

# MASTER SURVEY SPRING TERM 2025

# Content

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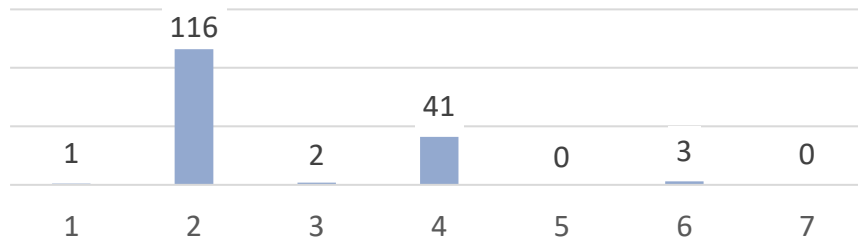
1. General Information
2. Course Choice (incl. Course Quality, Workload Rating & Comments)
3. Seminar Thesis
4. Master Thesis
5. Electives
6. Study Abroad
7. Impression of the FSBWL

# 1. GENERAL INFORMATION

# Spring Term 2025: Participants Overview

## 163 Survey Participants

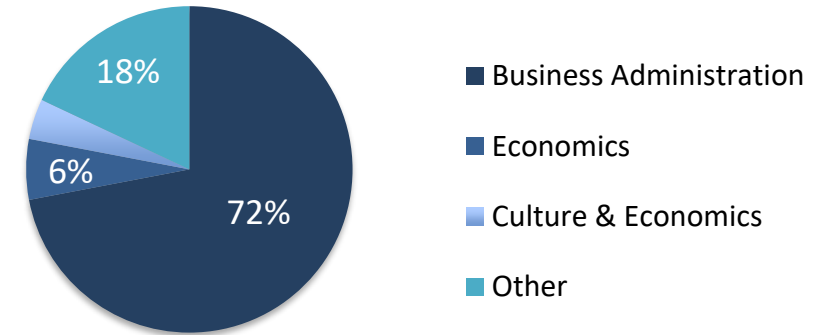
### Number of Survey Participants by semester



### Language and Track

- 92% speak German
- 85% are German nationals
- 20% study in the English track

### Major of Bachelor degrees



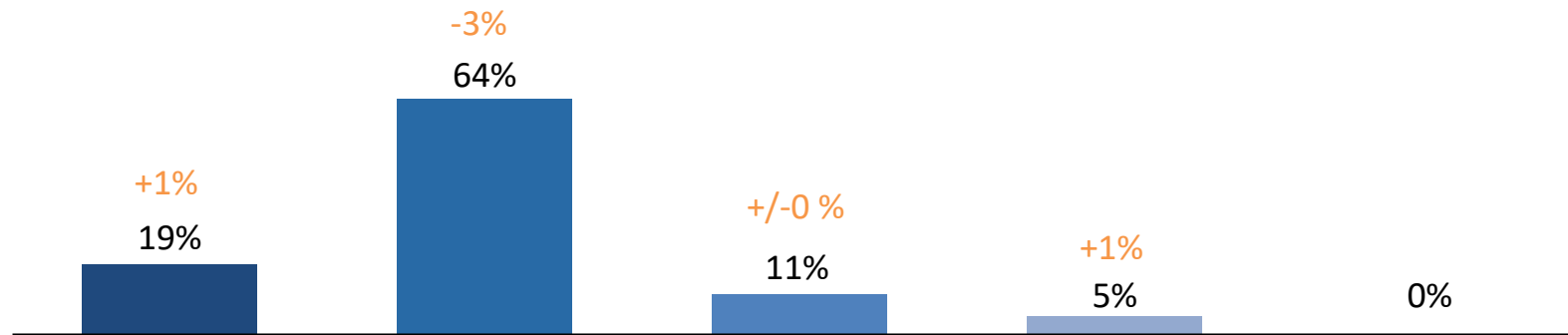
### Other

International Management, Industrial Engineering, Tourism Management, Business Psychology, Business Informatics, Business Education, Business Law

## Spring Term 2025: MMM Satisfaction

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

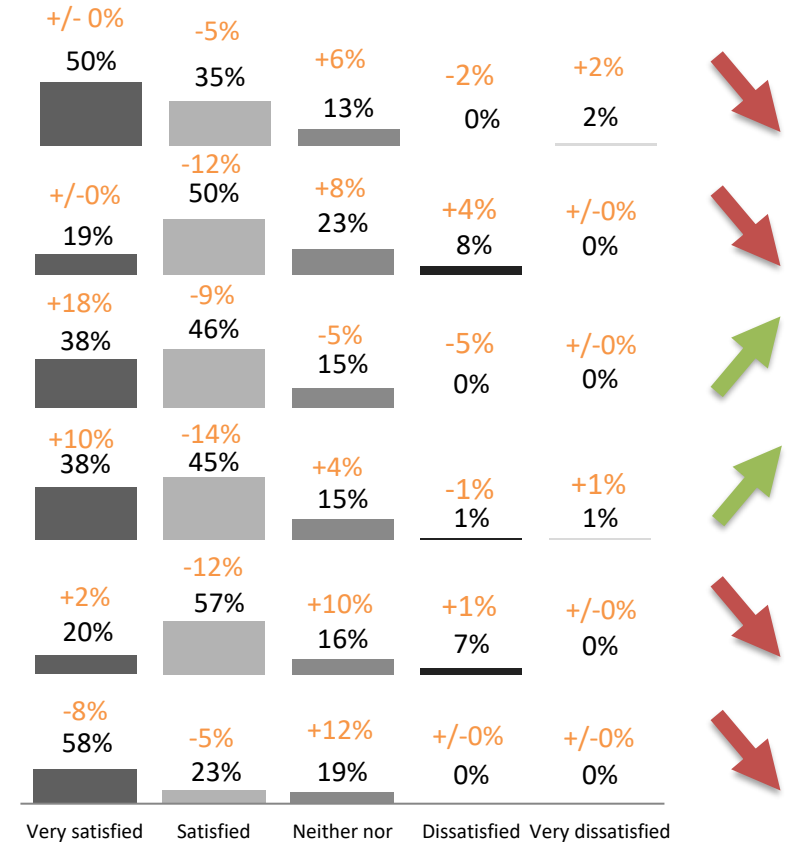
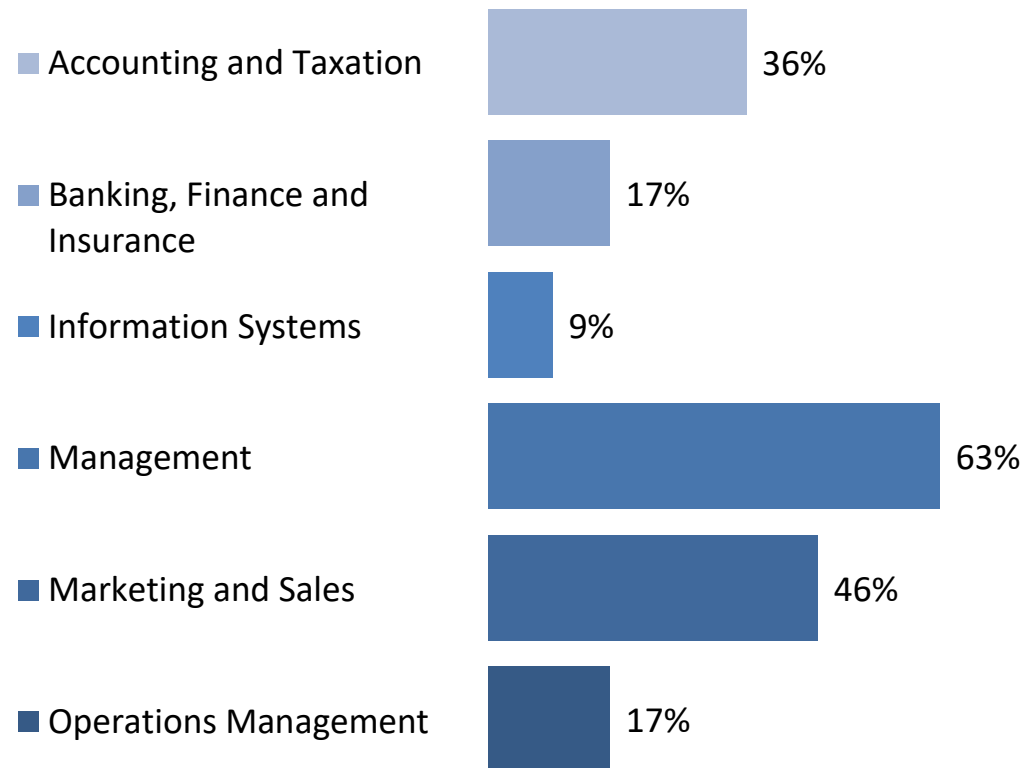
Participants: n=152



# Spring Term 2025: MMM Satisfaction

## Area Specialization

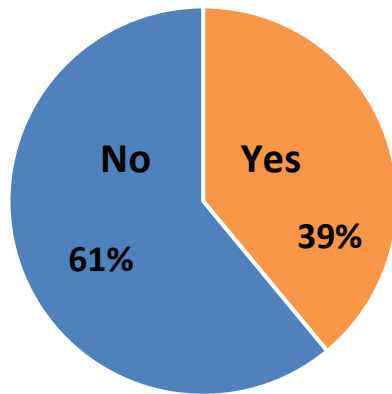
Participants: n=152



## Spring Term 2025: Course Admittance

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

Participants: n=151



*Remark: Decrease of "Yes" by 13% compared to FSS23, Decrease by 14% compared to FSS22*

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

Participants: n=151

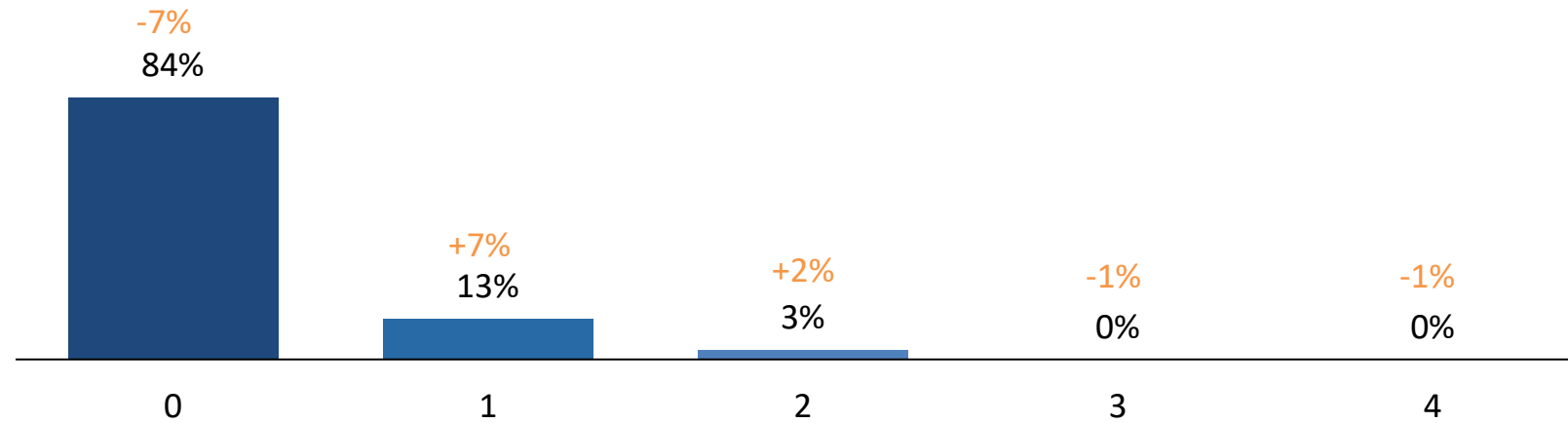
- MAN 655 Corporate Strategy (n=18)
- MAN 665 Sustainability Management Simulation: Net Zero (n=17)
- MKT 575 Marketing Strategy for Innovation & Sustainability (n=11)
- MAN 654 Corporate Restructuring (n=10)
- MKT 661 Consumer Behavior (n=7)
- MAN 647 Strategic and International Human Resource Management (n=6)

**Supply-Demand Gap  
Especially for  
Management &  
Marketing Courses**

## Spring Term 2025: MMM Satisfaction

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

Participants: n=151

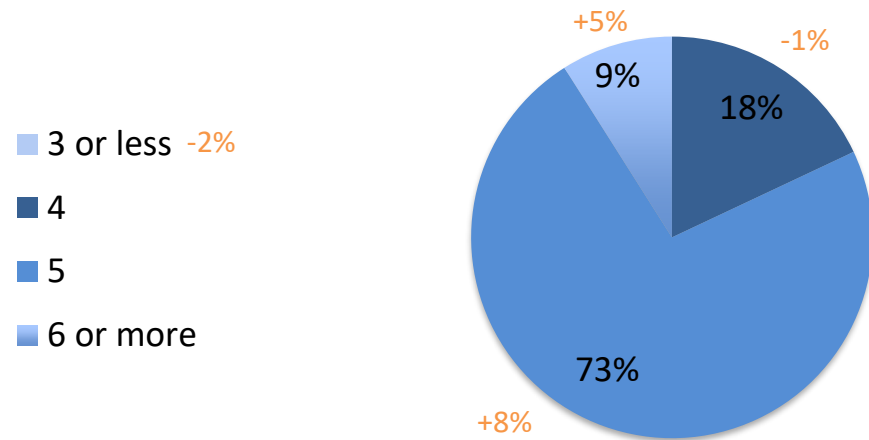




## Spring Term 2025: Length of Study

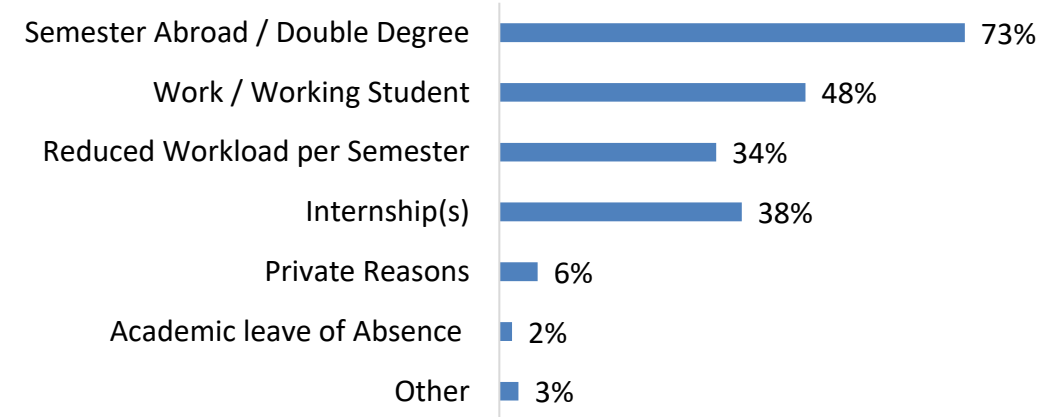
In how many semesters are you planning to finish the MMM?

Participants: n=163



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

Participants: n=163



### Other:

- No earlier start of master thesis possible from administrative point of view
- Fixed seminar and master thesis writing windows - no flexibility when choosing when to write either

## 2. COURSES

# Spring Term 2025: Course Choice

## Which courses did you take this semester?

Participants: n=152



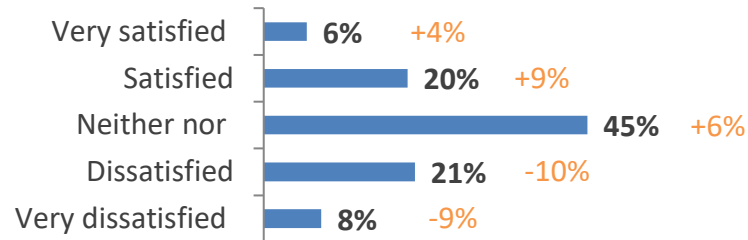
# Course Quality: Core Courses

How would you rate the quality of this course?

