Bocconi

Teaching Evaluation

Master of Science in
Marketing Management
a.y. 2023-24

1. Student information

Bocconi

Student Information
TEACHING EVALUATION DASHBOARD

Academic Year
2023/2024

School
Graduate

Program
MM

Attendance
Tutte

INVITATIONS
3405

RESPONSES
3121

RESPONSES BY PROGRAM

MM — 3121

ATTENDANCE

Less than 25%	493
From 25 to 50%	113
From 51 to 75%	337
More than 75%	2178
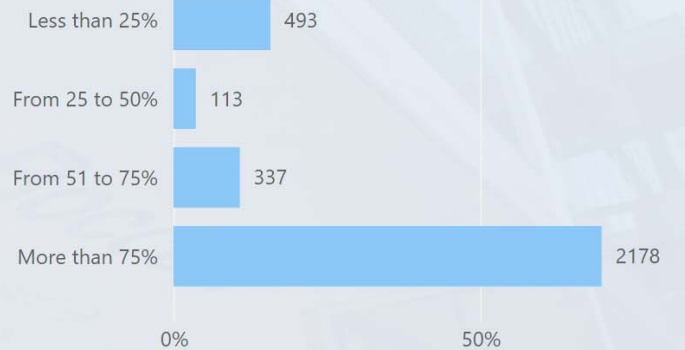
RESPONSES BY YEAR OF STUDIES

- I: 2149 (~69%)
- II: 968 (~31%)
- V: 4
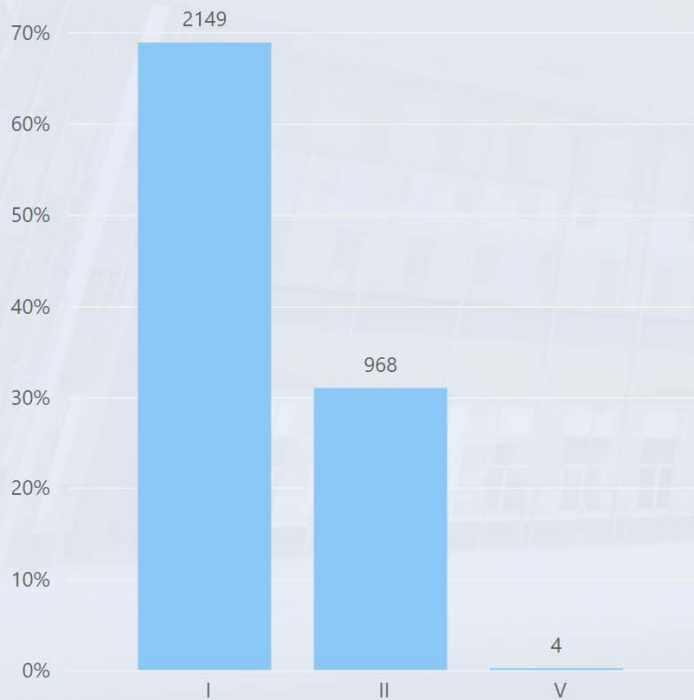
RESPONSES BY NATIONALITY

- Italian: 79%
- Foreign: 21%
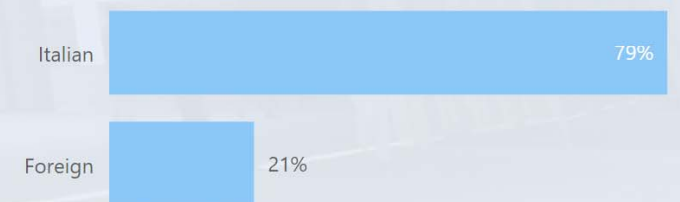
2. Evaluation of Attending Students

