Notenmeldung Abschlussarbeit an der TUM School of Management

Hiermit wird folgende Note für untenstehende Abschlussarbeit gemeldet:

| Thema - in deutscher Sprache  |  
|------------------------------|---
| (entfällt bei einer rein englischsprachigen Abschlussarbeit): |  

| Thema - in englischer Sprache |  
|------------------------------|---
| (Bitte immer angeben!) |  

| Anmeldedatum / Abgabedatum: |  
|-----------------------------|---

<table>
<thead>
<tr>
<th>1. Prüfende/r / 2. Prüfende/r</th>
<th>(1)</th>
</tr>
</thead>
</table>

| Betreuer / in: |  
|----------------|---|

| Kooperationspartner / in (Name / Ort): |  
|-----------------------------------------|---|

- □ Startup (jünger als 6 Jahre)
- □ Established
- □ NGO
- □ National (agierend)
- □ International (agierend)

Kandidat / in:

<table>
<thead>
<tr>
<th>Matr.-Nr.</th>
<th>Name</th>
<th>Vorname</th>
<th>Semester</th>
<th>Note 1. Prüfende/r</th>
<th>Note 2. Prüfende/r (1)</th>
<th>Credits</th>
<th>Gesamt-note (2)</th>
</tr>
</thead>
</table>

Studiengang (bitte auswählen):

- □ Bachelor TUM-BWL
- □ Master TUM-BWL
- □ Master NAWI
- □ Master in Consumer Affairs
- □ Master in Management & Technology
- □ Master WITEC
- □ Master WIN
- □ Master in Management

Datum/Unterschrift Lehrstuhlinhaber / in Stempel Lehrstuhl

Achtung:

(1) Nach §18 Abs. 11 Satz 1 der APSO der Technischen Universität München gilt: Die Abschlussarbeit ist in der Regel durch den Themensteller der Abschlussarbeit zu bewerten. Abschlussarbeiten, die als nicht bestanden bewertet werden sollen, sind durch einen zweiten Prüfer zu bewerten.

(2) Nach § 18 Abs. 11 Satz 3 und 4 der APSO der Technischen Universität München gilt: Die Noten beider Prüfer (vgl. (1)) werden gemittelt und an die Notenskala des § 17 Abs. 1 und 2 angepasst, wobei der Mittelwert auf die Note der Skala mit dem geringsten Abstand gerundet wird. Bei gleichem Abstand zu zwei Noten der Skala ist auf die nächst bessere zu runden. (Hinweis: Nur Noten 1,0; 1,3; 1,7... möglich)
Filling out AoL Forms

On the following pages you will find AoL forms for Bachelor and Master Theses. Please select the form related to the program the student you assess is enrolled in.

Please assess your students independently from the given grade. The AoL assessment tests if students ‘do not meet’, ‘meet’ or ‘exceed’ expectations and is independent from the grading.

The AoL is a tool to assess to which extent students reach the defined learning outcomes and degree program goals and gives faculty and quality management the opportunity to maintain excellent quality, to develop further and to adapt innovations and socioeconomic changes to the process and in to the curriculum.

The data will be used for statistical purposes not to measure performances of individuals.

For an exemplary typical distribution of an AoL assessment please see the distribution diagram below.
**Goal 3:** Our graduates will be effective communicators of business topics. (Communication)

**Objective 1:** Our students will demonstrate good academic writing skills.

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<table>
<thead>
<tr>
<th>Trait</th>
<th>Insufficient (0)</th>
<th>Weak (1)</th>
<th>Adequate (2)</th>
<th>Good (3)</th>
<th>Excellent (4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student motivates the research.</td>
<td>Insufficient</td>
<td>Weak</td>
<td>Adequate</td>
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<tr>
<td>Student organizes a goal-oriented structure and argumentation.</td>
<td>Insufficient</td>
<td>Weak</td>
<td>Adequate</td>
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<td>Student writes a conclusion that summarizes and illustrates content</td>
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<td>Adequate</td>
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<td>Student writes a reasonable analysis, uses reliable sources and</td>
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<td>Adequate</td>
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</tbody>
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**Supervisor:**

**Chair:**

**Submission Date:**

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**Objective is not applicable (no traits assessed)**
Master in Management and Technology (TUM-BWL, TUM-WITEC)

Assessment: **Master Thesis**
Assessment period: **ST 2020 - WT 2020/2021**
Submission: together with the **Notenmeldung** at the examination office
AoL Manager: Dr. Mattia Marchesini (T 089 289 28189)

### Objective 1:
Our students will demonstrate expert knowledge of theories, methods, concepts and/or practices relevant to their specific specialization.

<table>
<thead>
<tr>
<th>Trait</th>
<th>Does not meet expectations (0)</th>
<th>Meets expectations (1)</th>
<th>Exceeds expectations (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student identifies relevant theories, methods, concepts and/or practices in a specific domain (or field).</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student discuses relevant theories, methods concepts and/or practices in a specific domain (or field).</td>
<td></td>
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</tr>
<tr>
<td>Student applies relevant theories, methods concepts and/or practices in a specific domain (or field).</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

### Goal 2: Our graduates will have expert business knowledge in their field of specialization. (Knowledge)

**Objective 1:**
Our students will demonstrate expert knowledge of theories, methods, concepts and/or practices relevant to their specific specialization.