Only courses with  
response rate  $\geq 5$

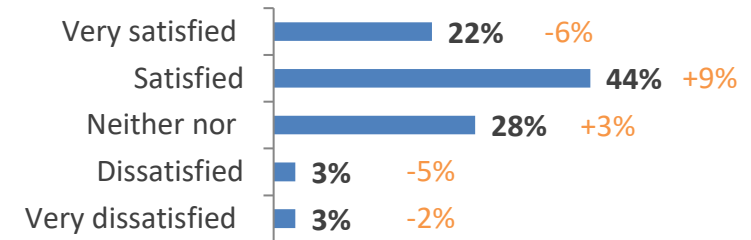
## BE 511 Business Economics II

(n=115)



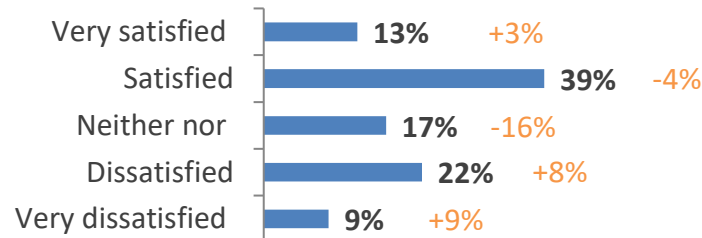
## CC 501 Decision Analysis

(n=32)



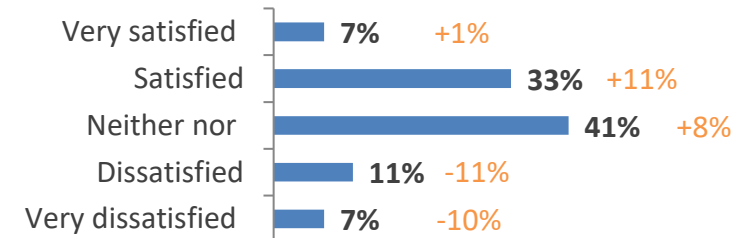
## CC 503 Empirical Methods

(n=23)



## CC 504 Corporate Social Responsibility

(n=27)



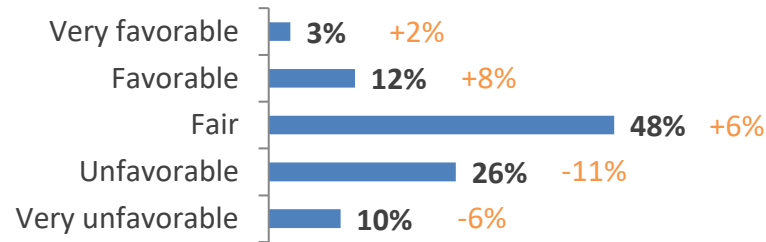
# Workload: Core Courses

Only courses with  
response rate  $\geq 5$

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

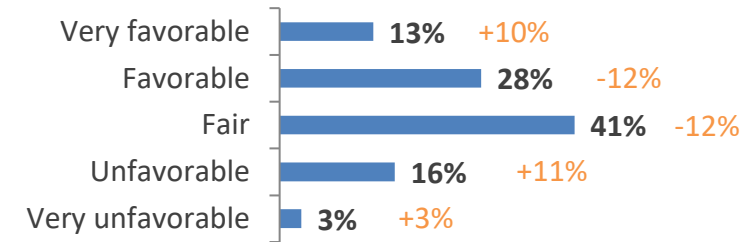
## BE 511 Business Economics II

(n=115)



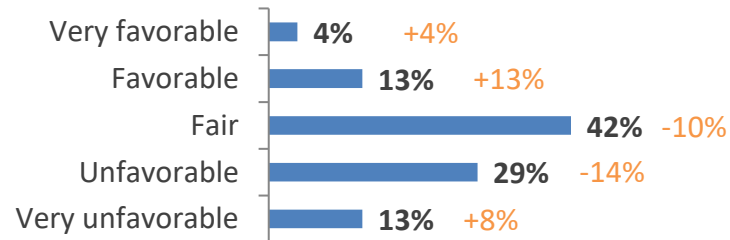
## CC 501 Decision Analysis

(n=32)



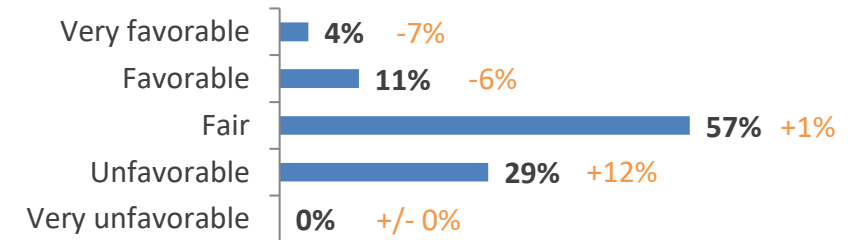
## CC 503 Empirical Methods

(n=24)



## CC 504 Corporate Social Responsibility

(n=28)



## Comments: BE 511 Business Economics II

*“Teaching, exam review and grading is **chaotic**”*

*“Terrible lecturer (hard to understand, does not provide much in the lecture but reading out the formulas), **very large differences in quality regarding the tutors**”*

*“The content could be interesting if the lecture wouldn’t just focus on mindless math”*

*“**Super boring content.** You basically just do First Order derivatives and rearrange terms. Lecturer Hard to understand and boring”*

*“Really unfair second exam compared to the first”*

*“Better course than BE 1 but still **too theoretical for future managers**”*

*“Current Lectures and Videos are not very well explained and hard to follow, could require optimization compared to the previous course held by Hendrik”*

*“The lecture was **dissatisfying**, but the exercise with Pablo Zarate was great!”*

*“Good course with a nice professor”*

## Comments: CC 501 Decision Analysis

*"no exam guidelines, **no option to see your exam after**"*

*"The exam was more difficult than the course work"*

*"The course seemed manageable, but the exam turned out to be harder"*

*"Great professor"*

*"**Exam was hard this semester**"*

## Comments: CC 503 Empirical Methods

*"Smriti was really nice and friendly to all students but her teaching was really **unorganized** and the schedule didn't make sense by first just giving lectures and the **rushing through all exercises**"*

*"nice professor - I think she did her best, given the fact she seemed to have been thrown into this class without any preparation - next semester will probably be more organized"*

*"The **new professor is very sweet** and always tried to find a way to explain things easier and cut some tangled parts. **Too few exercise sessions**. The exam is longer than the mock exam but still shorter and more doable than past exams"*

*"**Script did cost 20€** but there is no need for it at all, but in the beginning, we were told that we should buy it. **Content super dry and boring** and too broad. Instead of learning useful skills like doing a real study ourselves we just learn shallow theory"*

*"Took over from the previous professor and was sometimes **confused by their own slides**. But content will change from HWS25 onwards."*



## Comments: CC 504 Corporate Social Responsibility

***"A lot of work for 4 ECTS. Exam focused on niche slides & all guest lectures were important. Not all questions in the exam could be answered with the script"***

*"I was surprised by the level of detail asked for in the exam. From my point of view, this is not relevant for the topic"*

***"Exam was far too theoretical and focused on empirical research instead of CSR concepts in general"***

*"Great professor and significant improvement to the previous semesters"*

***"The exam is very different to what the lecturer says will show up. There is a lot of memorising, and you need to know a lot about the course to score well. The teaching was nice, however."***

*"Fair grading"*

*"Guest lecture this year is not quite relevant to the content"*

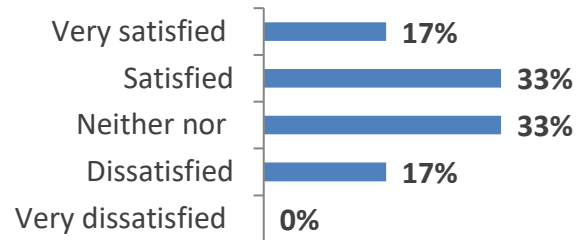
## Course Quality: ACC / TAX Courses (1/2)

How would you rate the quality of this course?

Only courses with  
response rate  $\geq 5$

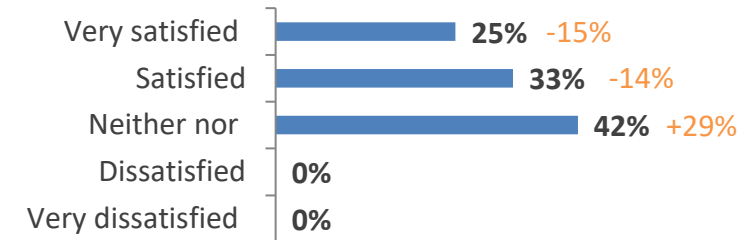
### ACC 510 Jahresabschluss \*

(n=6)



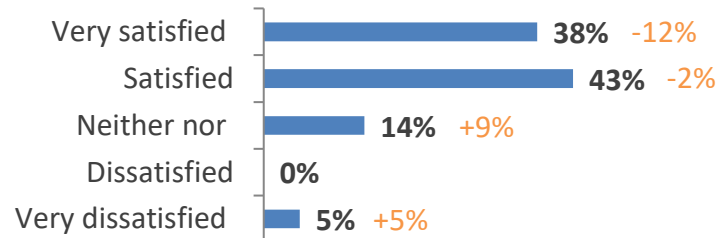
### ACC 540 Financial Statement Analysis & Equity Valuation

(n=12)



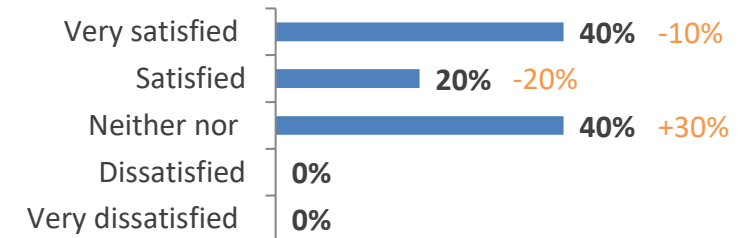
### ACC/MAN 560 Managerial Accounting

(n=21)



### ACC/TAX 570 ESG Regulation and Sustainability Rep.

(n=5)



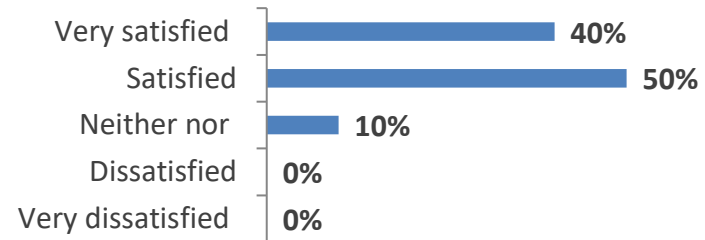
\*Remark: No comparison with last year's result possible due to low response rate or new course.

## Course Quality: ACC / TAX Courses (2/2)

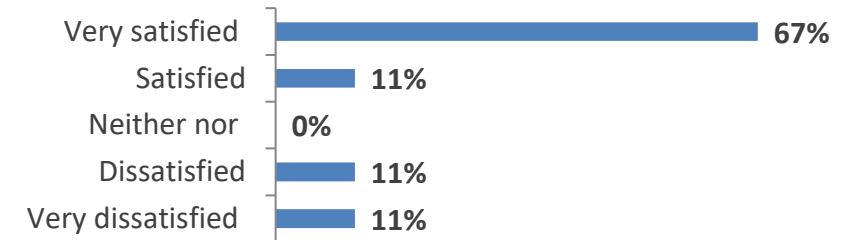
How would you rate the quality of this course?

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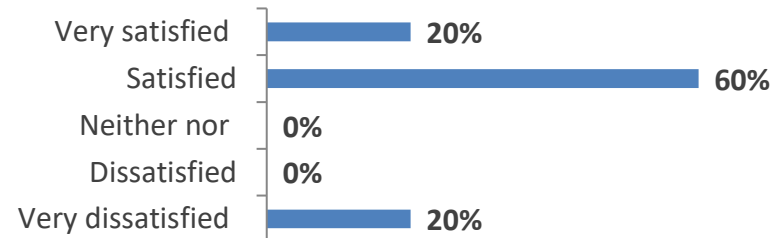
### ACC/MAN 661 Corporate Sustainability Performance \* (n=10)



### ACC/MAN 662 Private Equity: DD and Value Creation \* (n=9)



### TAX 630 International Business Taxation \* (n=5)



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

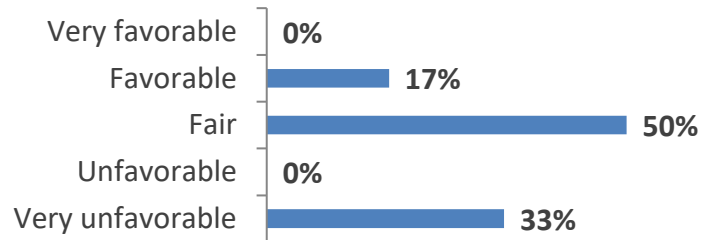
## Workload: ACC / TAX Courses (1/2)

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

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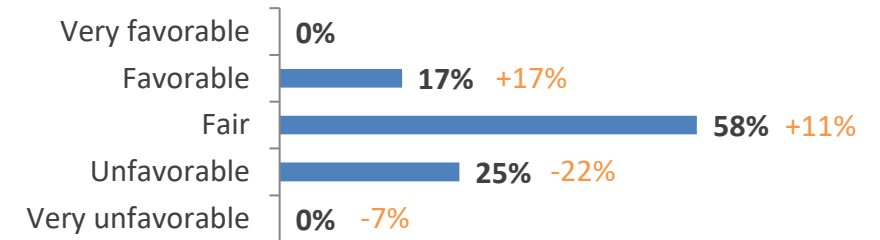
### ACC 510 Jahresabschluss \*

(n=6)



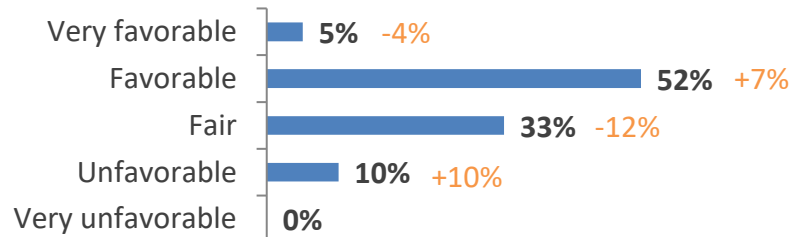
### ACC 540 Financial Statement Analysis & Equity Valuation

(n=12)



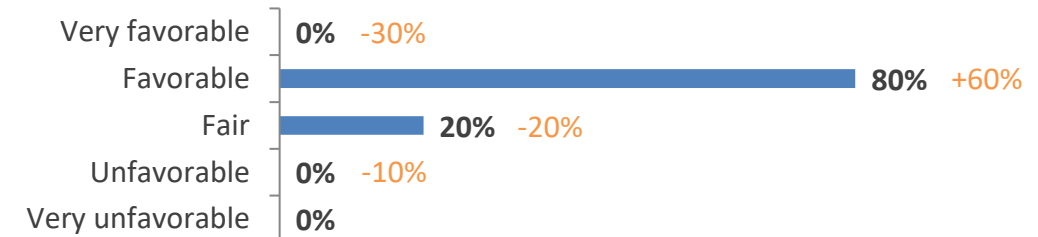
### ACC/MAN 560 Managerial Accounting

(n=21)



### ACC/TAX 570 ESG Regulation and Sustainability

(n=5)



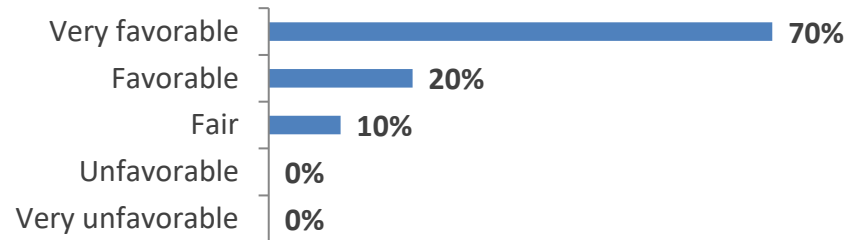
\*Remark: No comparison with last year's result possible due to low response rate or new course.

## Workload: ACC / TAX Courses (2/2)

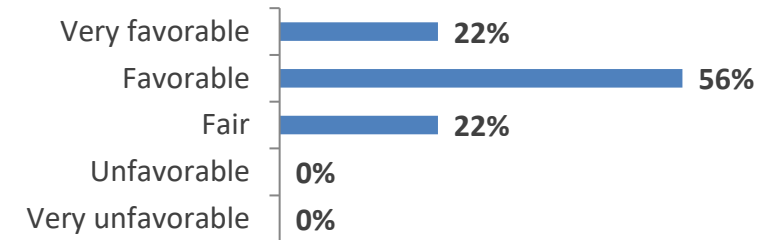
How would you rate the effort/workload relative to credits obtainable for this course?

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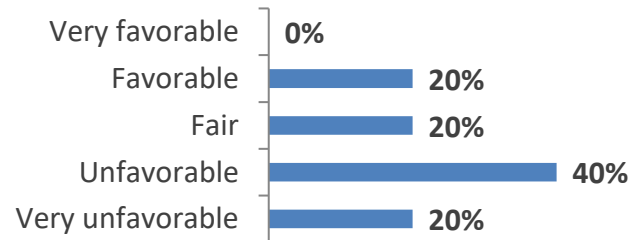
**ACC/MAN 661 Corporate Sustainability Performance \***  
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(n=9)



**TAX 630 International Business Taxation \***  
(n=5)



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

## Comments: ACC / TAX Courses (1/3)

### ACC/MAN 560 Managerial Accounting

*crazy exam but nonetheless favorable grades*

*Favorable Presentations, Time constraints in Exam*

*Exam was pretty tough tb*

*Professor knows how to engage the class and provides insights that was not in the slides. The exercise sessions are helpful. Case study was not really relevant. Course content still too much management but not so much accounting. Exam and grading was fair*

*Exam had nothing to do with course or practice material, he was straight lying to us, gamble grading*

*Great opportunity to do a project with a private equity fund and present the results in a group*

*Hard exam, Very fair case Study, but don't think the CVC guy is interested in the presentation*

### ACC/MAN 662 Private Equity: DD and Value Creation

*not an accounting course - boring and repetitive, I feel like I didn't learn anything*

*The course might look like a lot of work at first, and quite frankly the group project is a lot of work, but in the end, they have a session where they discuss the topics that are relevant for the exam, and you can just study those topics and score well.*

*The lecture was very interesting and insightful, thanks to the professor's experience. The case study was challenging yet enjoyable and similar to real-world practice.*

*Very practice-oriented with insights from real industry professionals; group work was time-consuming as always, but the exam was very easy*

## Comments: ACC / TAX Courses (2/3)

### ACC 510 Jahresabschluss

*Use if you go into accounting, do not recommend for DD-Students*

*Recommended for anyone who likes to memorize patterns*

*Recommended for students who had ACC 303 (BWL Bachelor), as it is the same content (but more detailed). Interesting group work. Exam requires a lot of memorization, in addition to mastering case studies*

### ACC 680 Disclosure Theory

*Super interesting course if you want to dive deeper into decision economics (research), very much literature based, no exam*

### ACC/TAX 570 ESG Regulation and Sustainability Reporting

*Sometimes the link between the sessions of other chairs is missing*

*Very up-to-date and versatile course*

### ACC 540 Financial Statement Analysis & Equity Valuation

*Sadly that the professor could not hold the lectures this semester, but the teaching assistant did a great job. Huge workload, lots of exercises but also helpful and close to the exam. Case study grade was quite hard. The exam and grading of exam was fair*

*The lecture was boring, but the exercise sessions were helpful and similar to the exam. The case study with KPMG was insightful but demanding.*

*Very fair exam, Case Study grade unfair and poorly argued by KPMG*

### TAX 631 Internationale Konzernbesteuerung

*Highly recommended, only 5 classes (relatively long, but the Prof always finished earlier). Interesting and detailed, but only the most important points are relevant for the exam, which is a great advantage.*

*Highly recommended, as it requires relatively little effort for maximum results! The material is very well defined and the exam is easy! 1.0 guaranteed.*

## Comments: ACC / TAX Courses (3/3)

### TAX 630 International Business Taxation

*Too many and detailed slides. Very abstract*

*Very interesting course, motivating Prof, but do not underestimate the group work (individual paper assignment and group presentation) in addition to the final exam*

*A lot of smaller items of work throughout the semester, which made it feel a bit long over the course of the semester. Content-wise useful overview of int'l topics and thus quite interesting*

*The exam tested many details, which was impossible to learn given the amount of material. In the end, it turned out well, but studying for the exam was terrible! Far too much effort for 6 ECTS! Not recommended!*

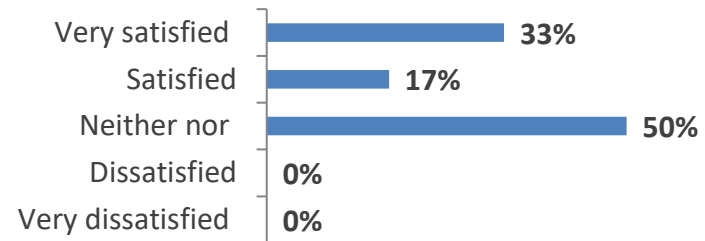


## Course Quality: FIN Courses

How would you rate the quality of this course?