Bocconi

Course Evaluation
TEACHING EVALUATION DASHBOARD

Academic Year: 2023/2024

School: Graduate

Program: MM

RESPONSES DISTRIBUTION OF COURSE ORGANIZATION

Item	1 A.V.	1 %	2 A.V.	2 %	3 A.V.	3 %	4 A.V.	4 %	5 A.V.	5 %	6 A.V.	6 %	7 A.V.	7 %	8 A.V.	8 %	9 A.V.	9 %	10 A.V.	10 %	Totale A.V.	Totale %
1	17	0,7%	26	1,0%	28	1,1%	54	2,2%	95	3,8%	188	7,6%	363	14,6%	639	25,7%	582	23,4%	496	19,9%	**2488**	**100,0%**
2	33	1,3%	41	1,6%	64	2,6%	81	3,3%	134	5,4%	242	9,7%	431	17,3%	615	24,7%	527	21,2%	318	12,8%	**2486**	**100,0%**
3	5	0,2%	15	0,6%	20	0,8%	29	1,2%	36	1,4%	108	4,3%	284	11,4%	501	20,1%	686	27,5%	807	32,4%	**2491**	**100,0%**
4	13	0,5%	27	1,1%	44	1,8%	53	2,1%	94	3,8%	185	7,4%	327	13,1%	541	21,7%	569	22,9%	637	25,6%	**2490**	**100,0%**
5	42	1,7%	42	1,7%	70	2,8%	89	3,6%	145	5,8%	248	10,0%	384	15,4%	542	21,8%	490	19,7%	435	17,5%	**2487**	**100,0%**
6	30	1,2%	43	1,7%	49	2,0%	71	2,9%	140	5,7%	227	9,2%	361	14,6%	557	22,5%	499	20,2%	494	20,0%	**2471**	**100,0%**
7	49	2,0%	46	1,9%	58	2,3%	105	4,2%	148	6,0%	235	9,5%	375	15,1%	589	23,7%	495	19,9%	382	15,4%	**2482**	**100,0%**
8	15	0,6%	8	0,3%	24	1,0%	46	1,9%	58	2,3%	142	5,7%	283	11,4%	583	23,5%	640	25,8%	683	27,5%	**2482**	**100,0%**
9	64	2,6%	56	2,3%	58	2,4%	60	2,4%	128	5,2%	194	7,9%	302	12,3%	523	21,3%	502	20,5%	566	23,1%	**2453**	**100,0%**

Legend

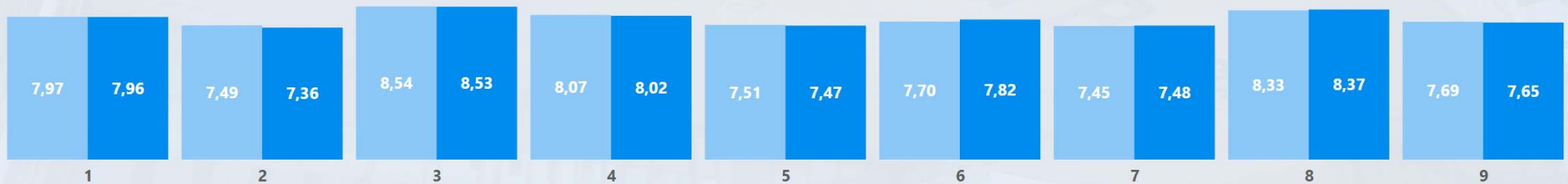| Item	Description
1	I am interested in the course topics.
2	Overall I am satisfied with the way the course has been carried out.
3	The schedule of lectures, practice and any other teaching activities has been respected.
4	Your prior academic knowledge was adequate for understanding the topics covered in the course and included in the examination program.
5	The course material is adequate (useful/complete) for the study of the course subject.
6	The exam rules and procedures have been explained clearly.
7	The workload required for this course is appropriate compared to the number of credits allocated to it.
8	The course has been carried out in accordance with the syllabus published on the website.
9	The supplementary activities (practice, workshops, group work, etc.), if present, have been helpful in learning the course topics.