<table>
<thead>
<tr>
<th>Trait</th>
<th>Does not meet expectations (0)</th>
<th>Meets expectations (1)</th>
<th>Exceeds expectations (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student analyzes relevant problems in a specific domain.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student solves relevant problems in a specific domain.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Goal 3: Our graduates will be problem-solvers for complex business issues. (Problem solving)

**Objective 1:**
Our students will suggest and develop solutions to relevant field specific (business) problems.

<table>
<thead>
<tr>
<th>Trait</th>
<th>Does not meet expectations (0)</th>
<th>Meets expectations (1)</th>
<th>Exceeds expectations (2)</th>
</tr>
</thead>
</table>
# Master in Management (TUM-WIN, TUM-NAWI)

**Assessment:** Master Thesis  
**Assessment period:** ST 2020 - WT 2020/2021  
**Submission:** together with the Notenmelung at the examination office  
**AoL Manager:** Dr. Mattia Marchesini (T 089 289 28189)

## Goal 3:  
Our graduates will be problem-solvers for complex business issues.  
**(Problem solving)**

## Objective 1:  
Our students will argue different solutions to a business problem based on independent research.

<table>
<thead>
<tr>
<th>Trait</th>
<th>Does not meet expectations</th>
<th>Meets expectations</th>
<th>Exceeds expectations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student independently gathers applicable data to form solutions to the problem.</td>
<td>Student does not gather data independently or gathers irrelevant data.</td>
<td>Student gathers relevant data independently. Describes some relevant aspects for use of data.</td>
<td>Student gathers relevant data independently. Describes solution approach including all or most relevant aspects for use of data.</td>
</tr>
<tr>
<td>Student independently applies appropriate research methods to the gathered data.</td>
<td>Student does not apply appropriate research method independently or applies inappropriate method.</td>
<td>Student applies appropriate research method independently. Identifies and describes some relevant results.</td>
<td>Student applies appropriate research method independently. Identifies and describes all or most relevant results.</td>
</tr>
<tr>
<td>Student develops a clearly articulated argument to support a proposed solution.</td>
<td>Student does not develop argument or develops irrelevant argument that does not support a solution to the problem. Does not identify a solution.</td>
<td>Student develops adequate and clearly structured argument that supports a proposed solution.</td>
<td>Student develops a well-structured argument. Describes most relevant aspects of the solution and provides examples.</td>
</tr>
<tr>
<td>Student reflects on the proposed solution, its applicability, listing arguments for and against it.</td>
<td>Student provides no or irrelevant reflection. Does not list any or only irrelevant arguments for or against a solution. Has not identified a solution.</td>
<td>Student provides adequate reflection listing some arguments for and against the proposed solution.</td>
<td>Student provides in depth and detailed reflection listing all or most relevant arguments for and against the proposed solution.</td>
</tr>
</tbody>
</table>
Master in Management (TUM-WIN, TUM-NAWI)

Assessment: Master Thesis
Assessment period: ST 2020 - WT 2020/2021
Submission: together with the Notenmeldung at the examination office
AoL Manager: Dr. Mattia Marchesini (T 089 289 28189)

Goal 3: Our graduates will be problem-solvers for complex business issues.
(Problem solving)

Objective 2: Our students will assess real world problems supported by academic theories and concepts.

<table>
<thead>
<tr>
<th>Supervisor:</th>
<th>Chair:</th>
<th>Submission Date:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective is not applicable (no traits assessed)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Trait</th>
<th>Does not meet expectations (0)</th>
<th>Meets expectations (1)</th>
<th>Exceeds expectations (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student independently identifies components of a real world problem.</td>
<td>Student does not identify components independently or identifies irrelevant components.</td>
<td>Student independently identifies some components or identifies at least two key components.</td>
<td>Student independently identifies most of the components or identifies all key components.</td>
</tr>
<tr>
<td>Student independently identifies academic theories and/or concepts relevant for assessing the real world problem.</td>
<td>Student does not identify applicable academic theories and/or concepts independently or applies unsuitable theories and/or concepts.</td>
<td>Student independently identifies academic theories and/or concepts that are relevant to some components of the real world problem.</td>
<td>Student independently identifies academic theories and/or concepts that are relevant to all key components of the real world problem.</td>
</tr>
<tr>
<td>Student develops a relevant assessment of the real world problem.</td>
<td>Student does not apply academic theories and/or concepts to assess the real world problem. Develops no relevant assessment.</td>
<td>Student applies academic theories and/or concepts to assess some components of the real world problem. Develops relevant assessment.</td>
<td>Student applies academic theories and/or concepts to assess all key components of the real world problem. Develops relevant and in-depth assessment.</td>
</tr>
</tbody>
</table>
Master in Management (TUM-WIN, TUM-NAWI)  
(page 3 of 3)

Assessment: **Master Thesis**  
Assessment period: **ST 2020 - WT 2020/2021**  
Submission: together with the *Notenmeldung* at the examination office  
AoL Manager: Dr. Mattia Marchesini (T 089 289 28189)