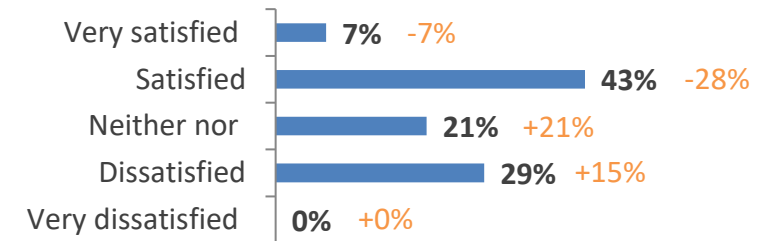
### FIN 640 Corporate Finance II \*

(n=6)



### FIN 682 International Asset Management

(n=14)



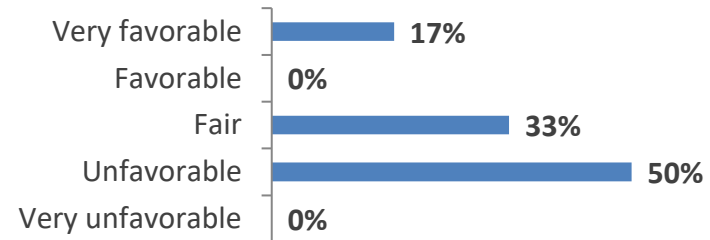
**\*Remark:** No comparison with last year's result possible due to low response rate or new course.

## Workload: FIN Courses

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

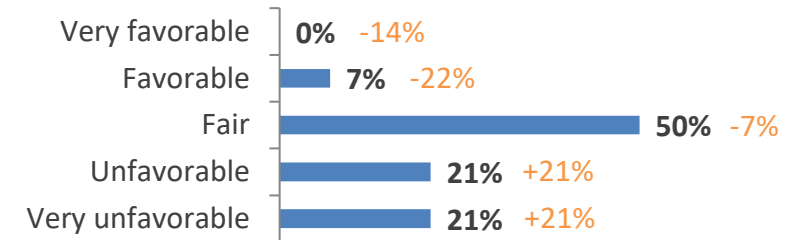
### FIN 640 Corporate Finance II \*

(n=6)



### FIN 682 International Asset Management

(n=14)



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## Comments: FIN Courses (1/2)

### FIN 555 Financial Markets and Employees

*"Very interesting content and well presented, but too few credits for the amount of work required"*

### FIN 604 Stata in Finance

*"Good introduction for STATA, easy ECTS"*

### FIN 640 Corporate Finance II

*"Very unorganized & exam was to partially disconnected from the Lecter"*

*"The chair is a mess. The grading in the case studies is so random and doesn't follow an objective measure. Exam is very strange with no clear connection to the slides/content."*

*"Very fair course, highly interesting insights, Mr. Maug as super competent lecturer, fair exam if well prepared"*

### FIN 687 Python in Finance

*"high effort for 2 ECTS but interesting and good preparation for Seminar in the Finance area"*

### FIN 620 Behavioral Finance

*"Best course I have ever taken here!!! Super super interesting. Great lecturers with great knowledge. Loved everything about the lectures. Exam was just too much content and writing. Should overthink exam format and the point allocation."*

*"Very engaging course where you gain a lot of knowledge, though the exam was quite challenging (hard to get good grade)"*

## Comments: FIN Courses (2/2)

### FIN 682 International Asset Management

*"The course requires a lot of work for only 6 credits"*

*"The format was not fitting for this class and you have to teach yourself everything, content is presented without any explanation; the exam asked only memorization questions, even though the TA claimed it was supposed to be about understanding the content:"*

*"A lot to memorize and not much mock exams available. Use tools such as ChatGPT to practice to get a good grade."*

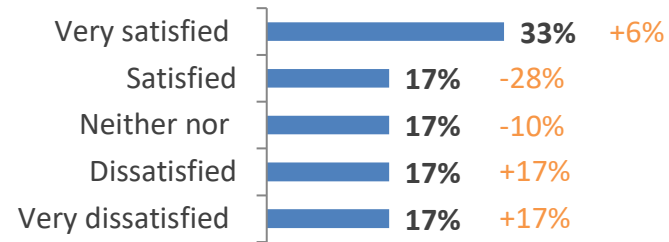
*"Practice-oriented, taught by an experienced professional in Asset Management"*

## Course Quality: IS Courses

How would you rate the quality of this course?

Only courses with  
response rate  $\geq 5$

### IS 512 IT Management in the Digital Age (n=6)

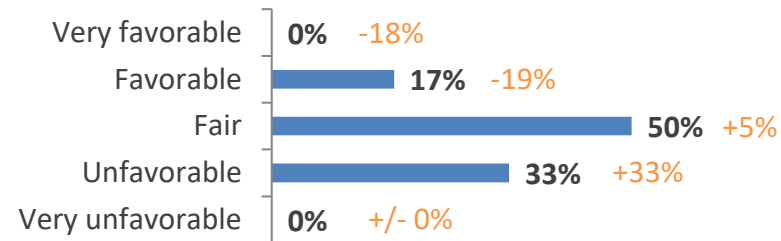


## Workload: IS Courses

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

Only courses with  
response rate  $\geq 5$

### IS 512 IT Management in the Digital Age (n=6)



## Comments: IS Courses (1/2)

### IS 512 IT Management in the Digital Age

*"If you want to really go into software product management or IT business, this course is must for you (even if its exam was too difficult)"*

*"Best professor I had in Mannheim so far. Case study sessions could have been a bit more interactive. Great that it is a midterm before easter"*

*"Great course but some cases are outdated and not actual anymore"*

*"Did not get the sense of the course & could not follow the teacher"*

### IS 513 Applied IT Management in the Digital Age

*"So much data in a very short period of time, even you are unable to comprehend what instructors are talking about"*

### IS 556 Public Blockchains

*"The exam was unfavorable. To reach 100points is 60min is not possible. Please reevaluate your system. Please grade the assignments & let the final exam count like 50%"*

### IS 557 Introduction to Scientific Programming with Python

*"Great course to learn programming, which is verry helpful if you plan to specialize in IS or OPM"*

### IS 607 Digital Innovation

*"It was unnecessarily academic. Although, exam was not too difficult"*

*"Liked the cooperative work & good lot of useful insights"*

### IS 629 Agile Software Product Management and Design

*"I do not understand why these courses exist at all, we just read ppt at home, some guest lectures, one unrelated powerapps project, then you come to an exam. Nonsense course format"*

*"The group assignment takes too much time. The professor doesn't participate in the course. Overall the course is not of great quality, I would like to have more practical insights. Also some guest lectures were the same as in the course IS 540"*

## Comments: IS Courses (2/2)

### IS 635 Forschungsmethoden Data-Science

*“Helped me a lot for my Master Thesis which was on Applied AI in Operations Management”*

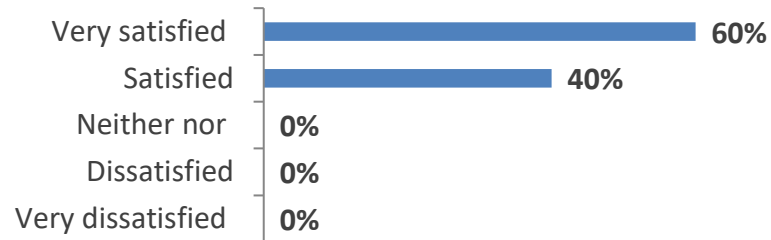


## Course Quality: MAN Courses (1/3)

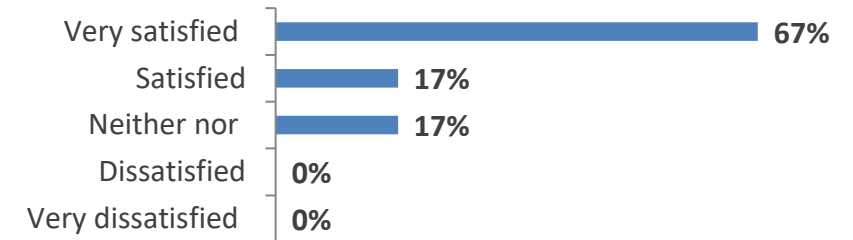
How would you rate the quality of this course?

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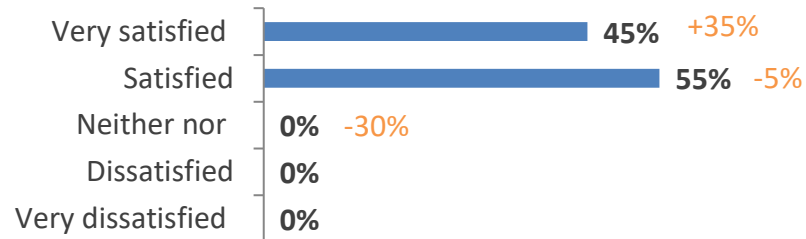
**MAN 634 Entrepreneurial Behavior and Crowdfunding Social Ventures \***  
(n=5)



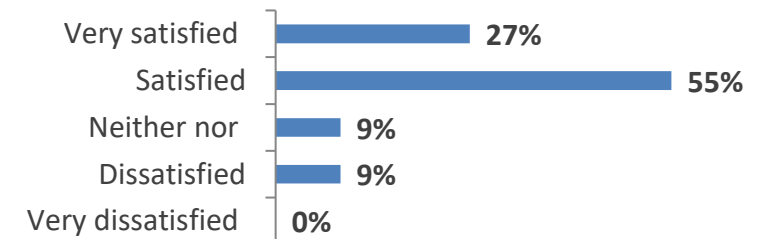
**MAN 638 Employment Relations \***  
(n=6)



**MAN 644 Human Resource Training & Development**  
(n=11)



**MAN 648 Incentives and Performance \***  
(n=11)



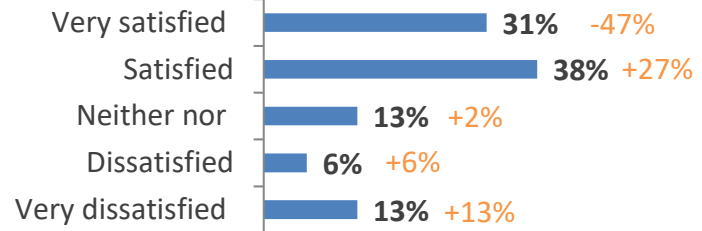
**\*Remark:** No comparison with last year's result possible due to low response rate or new course.

## Course Quality: MAN Courses (2/3)

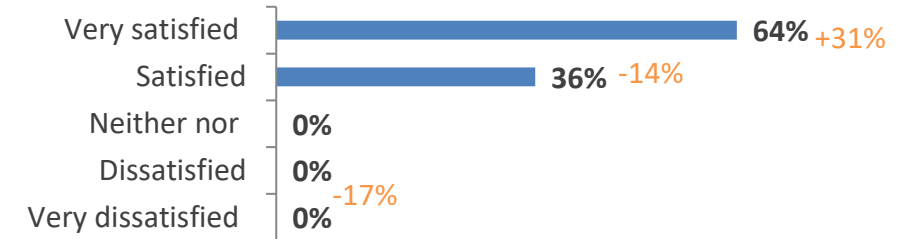
How would you rate the quality of this course?

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### MAN 654 Corporate Restructuring (n=16)



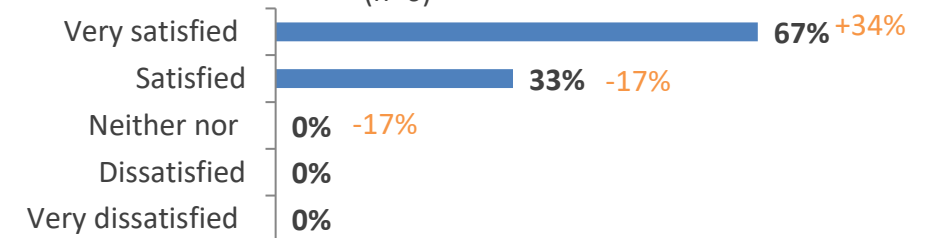
### MAN 655 Corporate Strategy (n=14)



### MAN 665 Sustainability Management Simulation: NetZero \* (n=5)



### MAN 680 Challenges of Public and Nonprofit Management - Case Study Seminar (n=6)



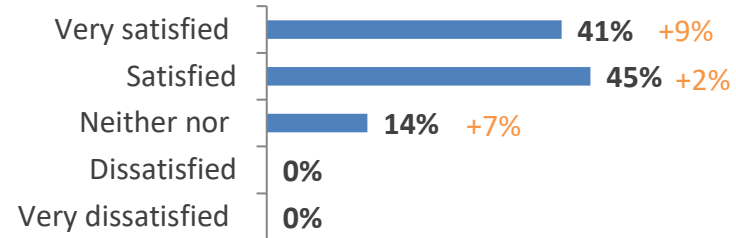
\*Remark: No comparison with last year's result possible due to low response rate or new course.

## Course Quality: MAN Courses (3/3)

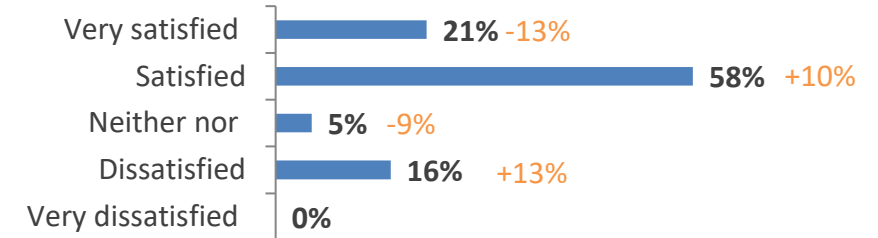
How would you rate the quality of this course?

Only courses with  
response rate  $\geq 5$

### MAN 690 Innovation Management (n=29)



### MAN 691 Selected Topics in Organizational Behavior (n=19)

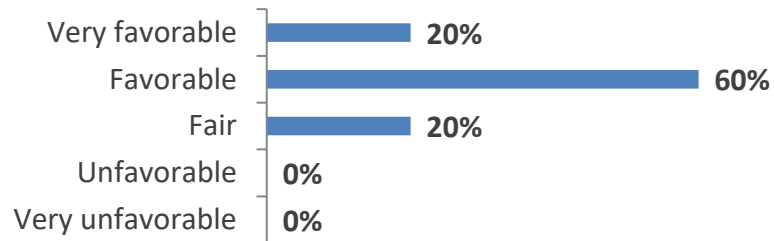


## Workload: MAN Courses (1/3)

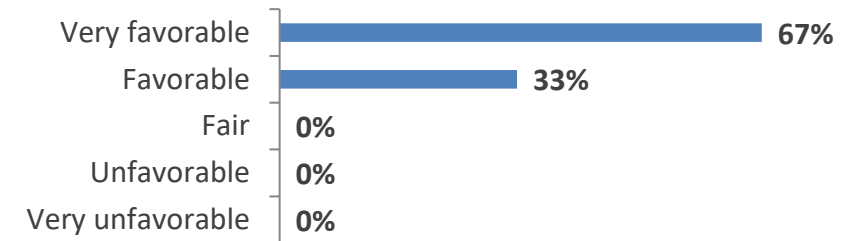
How would you rate the effort/workload relative to credits obtainable for this course?

Only courses with  
response rate  $\geq 5$

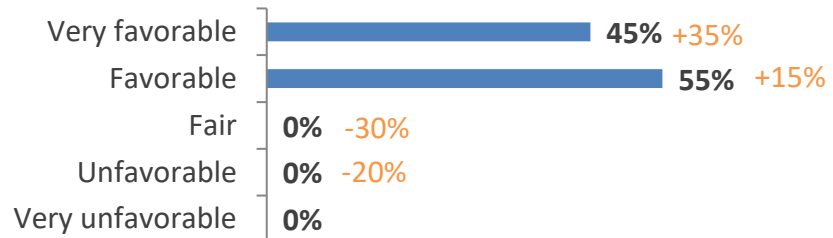
**MAN 634 Entrepreneurial Behavior and Crowdfunding Social Ventures \***  
(n=5)



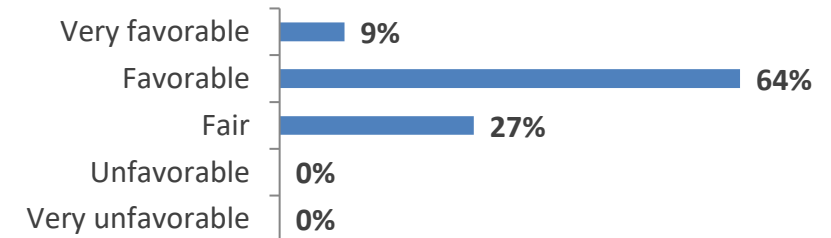
**MAN 638 Employment Relations \***  
(n=6)



**MAN 644 Human Resource Training and Development**  
(n=11)



**MAN 648 Incentives and Performance \***  
(n=11)



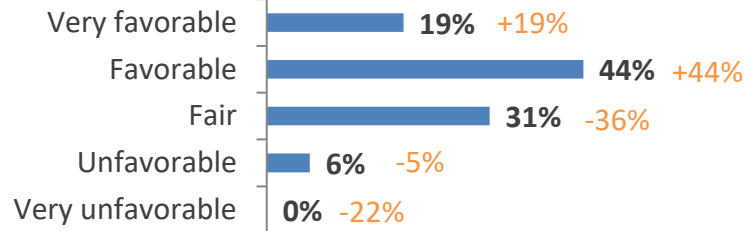
**\*Remark:** No comparison with last year's result possible due to low response rate or new course.

