TUM School of Management
Technical University of Munich

Project Study:
Analysis of Graduate Surveys for the Further Development of the TUM School of Management Offerings

Project description
We are looking for a team of 2–5 students to support us in the analysis and evaluation of graduate surveys conducted at the TUM School of Management (TUM MGT).
The aim of this project study is to systematically analyze insights from existing graduate surveys and derive concrete and actionable recommendations for the further development of the academic offerings at the TUM School of Management.
The project results should contribute to enhancing the quality and attractiveness of the study programs, improving the understanding of students' and graduates' needs and expectations, and enabling data-driven decisions for future developments in teaching, learning, and student experience.

Key research tasks

- Analysis of existing graduate data: Evaluation of existing graduate surveys and other relevant data sources of the TUM School of Management.
- Identification of key success and improvement factors: Investigation of satisfaction levels, study experiences, career paths, and perceived strengths and weaknesses of the study programs.
- Development and implementation of an additional targeted survey: Based on the existing graduate survey results, students are encouraged to design and conduct a complementary and more focused survey in order to gain deeper insights into underlying reasons, specific needs, and potential improvement measures. This should help generate higher-quality and more actionable findings that complement the existing graduate survey data.
- Development of actionable recommendations: Deriving concrete and implementable suggestions for the further development of the study programs, student experience, and supporting services.
- Visualization and communication of results: Preparation of findings for different stakeholders through presentations, reports, and potentially dashboards.

Objectives

- Scientifically grounded analysis of graduate survey data.
- Identification of relevant trends, needs, and areas for improvement.
- Development of data-driven recommendations for the further development of study programs at the TUM School of Management.
- Support of strategic decision-making in the areas of teaching, learning, and student experience.

Requirements

- Student at TUM School of Management
- Interest in higher education management, student research, or educational innovation
- Basic knowledge of quantitative data analysis
- Experience with survey data and statistical software (e.g., Excel, SPSS, R, or Python) is an advantage
- Structured and independent working style
- Strong communication and presentation skills

Meetings & Timelines

- Kick-off meeting at the beginning of the project study and regular progress meetings throughout the project
- Start date: by arrangement
- Project duration: 3 months full-time | 6 months part-time

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

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