### Goal 4:  
Our graduates will be responsible leaders.  
(Responsibility)

### Objective 1:  
Our students will consider integrity, ethics and responsibility when taking management decisions.

<table>
<thead>
<tr>
<th>Trait</th>
<th>Does not meet expectations</th>
<th>Meets expectations</th>
<th>Exceeds expectations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student identifies and considers different ethical, economic, social and environmental considerations in decision-making processes.</td>
<td>No assessment of considerations.</td>
<td>Student identifies and considers some ethical, economic, social and environmental considerations in decision-making</td>
<td>Student identifies and considers many ethical, economic, social and environmental considerations in decision-making processes.</td>
</tr>
<tr>
<td>Student incorporates ethical practices or misconduct examples in their research.</td>
<td>Student does not incorporate ethical practices or misconduct examples in their research.</td>
<td>Student incorporates either ethical practices or misconduct examples in their research.</td>
<td>Student incorporates ethical practices and misconduct examples in their research.</td>
</tr>
<tr>
<td>Student argues the relevance of their research for privacy management, environmental impact, fiduciary responsabilities or non-discriminatory selection and promotion of human resources.</td>
<td>No or irrelevant argumentation.</td>
<td>Argues some relevant aspects of their research for privacy management, environmental impact, fiduciary responsabilities or non-discriminatory selection and promotion of human resources.</td>
<td>Argues all relevant aspects of their research for privacy management, environmental impact, fiduciary responsabilities and non-discriminatory selection and promotion of human resources.</td>
</tr>
<tr>
<td>Student assesses implications of their research on business and society</td>
<td>No assessment of implications</td>
<td>Assesses some relevant implications of their research on business and society.</td>
<td>Assesses implications of their research on business and society in a complete and competent manner.</td>
</tr>
</tbody>
</table>
Master in Consumer Science  
*(page 1 of 2)*

Assessment: **Master Thesis**  
Assessment period: **ST 2020 - WT 2020/2021**  
Submission: together with the *Notenmeldung* at the examination office  
AoL Manager: Dr. Mattia Marchesini (T 089 289 28189)

**Goal 3**: Our graduates will be problem-solvers for complex business issues.  
*(Problem solving)*

**Objective 1**: Our students will approach consumer-related problems using analytical and conceptual tools.

<table>
<thead>
<tr>
<th>Supervisor:</th>
<th>Chair:</th>
<th>Submission Date:</th>
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</table>

Objective is not applicable (no traits assessed) ☐

<table>
<thead>
<tr>
<th>Trait</th>
<th>Does not meet expectations (0)</th>
<th>Meets expectations (1)</th>
<th>Exceeds expectations (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student identifies relevant economic and/or consumer research questions.</td>
<td>No or irrelevant identification of research questions.</td>
<td>Identifies some relevant research questions.</td>
<td>Identifies relevant research questions and formulates appropriate hypotheses.</td>
</tr>
<tr>
<td>Student includes appropriate methods in their research design.</td>
<td>No or insufficient use of appropriate methods.</td>
<td>Application of some appropriate methods. No major mistakes.</td>
<td>Applies the full set of appropriate and necessary methods.</td>
</tr>
<tr>
<td>Student interprets results and discusses limitations of their research design.</td>
<td>No or insufficient interpretation and discussion.</td>
<td>Interprets some results and discusses some limitations of research design. Makes no major mistakes.</td>
<td>Complete and correct interpretation of results and complete discussion of research limitations.</td>
</tr>
<tr>
<td>Student works in a scientific way.</td>
<td>Does not approach problem scientifically.</td>
<td>Approaches problem in a manner that mostly satisfies the requirements for scientific work.</td>
<td>Fulfills all requirements for scientific work.</td>
</tr>
</tbody>
</table>

1
**Master in Consumer Science**
(page 2 of 2)

**Assessment:** Master Thesis  
**Assessment period:** ST 2020 - WT 2020/2021  
**Submission:** together with the Notenmeldung at the examination office  
**AoL Manager:** Dr. Mattia Marchesini (T 089 289 28189)

### Goal 4: Our graduates will be responsible leaders.  
(Responsibility)

### Objective 1: Our students will consider implications of consumer behavior, business practices and political decisions on individual and societal welfare.

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<th>Supervisor:</th>
<th>Chair:</th>
<th>Submission Date:</th>
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Objective is not applicable (no traits assessed) [ ]

<table>
<thead>
<tr>
<th>Trait</th>
<th>Does not meet expectations (0)</th>
<th>Meets expectations (1)</th>
<th>Exceeds expectations (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student argues the relevance of their research for consumers and business.</td>
<td>No or irrelevant argumentation.</td>
<td>Argues some relevant aspects of their research for consumers and business.</td>
<td>Argues all relevant aspects of their research for consumers and business.</td>
</tr>
<tr>
<td>Student gauges implications of their research.</td>
<td>No assessment of implications.</td>
<td>Assesses some relevant implications of their research.</td>
<td>Assesses implications of their research in a complete and competent manner.</td>
</tr>
</tbody>
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