## Workload: MAN Courses (2/3)

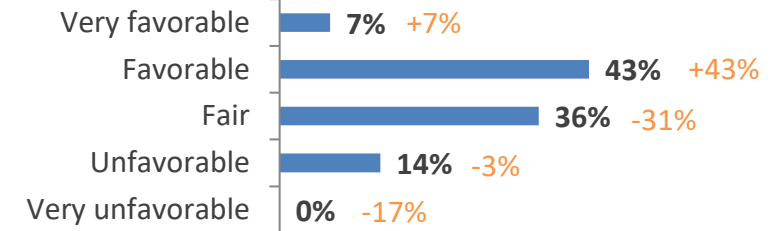
How would you rate the effort/workload relative to credits obtainable for this course?

Only courses with  
response rate  $\geq 5$

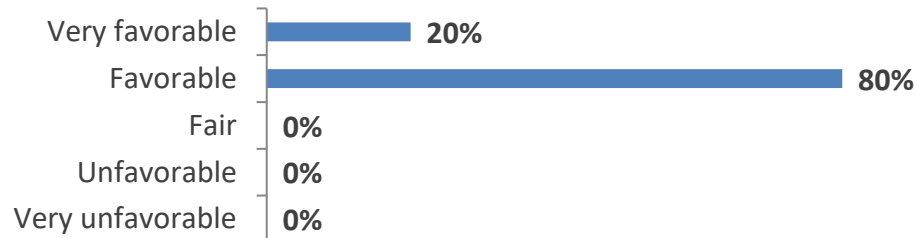
### MAN 654 Corporate Restructuring (n=16)



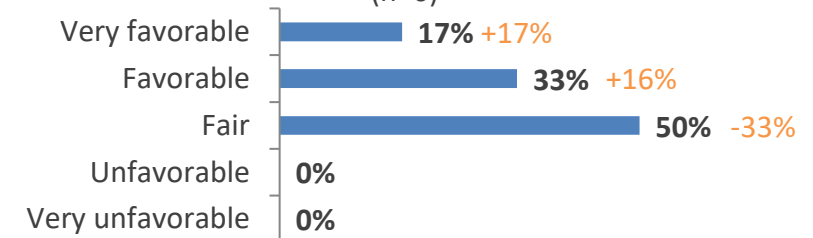
### MAN 655 Corporate Strategy (n=14)



### MAN 665 Sustainability Management Simulation: NetZero \* (n=5)



### MAN 680 Challenges of Public and Nonprofit Management – Case Study Seminar (n=6)



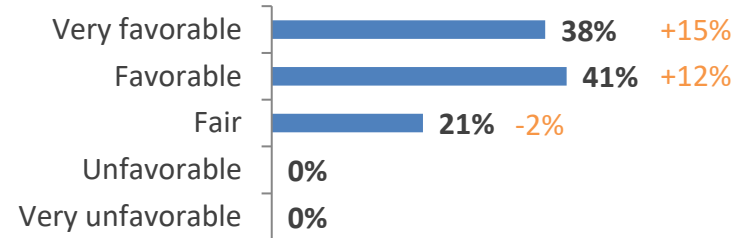
\*Remark: No comparison with last year's result possible due to low response rate or new course.

## Workload: MAN Courses (3/3)

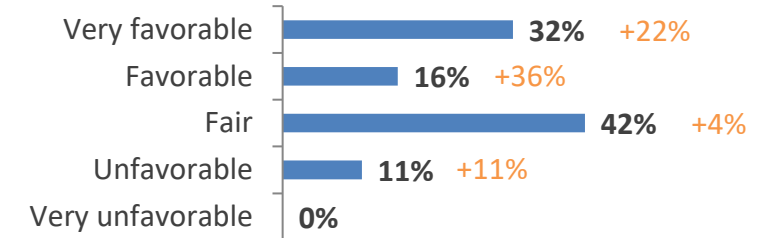
How would you rate the effort/workload relative to credits obtainable for this course?

Only courses with  
response rate  $\geq 5$

### MAN 690 Innovation Management (n=29)



### MAN 691 Selected Topics in Organizational Behavior (n=19)



## Comments: MAN Courses (1/4)

### MAN 606 Well-being along the Entrepreneurial Journey

*"Great online course, interesting topics! Fairly graded if you follow all the guidelines."*

### MAN 607 Managing the Family Business - Strategy, Governance, and Change

*"Nice Course, high workload for the ECTS"*

### MAN 632 Advanced Entrepreneurship

*"The exam was very unfavorable. The written part was very finance focus with content we never covered during the semester or in the given material."*

### MAN 634 Entrepreneurial Behavior and Crowdfunding Social Ventures

*"A lot of work for the video( please do it earlier) beside that it's a fun course where you gain practical experience on business ideas/plans. Grading is very favourable."*

*"Great class. You learn a ton since it's hands on and you actually need to create a real venture basically. Also loved the two meeting days"*

## Comments: MAN Courses (2/4)

### MAN 638 Employment Relations

*"Lectures are long but only for half the semester"*

### MAN 648 Incentives and Performance

*"The lectures from the external lecturers are partly confusing and contradicting. But overall good course."*

*"If you get the extra points through the case study at the beginning, getting a very good grade is easy."*

*"The structure and the exam itself weren't great, but it was graded extremely fairly. It definitely wasn't a memorization exam."*

*"Detached lecture parts, but overall interesting. Exam seemed super random, but somehow, we still all got good grades"*

### MAN 647 Strategic and International Human Resource

*"Really interesting but too theoretical. A lot of theoretical models to learn by heart."*

### MAN 654 Corporate Restructuring

*you really do learn a lot, but all exam-related tasks were very demanding*

*"Exam is half math"*

*"Quite disappointed about quality and covered topics (I work in restructuring), very high workload with gamble grading"*

*"Workload for group work (only 30% of overall grade) way too high"*

*"Thanks to the professor's experience, the lecture was very interesting and insightful. The case study was challenging yet enjoyable."*

*"Way too much work for group project compared to overall weight in grade"*

*"high work load for the Case but super interesting. Exam hat some little surprises regarding valuation"*



## Comments: MAN Courses (3/4)

### MAN 655 Corporate Strategy

*"great and exciting course combined with a very fair exam, clear recommendation from my side"*

*"The professor is very informative and passionate regarding the subject of corporate strategy. Though not easy to score high in the exam, I highly recommend this course based on the sheer knowledge provided."*

*"Many reading. Having a lecture per week is better than this block course because if you're sick that week you're screwed"*

*"Lot of work but can result in good grades"*

### MAN 665 Sustainability Management Simulation: Net Zero

*"Very cool and interesting. But grades depend on what city you get (with London it is super hard to reach the CO2 target)"*

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

*"The course overall is not hard, you get assigned to the topic you choose, the assessment consisted in 3 parts. (no exam)"*

### MAN 690 Innovation Management

*"One of the best courses you could take!"*

*"Really interesting course, clear communication about what is & isn't relevant for the exam, and very enthusiastic lecturer - overall a great course!"*

*"Really nice. Good grade possible."*

*"Very interesting module, with fair workload and grading"*

*"It was alright. Exam a bit weird but sometimes cool topics."*

*"Never attended the lecture, learning the slides is sufficient"*

*"It was overall a fair course."*

## Comments: MAN Courses (4/4)

### MAN 691 Selected Topics in Organizational Behavior

*"Easy and fair graded"*

*"The course has a really unique structure that combines theoretical insights with a practitioner's view - the guest lecturer who did the case studies was really engaging and this concept made theoretical lectures much more tangible - overall really fun"*

*"Interesting and okay grading"*

*"Really nice. Cases of external lecturer are interesting but provide too much additional theoretical content instead of focusing on real world application only."*

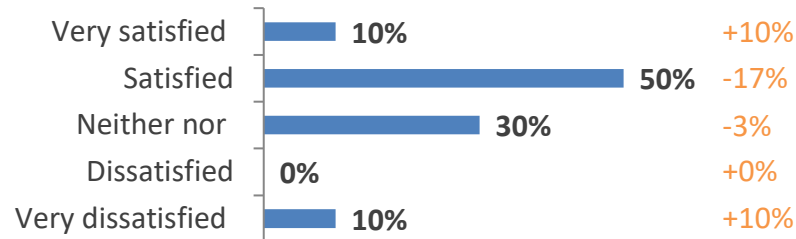
## Course Quality: MKT Courses (1/2)

How would you rate the quality of this course?

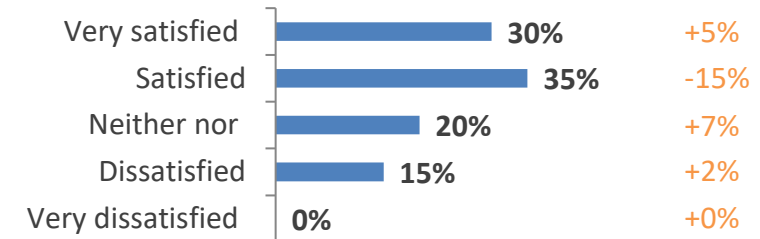
Only courses with  
response rate  $\geq 5$

### MKT 511 Marketing Analytics

(n=10)

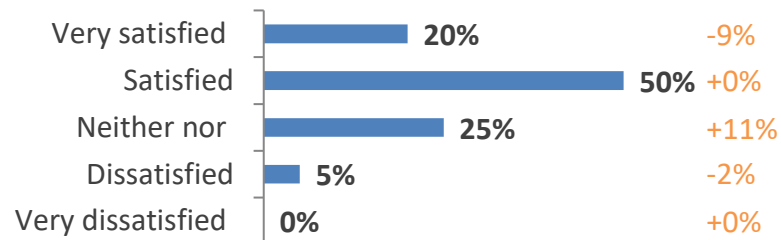


### MKT 531 Marketing Theory: Consumer Behavior and Decision Making (n= 20)



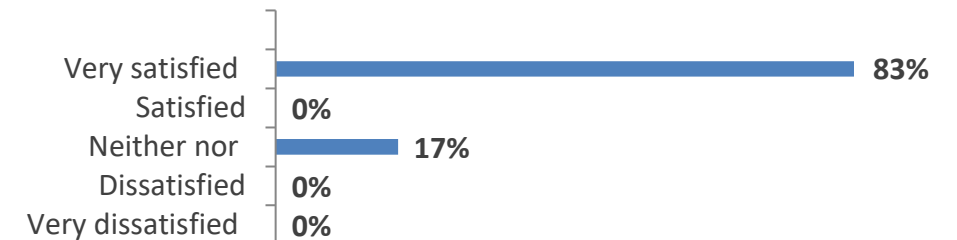
### MKT 545 Customers, Markets and Firm Strategy

(n=40)



### MKT 615 Sales Management \*

(n=6)



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

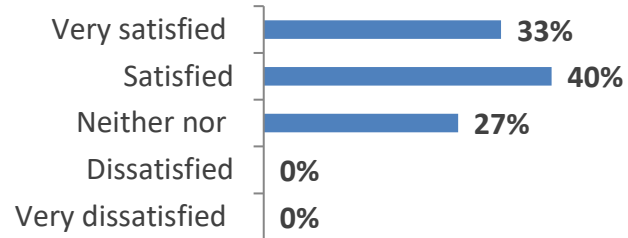
## Course Quality: MKT Courses (2/2)

How would you rate the quality of this course?

Only courses with  
response rate  $\geq 5$

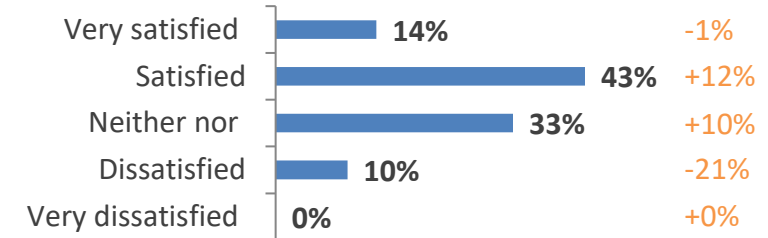
### MKT 611 Consumer Behavior \*

(n=15)



### MKT 663 Branding and Brand Management

(n= 21)



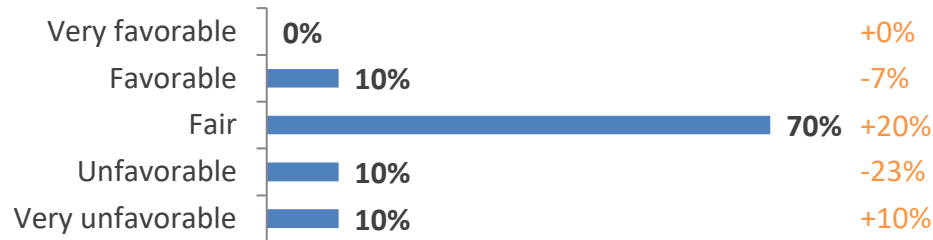
**\*Remark:** No comparison with last year's result possible due to low response rate or new course.

## Workload: MKT Courses (1/2)

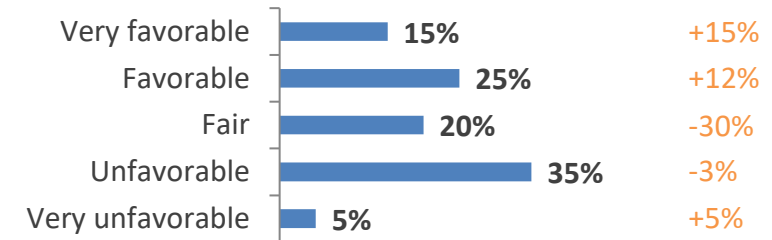
How would you rate the effort/workload relative to credits obtainable for this course?

Only courses with  
response rate  $\geq 5$

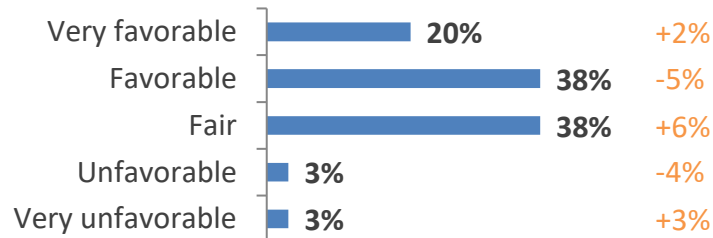
### MKT 511 Marketing Analytics (n=10)



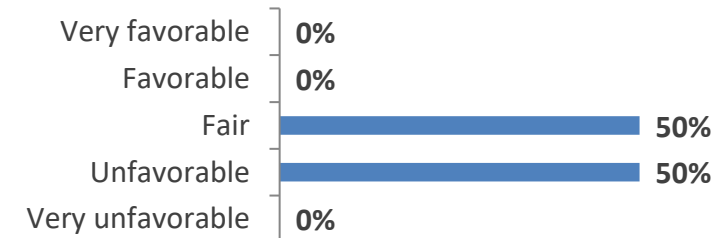
### MKT 531 Marketing Theory: Consumer Behavior and Decision Making (n= 20)



### MKT 545 Customers, Markets and Firm Strategy (n=40)



### MKT 615 Sales Management \* (n=6)



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

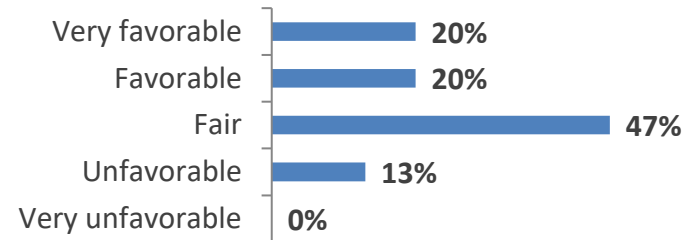
## Workload: MKT Courses (2/2)

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

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response rate  $\geq 5$

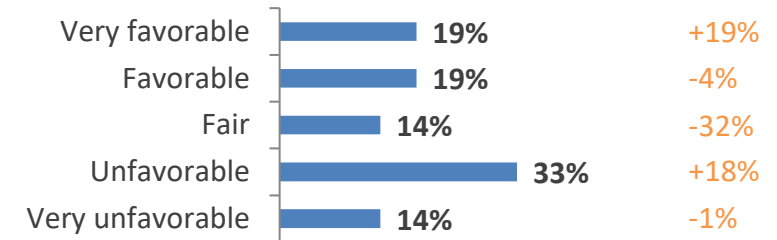
### MKT 611 Consumer Behavior \*

(n=15)



### MKT 663 Branding and Brand Management

(n= 21)



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

## Comments: MKT Courses (1/2)

### MKT 511 Marketing Analytics

*Go to the seminar, you understand more about the R code and can apply it easier*

*You definitely need some prior knowledge in R Studio to have any chance at keeping up with this course, do not recommend*

*Nice quantitative Marketing class. TA was good and very helpful. Prof. Stahl lecture style is horrendous and very boring though*

*High volume of slides/exercise content (R) but manageable*

### MKT 575 Marketing Strategy for Innovation & Sustainability

*Really cool course wish the Uni would offer more courses like that, in this format*

### MKT 531 Marketing Theory: Consumer Behaviour and Decision Making

*Very bad lecture but the exam & grading is good*

*A lot of slides to study, but in the end a very fair exam where a lot of questions can be answered intuitively*

*Highly unfavorable. Way too much content for the number of credits.*

*Straightforward course with minimal effort needed to succeed*

*Too much memorization.*

### MKT 663 Brand Management

*Very bad lecture but the exam & grading is good*

*Interesting course and despite the amount of slides extremely easy exam*

*Like MKT 531*

*You have to learn everything by heart for the exam. It is a lot, much more than for courses with more credit points.*

## Comments: MKT Courses (2/2)

### MKT 545 Customers, Markets and Firm Strategy

*A lot to learn by heart but doable if you are familiar with basic management, economics and marketing concepts 40/90 points in exam multiple choice*

*All recordings available, self-paced independent learning possible*

x2

*Like MKT 531*

*Both Prof and his TA were terrible teachers. Super boring lecture style and difficult to listen to, because of their voices. However, self-learning is easily possible.*

*Too much information and details but exam didn't really require details.*

*Overall good course but too much theory. The exercise sessions were not interesting at all.*

*More Maths than I expected from a marketing course*

*Cool course with nice content and very fair exam*

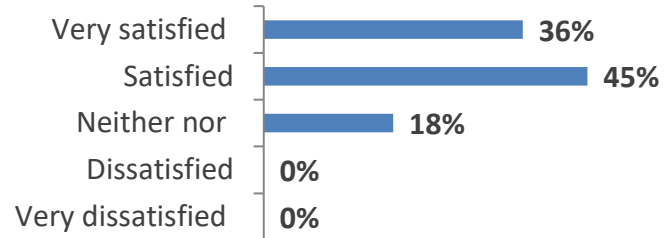
*High volume of material. BE knowledge advisable*



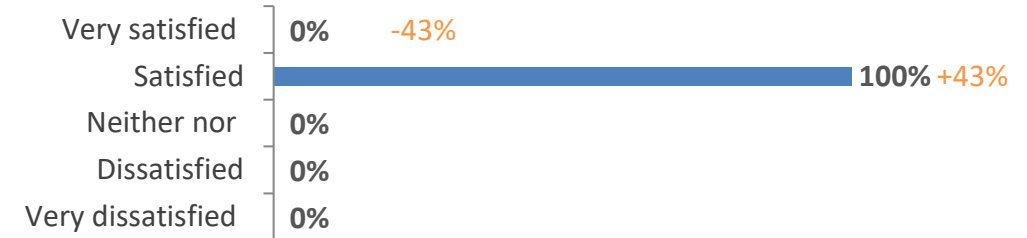
## Course Quality: OPM Courses (1/2)

How would you rate the quality of this course?