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Course Evaluation
TEACHING EVALUATION DASHBOARD

Academic Year
2023/2024

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Program
MM

AVERAGE RESPONSE VALUE

QID	Average Response Value	School Average
1	7,97	7,96
2	7,49	7,36
3	8,54	8,53
4	8,07	8,02
5	7,51	7,47
6	7,70	7,82
7	7,45	7,48
8	8,33	8,37
9	7,69	7,65

● Average Response Value ● School Average

BREAKDOWN OF AVERAGE RESPONSE VALUE BY YEAR OF STUDIES

QID	I	II	V
1	7,90	8,25	8,00
2	7,45	7,62	7,00
3	8,47	8,84	6,00
4	8,01	8,31	7,00
5	7,43	7,85	7,00
6	7,65	7,90	7,00
7	7,36	7,82	8,00
8	8,25	8,62	10,00
9	7,59	8,07	8,00

● I ● II ● V

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Teaching Activities
TEACHING EVALUATION
DASHBOARD

Legend

Item	Description
10	The teaching activity is satisfactory.
11	The instructor is available for clarifications and explanations (even remotely).
12	The instructor stimulates interest in the course subject.
13	The instructor explains the topics in a clear manner.
14	The instructor encouraged interaction during the lessons.

RESPONSES DISTRIBUTION OF TEACHING ACTIVITIES

Item	1 A.V.	1 %	2 A.V.	2 %	3 A.V.	3 %	4 A.V.	4 %	5 A.V.	5 %	6 A.V.	6 %	7 A.V.	7 %	8 A.V.	8 %	9 A.V.	9 %	10 A.V.	10 %	Totale A.V.	Totale %
10	49	1,2%	52	1,2%	59	1,4%	85	2,0%	138	3,3%	316	7,5%	558	13,3%	919	21,9%	982	23,4%	1037	24,7%	**4195**	**100,0%**
11	36	0,9%	30	0,7%	39	0,9%	57	1,4%	108	2,6%	226	5,4%	498	12,0%	893	21,5%	973	23,4%	1301	31,3%	**4161**	**100,0%**
12	58	1,4%	56	1,3%	83	2,0%	109	2,6%	181	4,3%	302	7,2%	545	13,0%	861	20,5%	906	21,6%	1090	26,0%	**4191**	**100,0%**
13	56	1,3%	50	1,2%	71	1,7%	108	2,6%	160	3,8%	305	7,3%	581	13,9%	876	20,9%	942	22,5%	1039	24,8%	**4188**	**100,0%**
14	48	1,1%	54	1,3%	63	1,5%	98	2,3%	180	4,3%	311	7,4%	545	13,0%	818	19,5%	915	21,8%	1159	27,7%	**4191**	**100,0%**

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Teaching Activities
TEACHING EVALUATION DASHBOARD
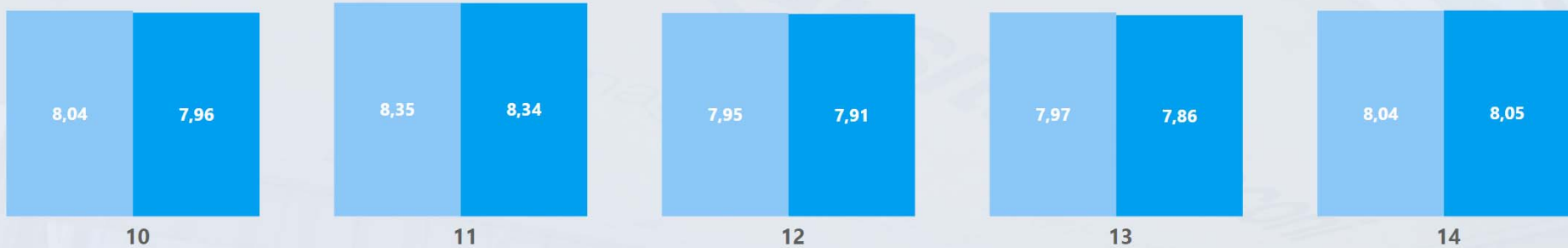
Legend

