

Project Study in cooperation with the Vice Dean of Academic and Student Affairs

Measuring the Impact of the TUM School of Management on Human Capital in Germany

Background

The project is a pivotal study in cooperation with the Vice Dean of Academic and Student Affairs at the TUM School of Management. This research aims to quantitatively and qualitatively assess the contributions of the TUM School of Management to developing human capital within Germany. By analyzing alumni career trajectories, economic contributions, and ongoing professional development, the project seeks to understand the extent to which the school enhances the skills and capabilities of its graduates. The outcomes of this study will provide valuable insights into the effectiveness of educational programs at the TUM School of Management and their impact on the broader economic landscape. This collaborative effort underscores the School's commitment to continuous improvement and its role in shaping future leaders.

Tasks

- Review the literature on the measurement of the impact of management/business schools
- Benchmark the impact measurement for other highly ranked business/management schools
- Theoretically design a measurement model for the impact of our graduates on the labor market
- Use the data of the TUM School of Management to apply the measurement model and determine the human capital creation
- Calculate a rate of return on investments by the state of Bavaria in students
- Make policy suggestions for the state of Bavaria for investments in universities
- Allocating the impact to different regions (Munich metropolitan area, Bavaria, Germany, EU, global)

Requirements

- Team of 2 to 4 students in Bachelor or Master studies enrolled in Management & Technology
- Capability to structure an analysis concerning the research tasks
- Open-minded attitude with a proactive working style
- Good proficiency in German or English

Your application

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