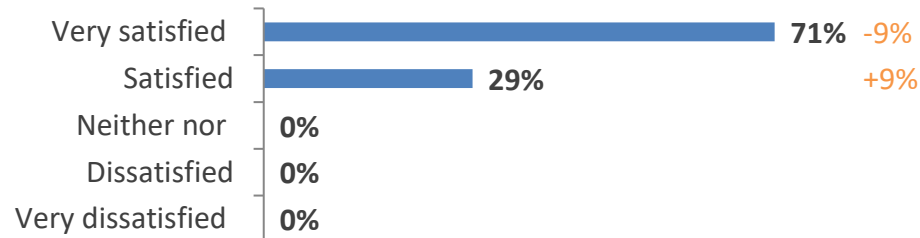
### OPM 510 Sustainable Operations Management \* (n=11)



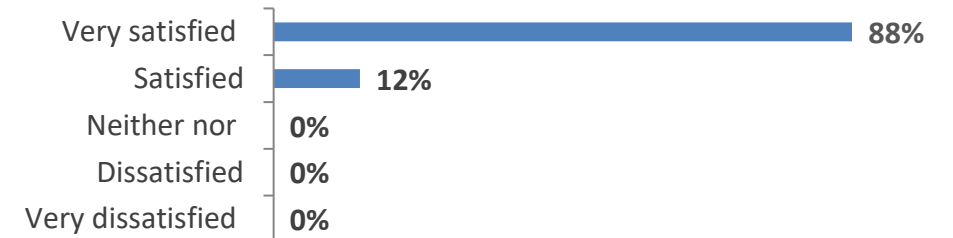
### OPM 601 Supply Chain Strategy (n=5)



### OPM 662 Business Analytics: Modeling and Optim. (n=7)



### OPM 682 Revenue Management and Dynamic Pricing \* (n=8)



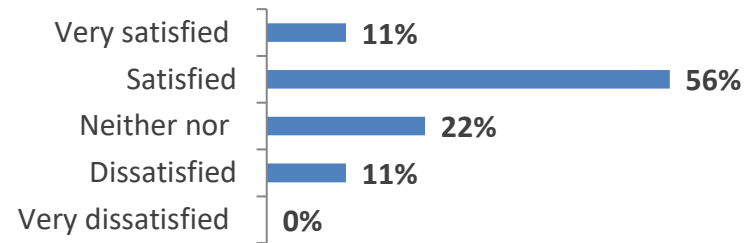
**\*Remark:** No comparison with last year's result possible due to low response rate or new course.

## Course Quality: OPM Courses (2/2)

How would you rate the quality of this course?

### OPM 692 Strategic Sourcing \*

(n=9)

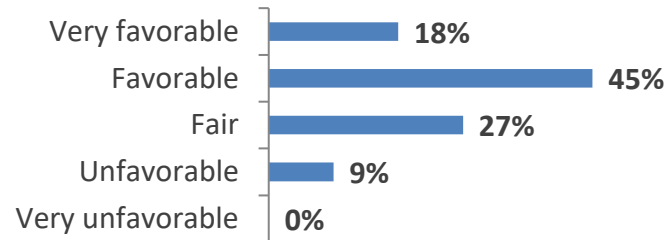


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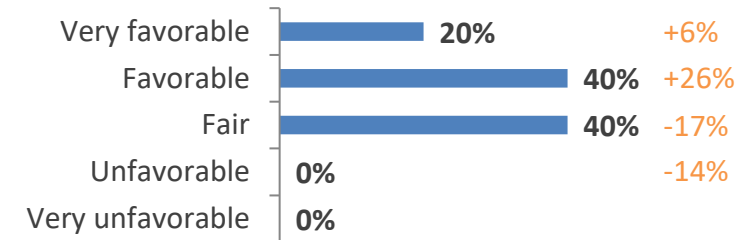
## Workload: OPM Courses (1/2)

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

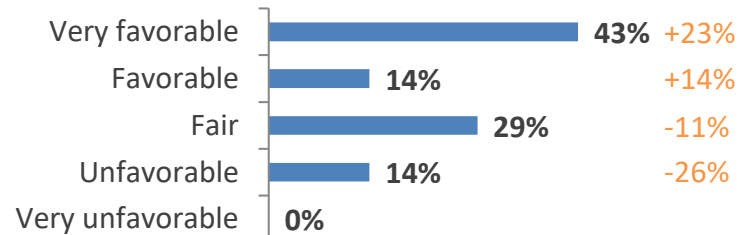
**OPM 510 Sustainable Operations Management \***  
(n=11)



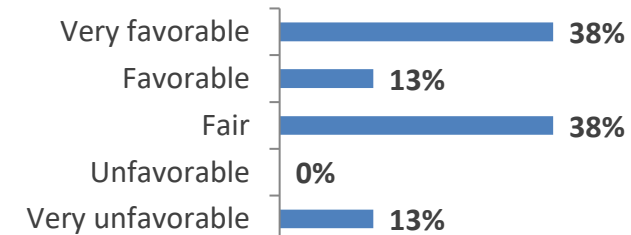
**OPM 601 Supply Chain Strategy**  
(n=5)



**OPM 662 Business Analytics: Modeling and Optim.**  
(n=7)



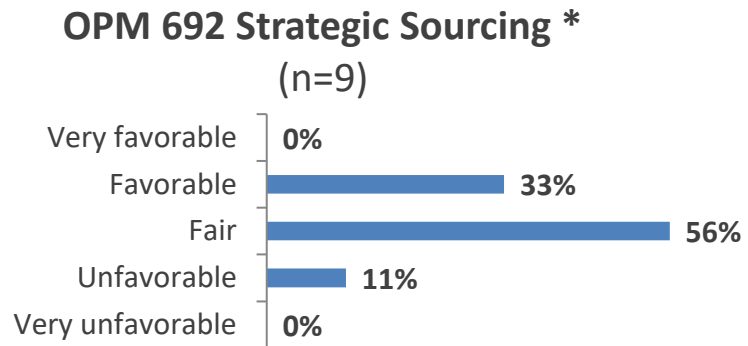
**OPM 682 Revenue Management and Dynamic Pricing \***  
(n=8)



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

## Workload: OPM Courses (2/2)

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



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

## Comments: OPM Courses (1/2)

### OPM 503 Transportation Management: Road, Rail, and Sea Fr.

*If you participate in the lectures the exam ist really easy.*

*Nice lecture but not very depp insights as all there areas are covered while Aviation only focussed on one, attendance necessary for the exam*

### OPM 582 Case Studies in Operations Management: Unlocking ...

*fairly basic course, that lacks a bit of structure but easy credit*

*Some case studies are not AI-related, but the course has clear structure and the grading is favorable*

### OPM 692 Strategic Sourcing

*Pretty much the same as Strategic Procurement. Lecture with Bode is good but attendance in exercises is useless.*

*Presentation a little unnecessary*

*10% of the grade come from a groupwork not stated in the syllabus.*

### OPM 510 Sustainable Operations Management

*Good overview of Area Operations*

*Interesting course. Also a recommendation for non opm students. Chairs could have better collaborated content wise*

*Just a broad overview of all 4 chairs, with examples to Sustainability. The midterm is favourable.*

### OPM 661 Business Analytics: Robust Planning in Stochastic Systems

*Very interesting course with only a few attendees. Seems harder than it is and a good grade is almost guaranteed if you put some effort into the course.*

*a part of the grade is done by assignments which seemes a very good way to truly understand the topic and made it very interesting. Very small class leads to a nice learning atmosphear.*

## Comments: OPM Courses (2/2)

### OPM 662 Business Analytics: Modeling and Optimization

*Most practical lecture ever taken. Use Python and modeling to solve real world problem*

*Time consuming during the semester but worth it. 70% of the grade comes off assignments during the semester. 30% short python exam (doable if you actually know algebraic Modeling and a bit of coding)*

*Great prep for master thesis at any OPM chair*

*I would say this course is almost mandatory for any student planning to write his/her thesis at any of the following chairs: Service Operations Production, Logistics, since this course teaches to use commercial software to solve optimization problems*

*You learn a lot but have to work a lot as well. But this course paid off big time during my thesis during which I used many of the concept from this course. Personally I dislike the professor though (certain arrogance and inflexibility)*

*Well designed assignments and good grades, can be harder than OPM 661*

### OPM 682 Revenue Management and Dynamic Pricing

*Very good course. Prof. Schön and her TA are both very helpful and teach you some interesting stuff.*

*One of the hardest OPM courses (except Production Management)*

*Also verry intersting for Students focussing on Marketing, as this course deal with Quantitative Pricing. Cheat Sheet with 4 pages in Exam allowed. Verry good professor.*

*No learning by heart in the exam*

*Great course and very fair exam with bonus points and cheat sheet. Models discussed in class were complex but I would expect this from a quantitative pricing course.*

## Input: Suggestions for New MMM Courses (1/2)

### Finance Courses

Sustainable Finance

Option Pricing, Wealth Management

Corporate Finance 3

Fixed Income, Bond Markets

Digital Asset Management on Public Blockchain With cooperations like uniswap or banks which back their assets with digital tokens like BTC

More courses around Behavioral Finance or a follow up course

### Operations Management Courses

Mandatory course on implementing Optimization Problems (e.g. with a Python or Java API for a commercial solver like gurobi) for students planning to write their thesis in the Operations Area

Not really a new course, but I hope Prof. Bielic is replaced when he retires at the end of next semester. Would be a shame to lose transportation management

### Accounting Courses

Transfer Pricing, Transaction Accounting

### Taxation Courses

Tax Advisor courses for the MMM so that the grading isn't based on Law standards

Tax Compliance Management

### Marketing Courses

Honestly most marketing courses could be updated, how is it possible that a 600 course on branding only covers Basics of branding like logos etc. Should add courses that offer insights to luxury, retail, fashion, FMCG

More MKT courses: Luxury Marketing, Retail Marketing, Social Media Management

Influencer/Social Media Marketing

UX/UI design for managers Customer Journey Mapping for Product Managers

## Input: Suggestions for New MMM Courses (2/2)

### Management Courses

More strategic/innovation driven topics

More Sustainability courses

Definitely more courses of the Strategic Management area

Project Management, Strategic Management, Change Management

Real Estate Management

Luxury Management

Sports Management

Sustainability deep dives like Circular Economy or Nonmarket Strategy

Public Governance, Automotive Management

Tourism Management

Consulting

### Information Systems Courses

AI related and data management related courses

No code/low code software development (almost all business people are required to develop their own in-house apps/automation work in the modern world. Thus, management people should know how to at least build their own small applications that would make their day-to-day actions easier)

More about AI and ML and how it can transform business processes

More technical courses in Information System area

IT Governance Data Governance IT Outsourcing Management (customer company perspective) IT Outsourcing Business (supplier software company perspective)

Programming courses

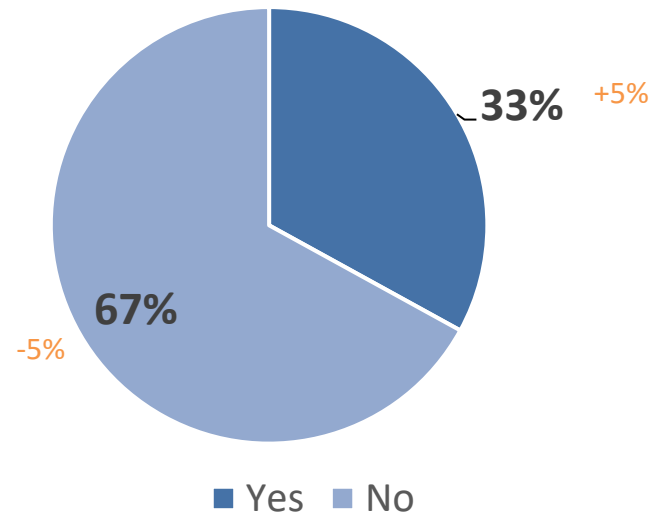


# 3. SEMINAR THESIS

## Seminar Thesis: **Application**

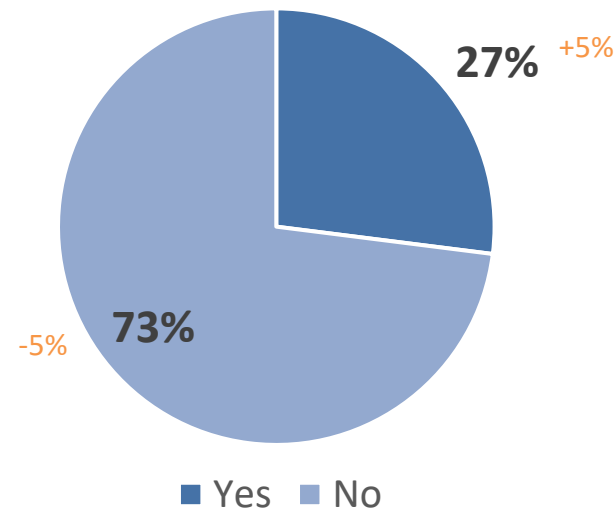
Have you applied for a seminar thesis this semester?

Participants: n=151



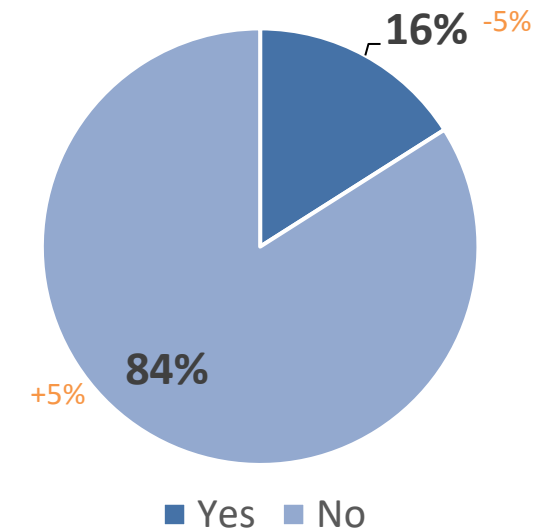
Have you started/completed a seminar thesis this semester?

Participants: n=151



Have you applied for a seminar thesis and been rejected?

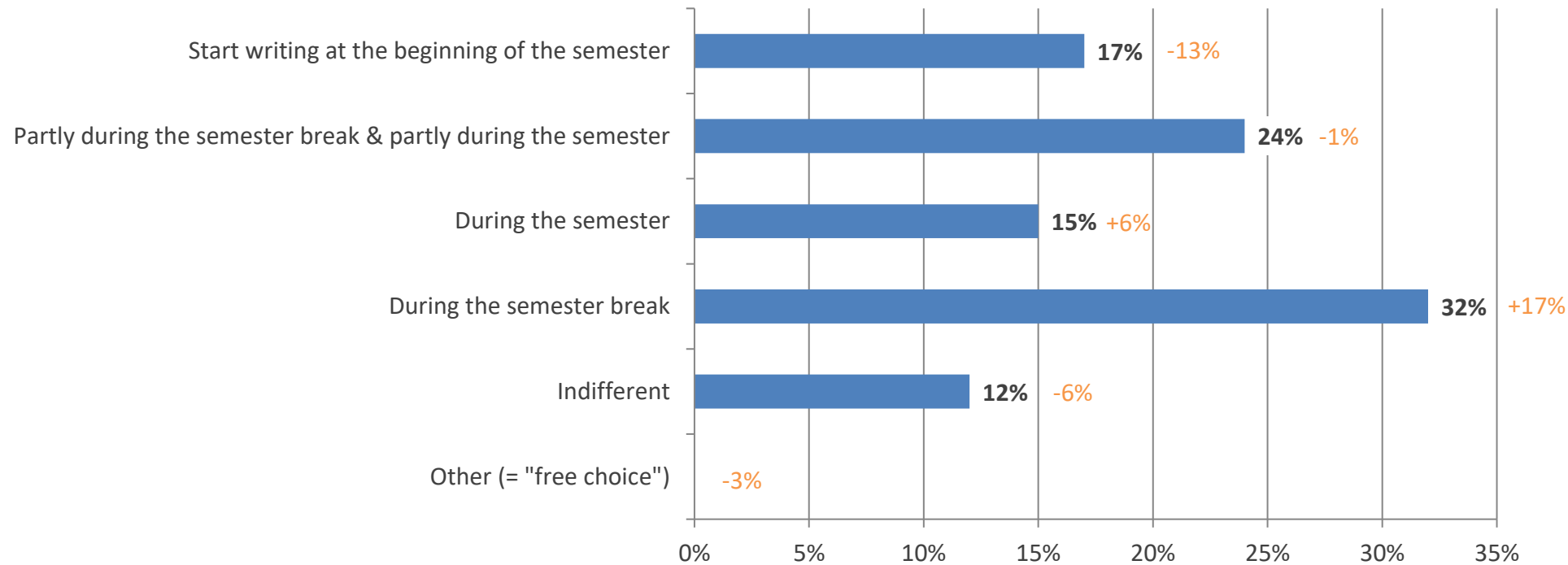
Participants: n=51



## Seminar Thesis: Choice of Timing

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

Participants: n=51

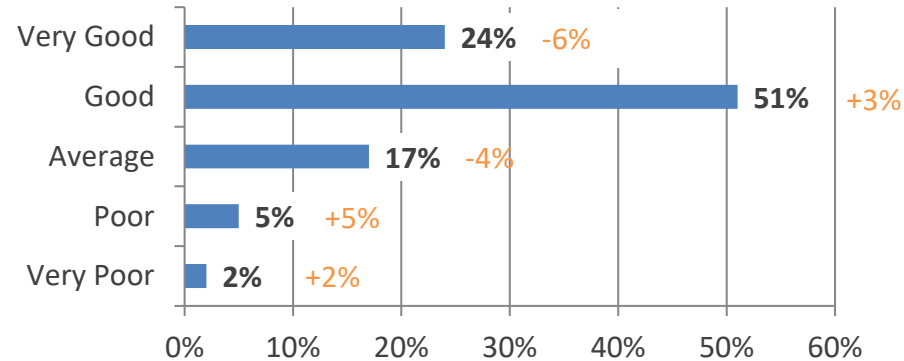


# Seminar Thesis: Quality Rating (1/3)

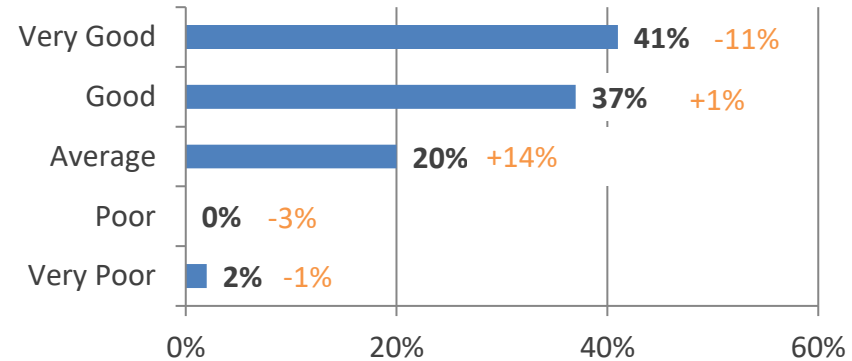
## How would you rate...

