"Unsatisfying with having to buy script at the chair"

"Lovely professor, really fair grading and really interesting content"

"Interesting, but grades are not as easy as indicated by the docent."

"Interesting lecture, very favorable grading and easy 2 ECTS."

"Cool professor & lecture, as well as the freedom of choice in the topic of your written paper"

Comments: **MKT Courses (VI)**

MKT 623 Strategic Marketing Management Simulation

"Amazing experience"

"Great course with practical applicability"

"Very much recommended! Good grades and it's really fun!"

"Joyful application-oriented course"

MKT Seminar

"Far too little ECTS for the effort required, but very helpful for the Master thesis."

"Organization and distribution could be improved, and should consider other factors than just grades. Also, the degree of difficulty of the topics were not really considered in grading, as some topics are really easy and others require a lot added effort"

"Shouldn't be underestimated, small things can take away a lot of time and in general requires a lot of effort"

"In my opinion, the workload is much (!) higher than 6 ECTS (more like 10 or 12)"

"Way too much work for the amount of ECTS"

Comments: **OPM Courses (I)**

OPM 501 Logistics Management

“Very analytical. Some topics unclear in the exercise”

“Very nice, especially the Supply Chain Game was fun”

„Great Professor!“

“Lovely professor, interesting simulation game and guest lecture, well organized and structured, exam was way more theoretical than expected“

„The class is very hard, and analytical. However, the exam is fair.“

OPM 504 Transportation Management: Aviation

“Extremely unfair exam and grading. Asking even the smallest details. Cannot recommend this course at all. Many students even failed the exam.”

“Lecturer is nice as long as everybody attends the lecturers and is there on time”

“The class is interesting. However, the grading is very unfair and not transparent.”

“Very strict and super unfair grading, do not recommend at all”

“Hundreds of graphs & picture on slides; however, only important thing is to attend and to write down notes as these are the only things that will be asked in the exam; topics are quite superficial; recommend only if really interested in this topic

Comments: **OPM Courses (II)**

OPM 560 Business Analytics: Introduction to Operations Analytics with Python

“It is great that the assignments make up a major part of the final grade. At least, there is coding in the final exam, but coding without internet connection not really realistic – properly out of prevention to not use any AI tools.”

“Very good, the tutor is helpful and the assignment is helpful. Great experience in groupwork projects.”

„Super good relation of assignment and final exam towards the overall grade“

OPM 561 Production Management: Lean Approaches and Variability

“favourable grading”

OPM 591 Strategic Procurement

"Lecture a bit boring but good exam results."

OPM 593 Negotiation

“The journal as an exam seems to be very poorly managed, no clear guideline or expectations before but apparently VERY clear expectations while grading”

“No practice focus, which does not make sense for such a topic”

OPM 597 Next Generation Procurement

“Harsh grading; switch of % split of grade composition was announced when the course was already running; in general communication and organization were poor"

OPM Seminar

“As with any seminar - too much effort“