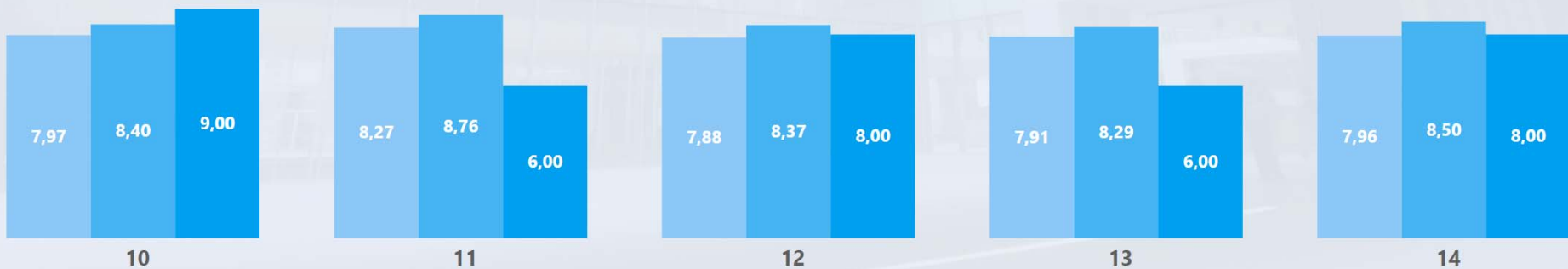| Item	Description
10	The teaching activity is satisfactory.
11	The instructor is available for clarifications and explanations (even remotely).
12	The instructor stimulates interest in the course subject.
13	The instructor explains the topics in a clear manner.
14	The instructor encouraged interaction during the lessons.

AVERAGE RESPONSE VALUE

	10	11	12	13	14
Average Response Value	8,04	8,35	7,95	7,97	8,04
School Average	7,96	8,34	7,91	7,86	8,05

● Average Response Value ● School Average

BREAKDOWN OF AVERAGE RESPONSE VALUE BY YEAR OF STUDIES

	10	11	12	13	14
I	7,97	8,27	7,88	7,91	7,96
II	8,40	8,76	8,37	8,29	8,50
V	9,00	6,00	8,00	6,00	8,00

● I ● II ● V

8

3. Evaluation of Non-Attending Students

Bocconi

Academic Year
2023/2024

School
Graduate

Program
MM

Legend

Item	Description
15	Your prior academic knowledge was adequate for understanding the topics covered in the course and included in the examination program.
16	The workload required for this course is appropriate compared to the number of credits allocated to it.
17	The course material is adequate (useful/complete) for the study of the course subject.
18	The exam rules and procedures have been explained clearly.
19	The instructor is available for clarifications and explanations.

RESPONSES DISTRIBUTION OF COURSE ORGANIZATION

	1		2		3		4		5		6		7		8		9		10		Totale	
Item	A.V.	%	A.V.	%	A.V.	%	A.V.	%	A.V.	%	A.V.	%	A.V.	%	A.V.	%	A.V.	%	A.V.	%	A.V.	%
15	10	2,9%	3	0,9%	9	2,7%	9	2,7%	38	11,2%	40	11,8%	39	11,5%	82	24,2%	36	10,6%	73	21,5%	**339**	**100,0%**
16	13	3,9%	6	1,8%	6	1,8%	11	3,3%	42	12,5%	45	13,4%	51	15,2%	89	26,6%	28	8,4%	44	13,1%	**335**	**100,0%**
17	14	4,2%	9	2,7%	9	2,7%	18	5,3%	38	11,3%	35	10,4%	48	14,2%	79	23,4%	31	9,2%	56	16,6%	**337**	**100,0%**
18	22	6,5%	6	1,8%	11	3,3%	12	3,6%	31	9,2%	36	10,7%	50	14,9%	61	18,2%	43	12,8%	64	19,0%	**336**	**100,0%**
19	11	3,3%	3	0,9%	8	2,4%	11	3,3%	30	9,1%	36	10,9%	37	11,2%	64	19,3%	46	13,9%	85	25,7%	**331**	**100,0%**