Participants: n=41

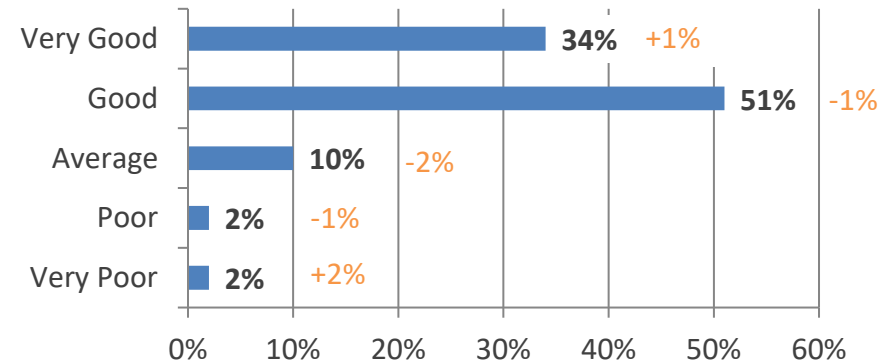
...the overall provision of information before deciding on a chair?



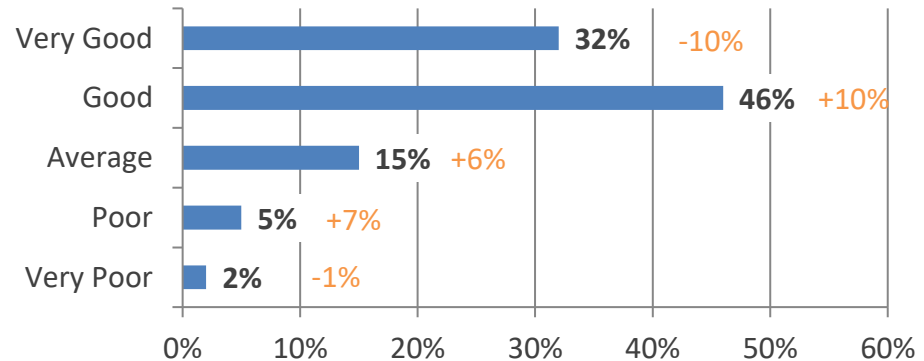
...the variety of topics?



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



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

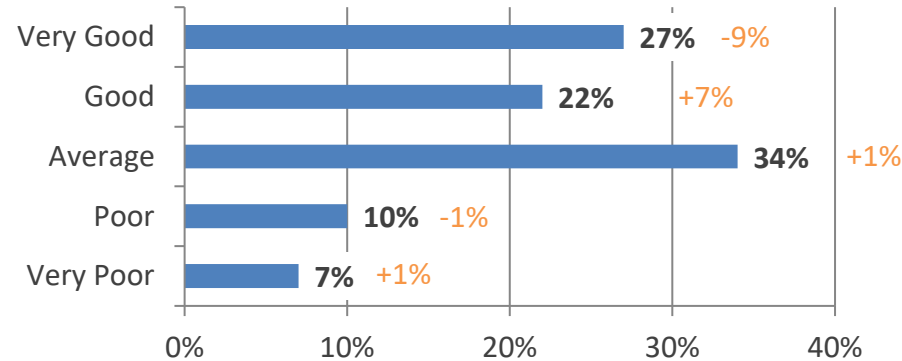


# Seminar Thesis: Quality Rating (2/3)

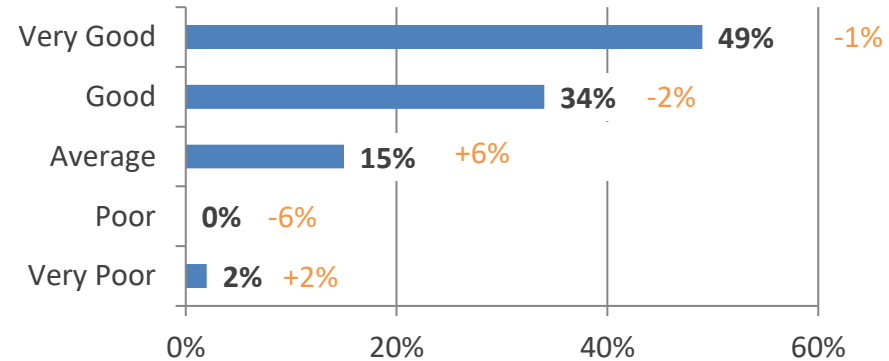
## How would you rate...

Participants: n=41

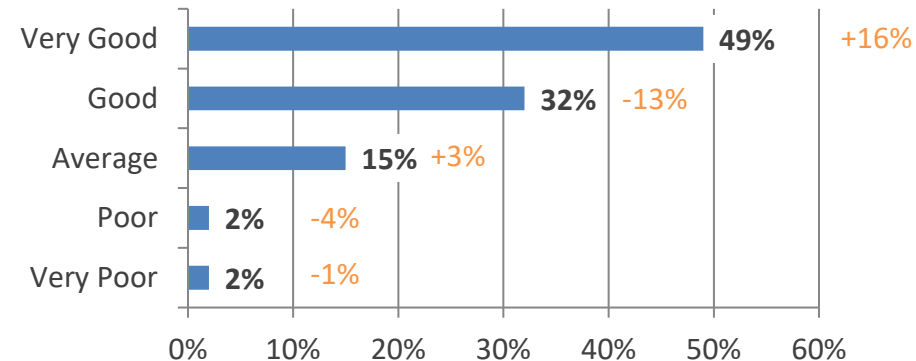
### ...the opportunity to influence your topic?



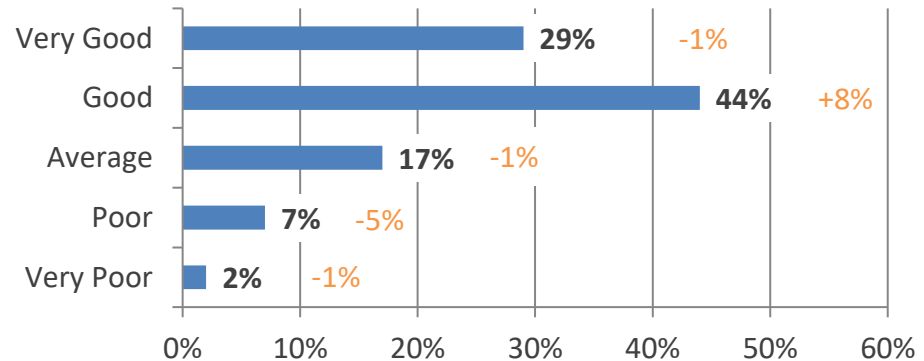
### ...the formal support by the chair?



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



### ...the time frame of the seminar thesis?

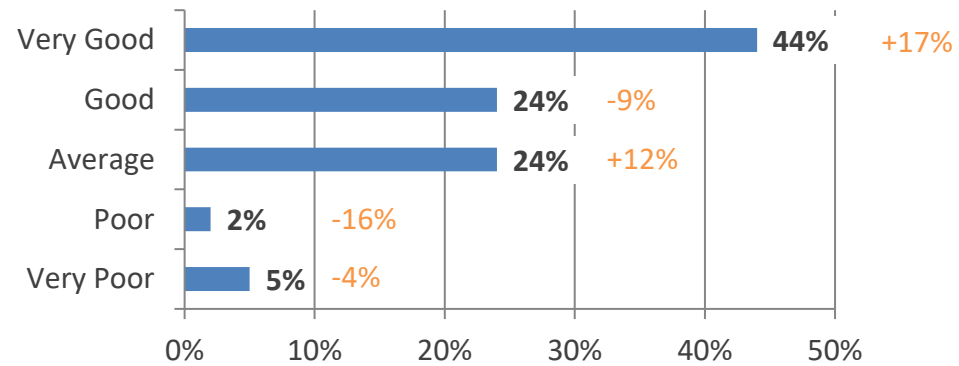


## Seminar Thesis: Quality Rating (3/3)

### How would you rate...

Participants: n=41

...the provision of feedback after the seminar thesis



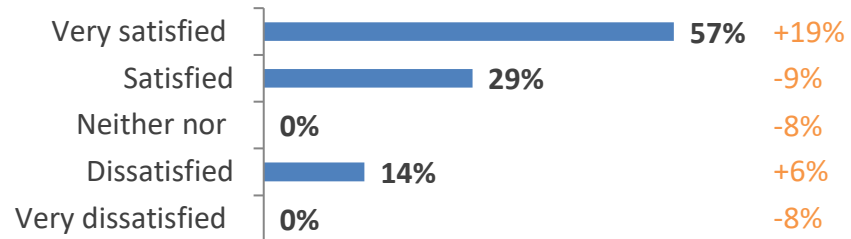
## Course Quality: Seminars

How would you rate the quality of this course?

Only courses with  
response rate  $\geq 5$

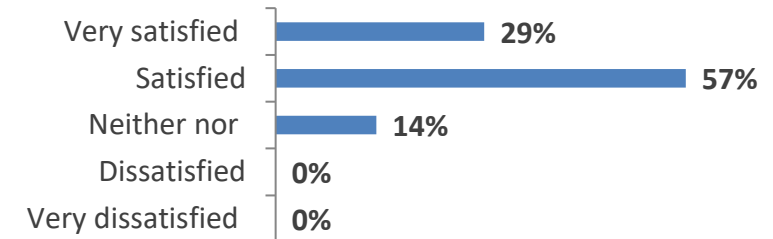
### MKT Seminar

(n=7)



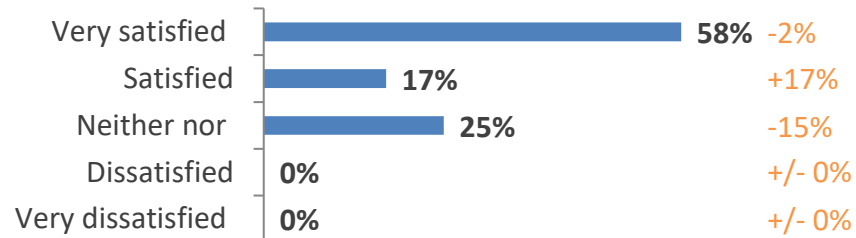
### MAN Seminar \*

(n=7)



### OPM Seminar

(n=12)



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

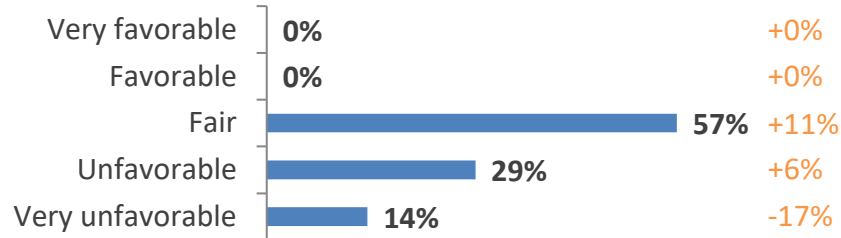
## Workload: Seminars

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

Only courses with  
response rate  $\geq 5$

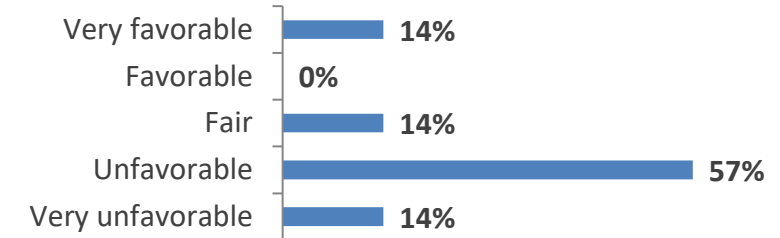
### MKT Seminar

(n=7)



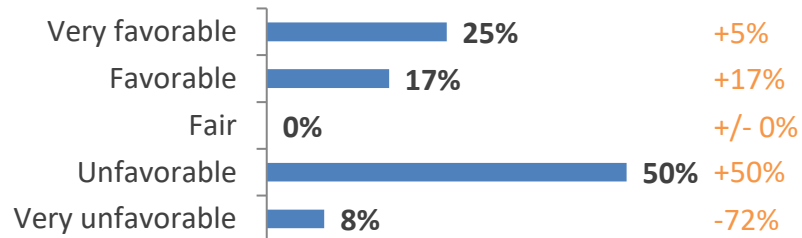
### MAN Seminar \*

(n=7)



### OPM Seminar

(n=12)



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



## Comments: Seminars

### MKT Seminar

*"9 weeks is too short, high time pressure, support from advisor not very helpful, rather shallow feedback afterwards"*

### TAX Seminar

*"Requires some effort as most seminars. However, supervision was decent (1 Phd student per MMM student)"*

### IS Seminar

*"Supervisor never react to my mails, but grade was favourable"*

### MAN Seminar

*"Interesting but much workload"*

### OPM Seminar

*"The grading was fair. However, the workload was extremely high for only 6 credits"*

*"As all seminars, this is very much work for 6 ECTS"*

*"I would recommend the Chair of Service Operations or Logistics to any student interested in OPM"*

*"You can work through the semester break on your seminar and you need that time. Very time consuming."*

## Comments: Seminar Thesis

### General Comments

*"I disliked that I had to accept/decline my seminar thesis offer before we got access to the topics. The topics were unveiled during the kick-off session, and I was a bit disappointed about the available topics. I would have preferred a list of topics beforehand, as it is best practice at the marketing chairs for example."*

*"The **overall seminar thesis process across the entire MMM is very intransparent** and changes depending on area and sometimes even on the chair. Each chair/area has different time frames, application guidelines and requirements, and topic allocation procedures. This makes the entire process of applying for a seminar thesis very challenging and unnecessary time-consuming. **It would be great if the process could be harmonized** or if there would at least be one central page with all topics/information apart from the module catalogue."*

*"**Very tight and intensive** but great learning outcome and **well prepared for master thesis**. Content also very high quality, just very high Quantity. Grade very reasonable."*

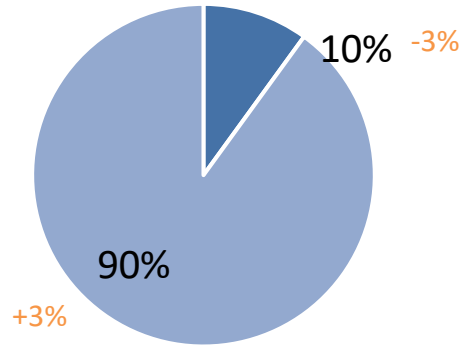
*"The seminar is more work than the 6 ECTS convey but well worth the time investment if you stay at the chair for your master thesis."*

# 4. MASTER THESIS

## Master Thesis: General

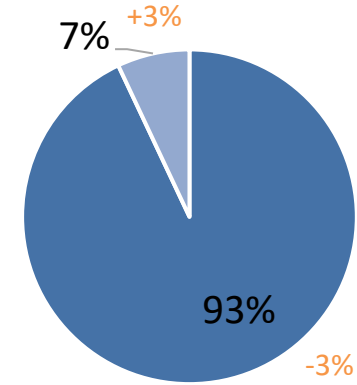
### Are you writing/have you written your Master this semester?

Participants: n=151



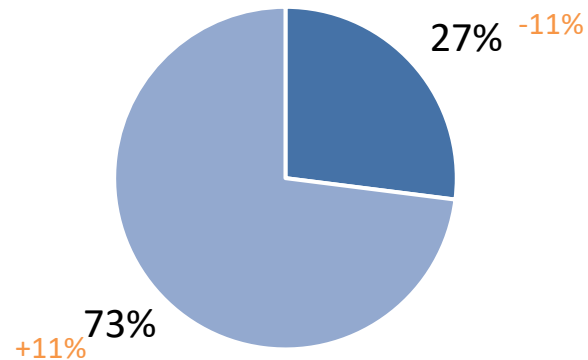
### Is/was it the chair of your first choice

Participants: n=15



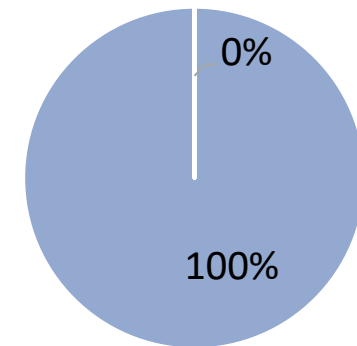
### Does it differ from the chair of your first choice?

Participants: n=15



### Did you write your thesis in cooperation with a company?

Participants: n=151

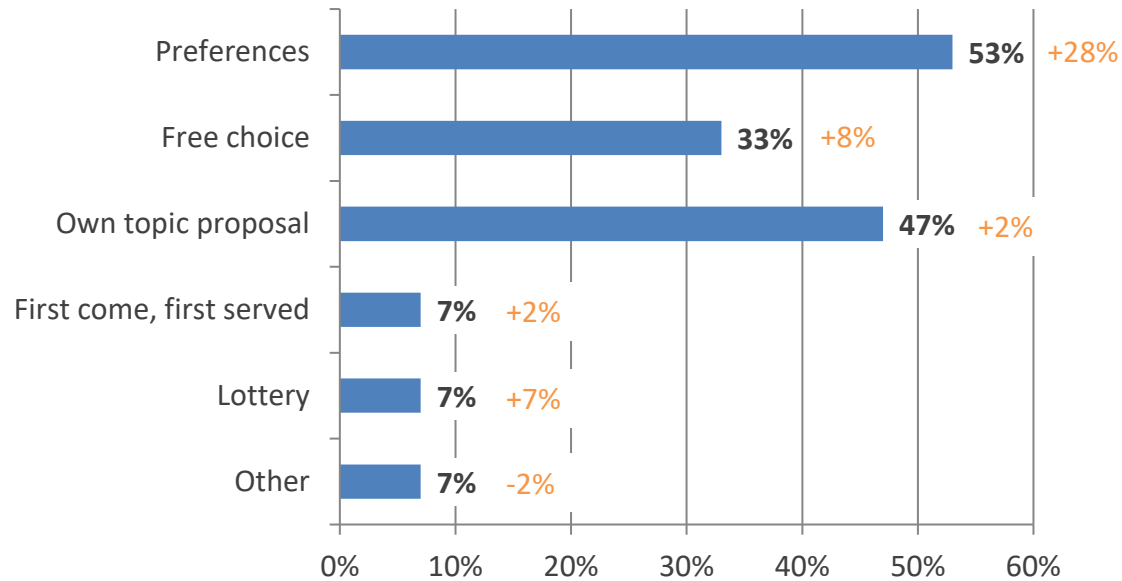


■ Yes ■ No

# Master Thesis: Topic Assignment

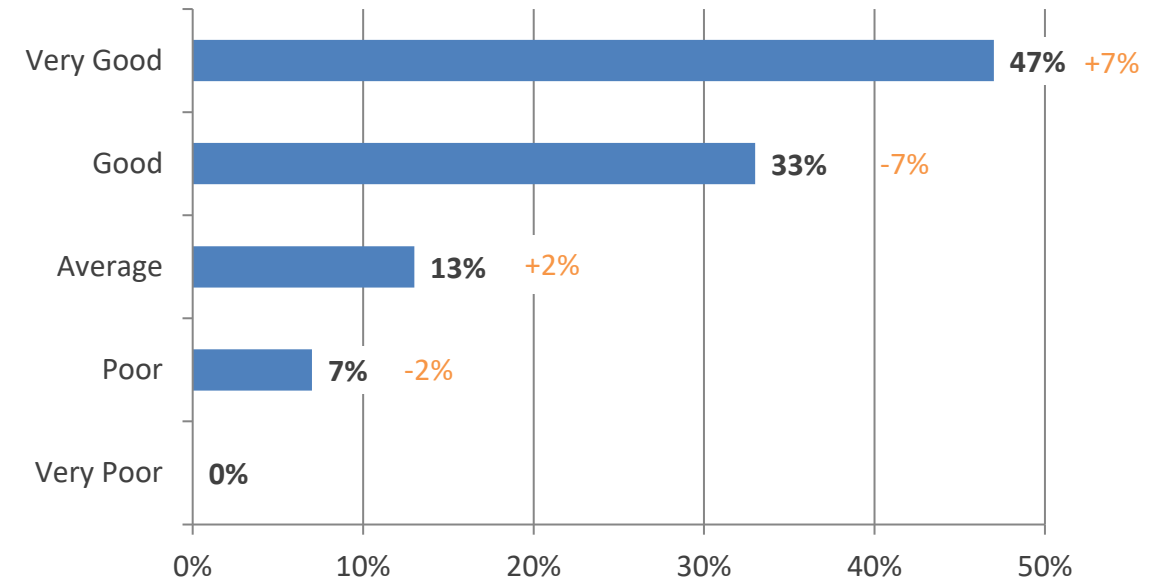
## What system of assigning the topics did the chair use?

Participants: n=15



## How would you rate the process of assigning topics?

Participants: n=15

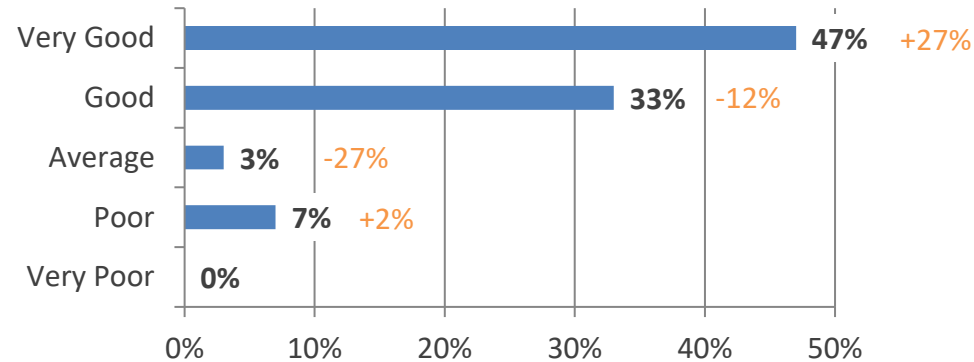


# Master Thesis: Quality Rating (1/2)

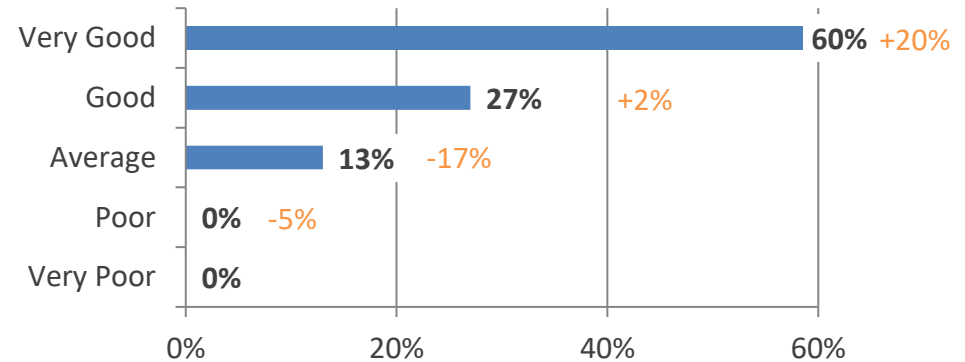
## How would you rate...

Participants: n=15

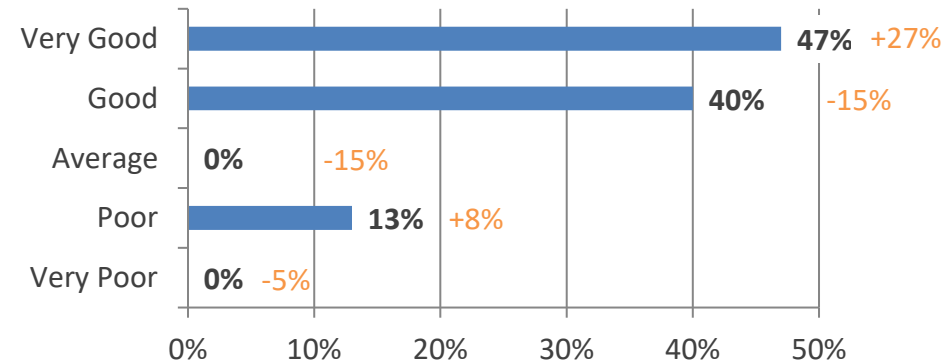
### ...the overall provision of information before deciding on a chair?



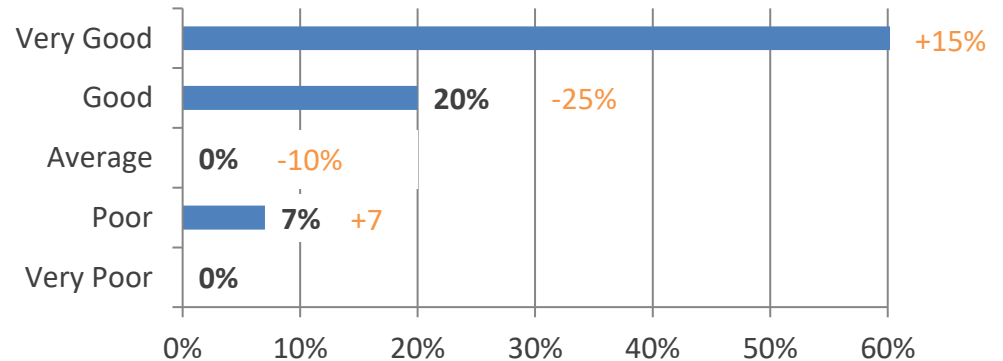
### ...the variety of topics?



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



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

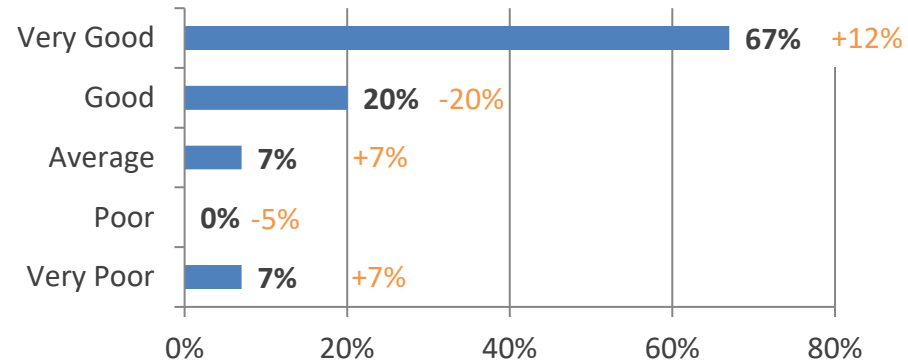


# Master Thesis: Quality Rating (2/2)

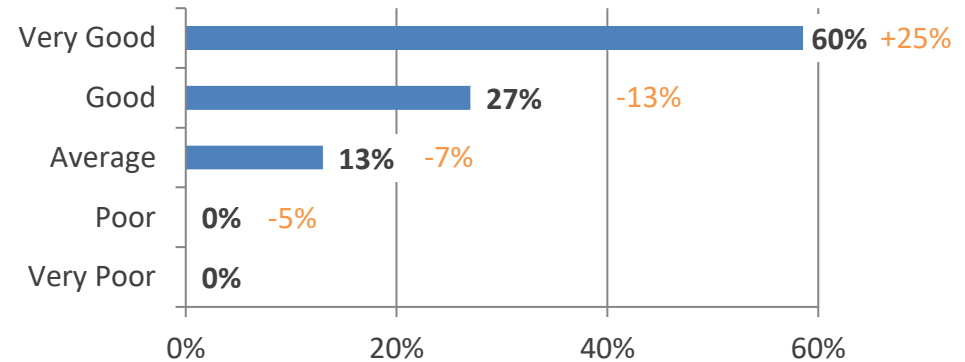
## How would you rate...

Participants: n=15

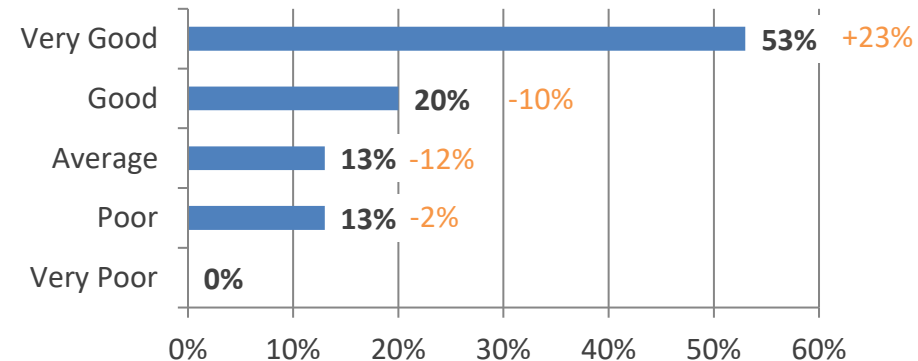
### ...the opportunity to influence your topic?



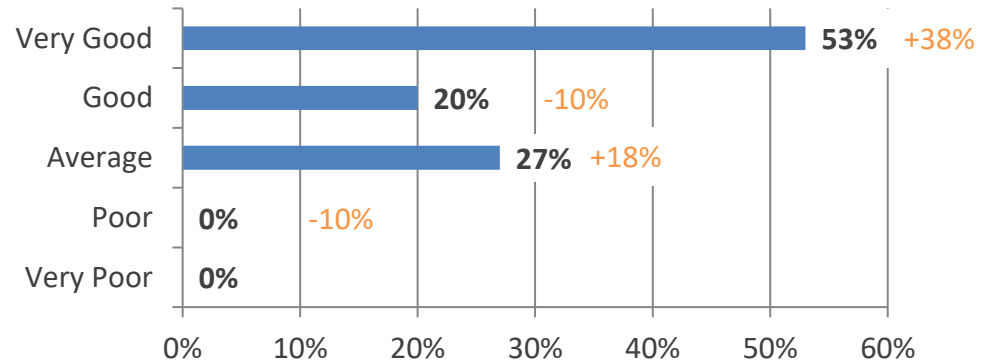
### ...the formal support by the chair?



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



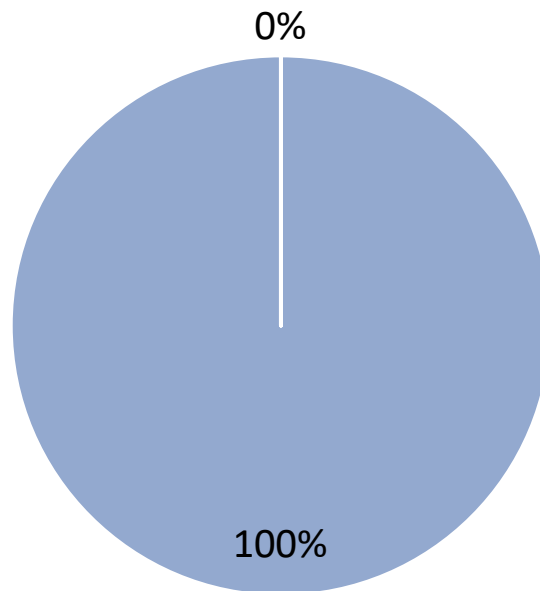
### ...the provision of feedback after the Master's thesis?



## Master Thesis: Defense

### Did you defend your Master's thesis?

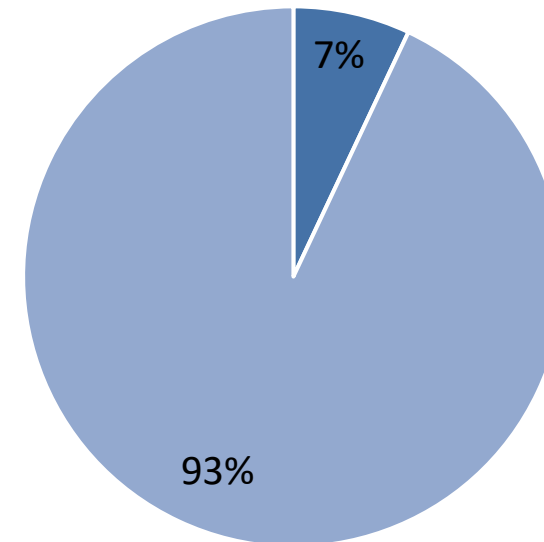
Participants: n=15



■ Yes ■ No

### Would you have preferred to defend your thesis?

Participants: n=15



■ Yes ■ No

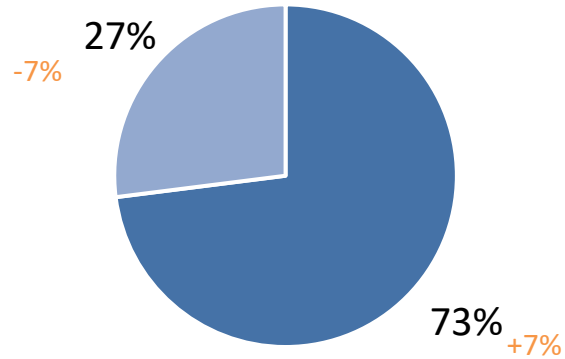


# Master Thesis: Preparation

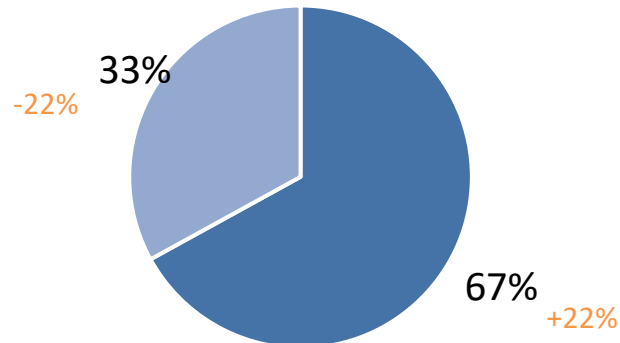
## Did you feel well prepared for your Master's thesis by...

Participants: n=15

### a) methodologically: prior research (bachelor thesis, seminar paper)

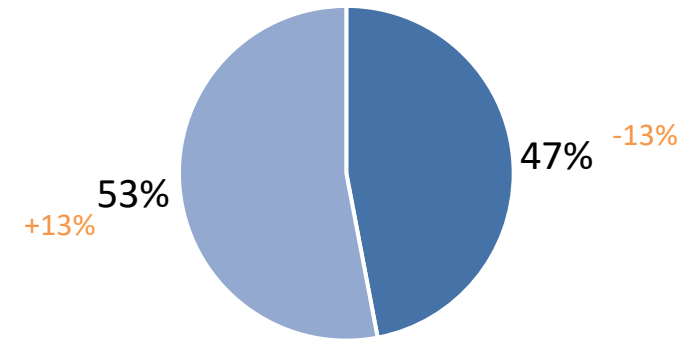


### b) theoretically: courses offered during your studies



## Is/was it the chair of your first choice

Participants: n=15



■ Yes ■ No

# Comments: Master Thesis

## General Comments

*"If you are interested in applied AI or machine learning and have some basic programming skills. I highly recommend the Prof. Schön's Chair for Service Operations, as they are very interested in these topics and very open to support students with their own Idea for a master thesis."*

*"Great Experience at Prof Schön's Chair. Many cutting edge topics at the intersections of data science and operations management"*

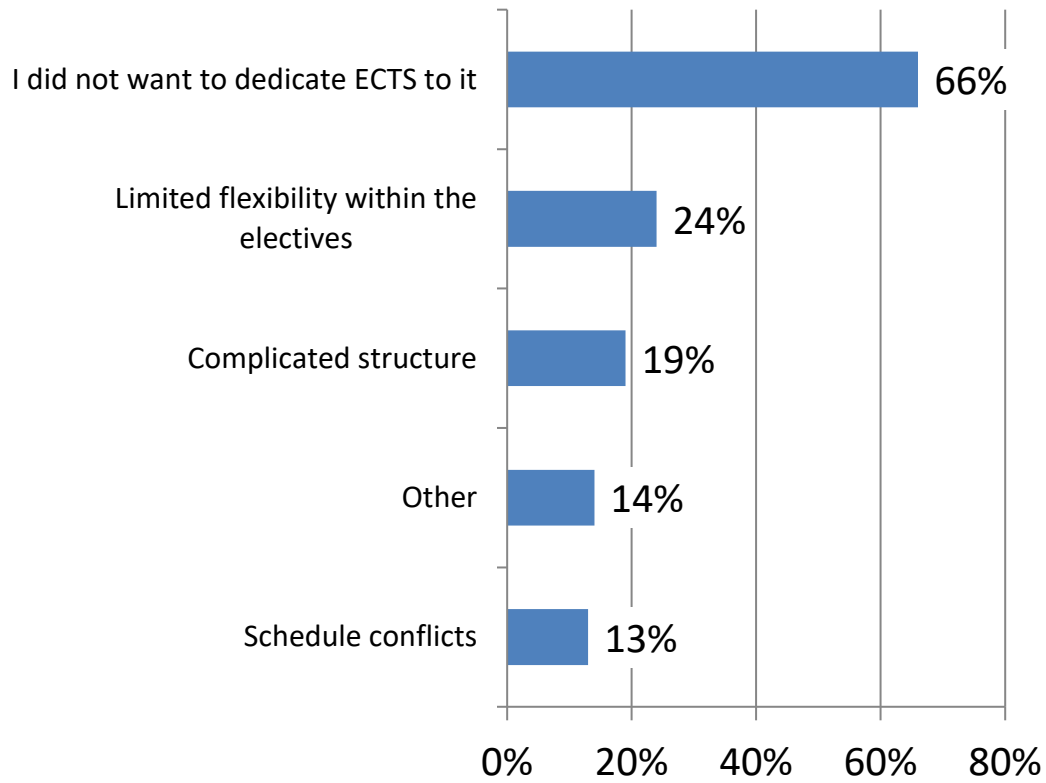
*"I wish it was clearer when you can expect to know the results. But you rarely find this out before getting the results. Also, additional feedback (beyond just the grade) would be nice, so you learn what the main issues were."*

# 5. ELECTIVES

## Electives: Reasons Against

### Why are you not taking an elective?

Participants: n=130



### Other

*Will do it later 2x*

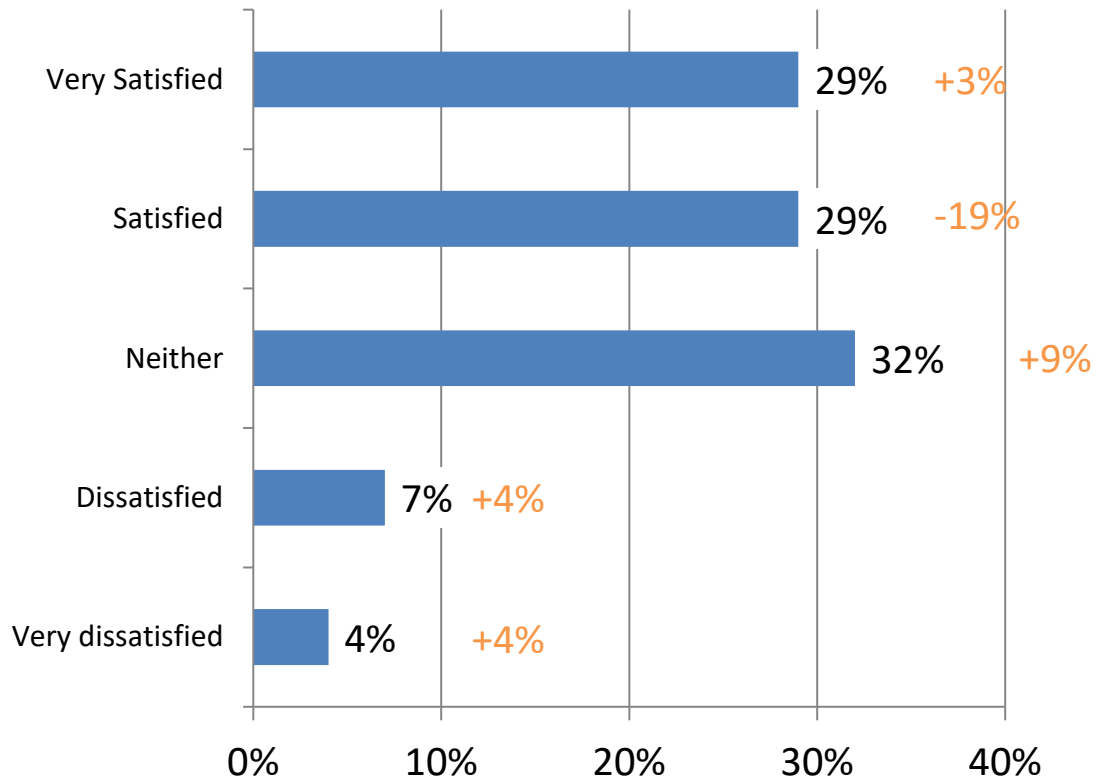
*ECTS requirements too high*

*Only taught in German 2x*

## Electives: Satisfaction and Comments

### Why are you not taking an elective?

Participants: n=130



### Other

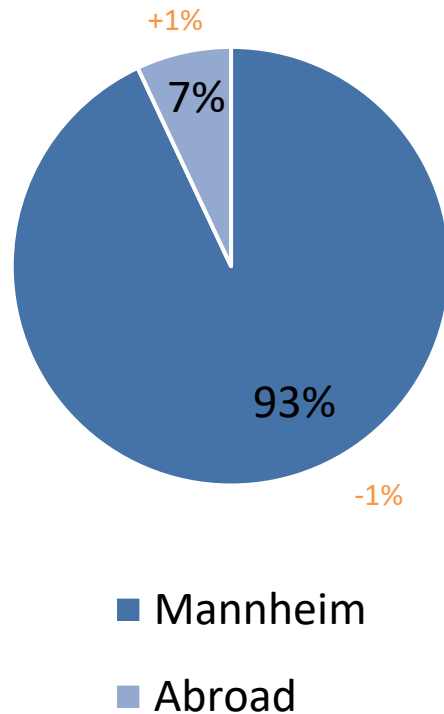
*Exams are different and grading is tougher 2x*

*Very interesting courses*

# 6. SEMESTER ABROAD

## Spring Term 2025: Semester Abroad

Did you spend your semester in Mannheim or abroad?



Participants: n = 163

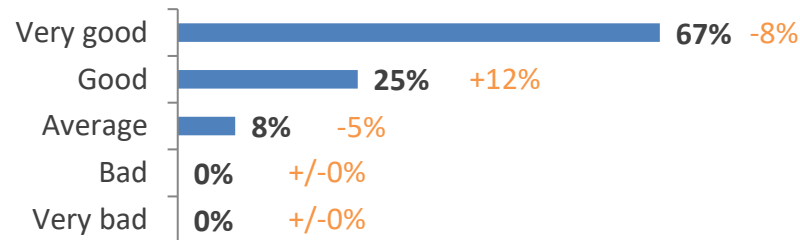
Where did you spend your semester abroad?

Aalto University School of Business  
Bentley University  
Corvinus University of Budapest  
LUISS Guido Carli Rome  
Macquarie University  
Mahidol University  
Universidade Catolica Portuguesa, Lisboa  
Universidade Nova de Lisboa  
University of Ljubljana  
Zagreb School of Economics and Management

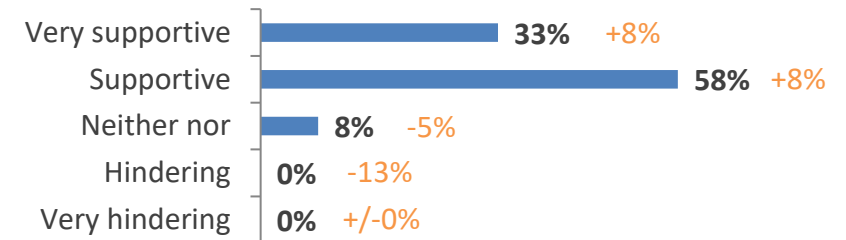
Participants: n = 12

# Semester Abroad: Satisfaction and Support

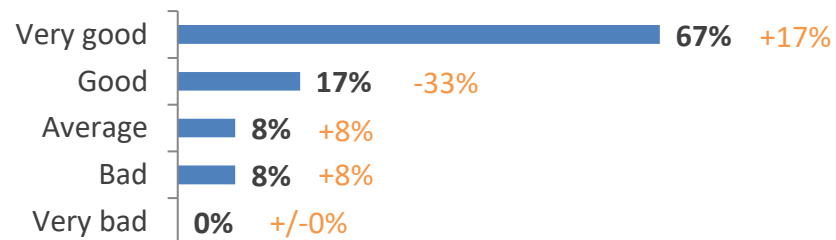
## How would you rate your semester abroad?



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



## How would you rate the provision of information for the preparation for the semester abroad (e.g. Mobility Online, AAA, etc.)?

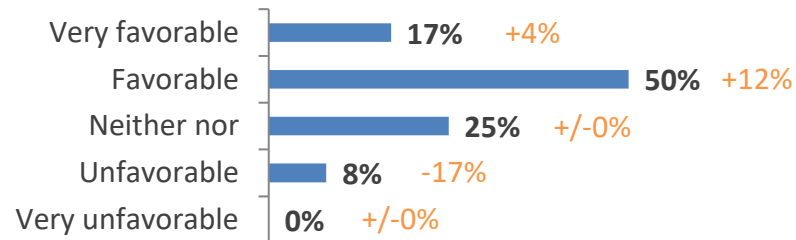


Participants: n = 12

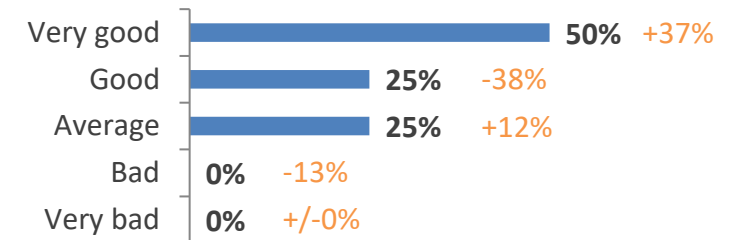


## Semester Abroad: Accreditation and Grades

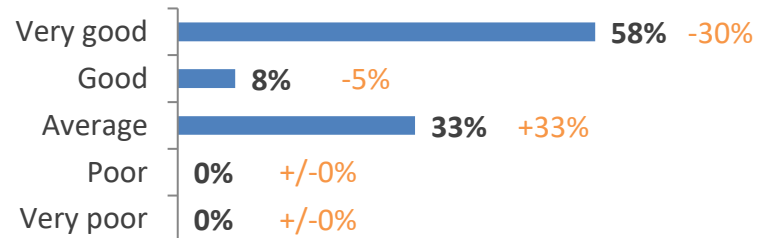
### How would you rate the conversion of the grades received abroad?



### 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 = 12

## Semester Abroad: Remarks

### Did you have any problems regarding your semester abroad?

*"UniMa could act faster in case of an emergency (earthquake, etc.)"*

*"Several courses I selected previously were cancelled at the beginning of my semester abroad and I therefore had to select replacement courses and change my learning agreement (rather last minute)"*

*"It was quite hard to get courses credited as equivalents and not just international courses"*

*"Administration from the ZSEM usually takes a long time to answer Last grade took really long, so I still don't have a transcript from the university"*

### Do you have any other remarks regarding your semester abroad?

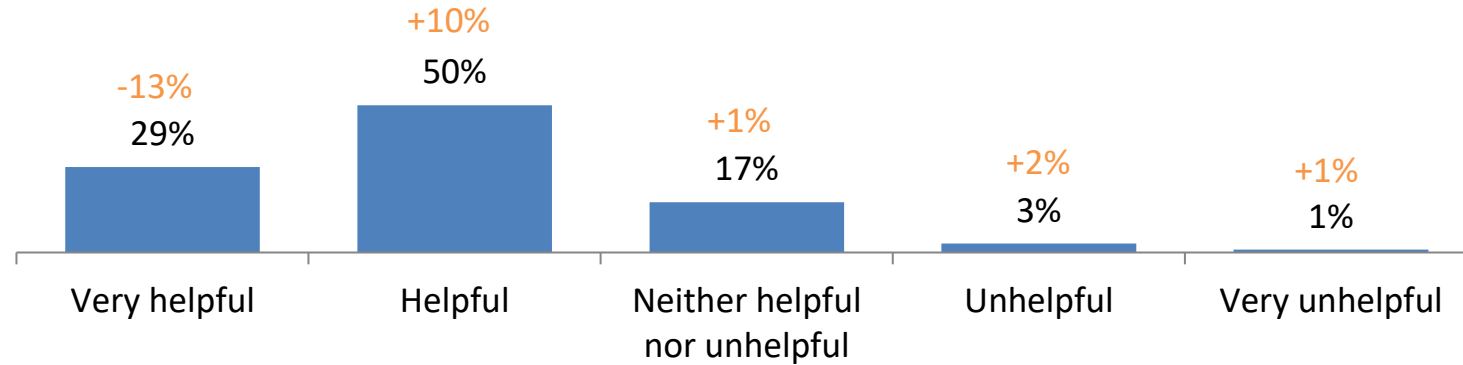
*"Mandatory attendance, group work in every subject not"*

*"Croatia is a beautiful country. Courses are very easy, so beneficial for recognizing the courses"*

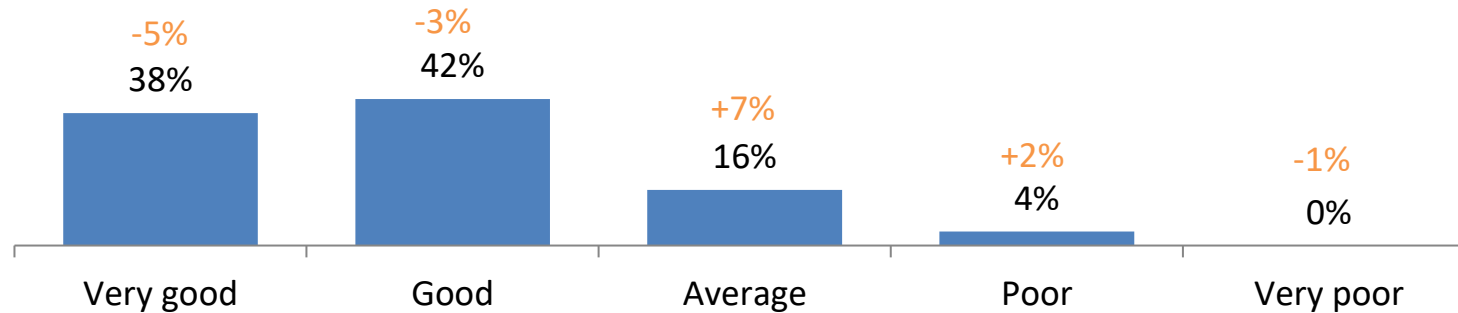
# 7. FEEDBACK FOR FSBWL

## 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 = 163

## Comments: Fachschaft Work

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

*"Be brave to try new events, also non-alcoholic ones"*

*"Maybe weekly parties in a bar on a special day, especially to mix with international students!"*

*"Pretty much no public information about "interne". Nobody seems to know who they are or what they are doing?"*

*"More help for the revision of core courses, can be during the semester, not necessarily at the end only"*

*"Provide more info on seminar and master thesis, possibly via separate survey"*

*"try to be more inclusive - the Fachschaft seems like a private friends group and not much more. Why not try some events that speak to other types of students"*

*"Activities should include non-alcoholic options eg city Rallye: just give out water as well!!"*

*"Less alcohol-intensive events and more events similar to ESEF where you can really get to know new people"*

*"The newsletter of all university activities planned for a month or a week. Or even personalized newsletter with the activities that could be interesting for a student"*

*"Up-to-Date Website"*

*"Streetwear design merch. Focus on building a cult. Make Mannheim great again."*

*"Higher visibility on campus"*

## Comments: Fachschaft Work

### Do you have any other remarks or something you always wanted to tell us?

*"Include in the survey also courses that have less than five responses."*

*"You are the best <3"*

*"I think it's questionable that you delete all German messages in the WhatsApp group immediately. For example, if it's for a job offering that specifically requires German fluency."*

*"Please fight for the reintroduction of the GMAT requirement for admission."*

*"Please change the way the seminar thesis works. It can't be that I have to study another semester just because I wasn't accepted. Also, own topics are systematically rejected. The provided topics are really bad. My research aspirations are there—in my field, not within the requirements of the chairs. Who knows, maybe we could improve our rating that way. Mannheim is far too snobbish for its current performance."*