Bocconi

Not Attending Eval.
TEACHING EVALUATION
DASHBOARD

Academic Year
2023/2024

School
Graduate

Program
MM

Legend

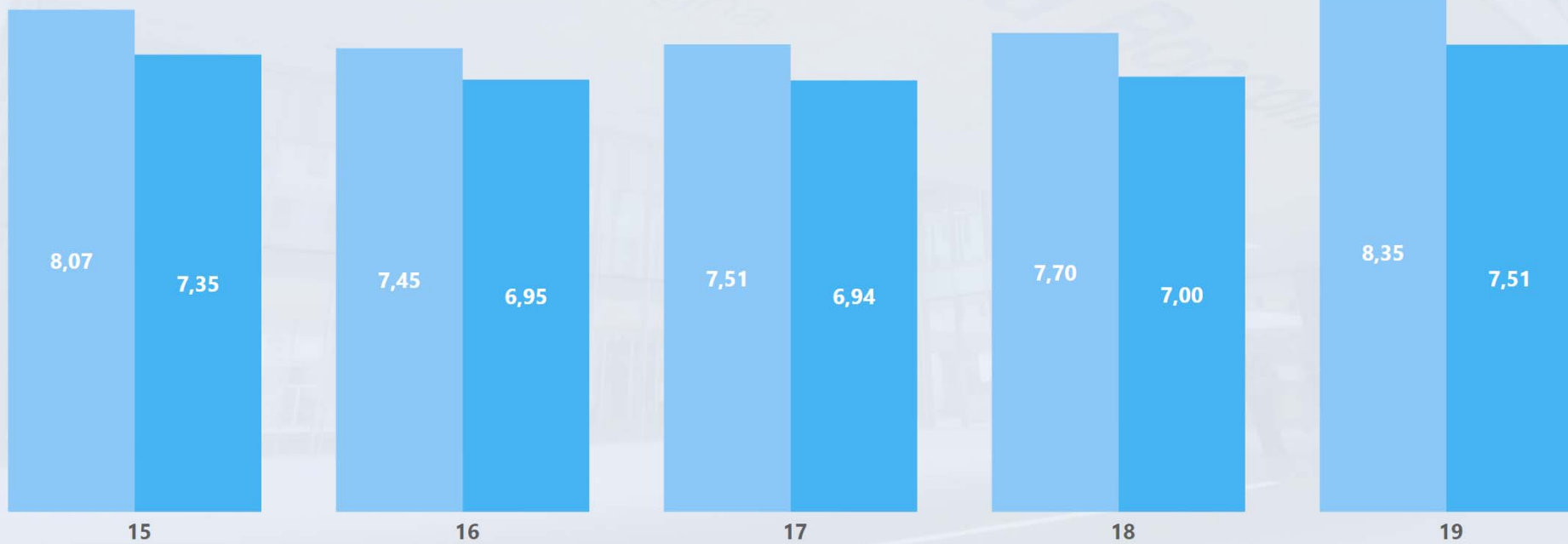| Item	Description
15	Your prior academic knowledge was adequate for understanding the topics covered in the course and included in the examination program.
16	The workload required for this course is appropriate compared to the number of credits allocated to it.
17	The course material is adequate (useful/complete) for the study of the course subject.
18	The exam rules and procedures have been explained clearly.
19	The instructor is available for clarifications and explanations.

AVERAGE RESPONSE VALUE

Item	Attending	Not Attending
15	8,07	7,35
16	7,45	6,95
17	7,51	6,94
18	7,70	7,00
19	8,35	7,51

● Attending ● Not Attending

Bocconi

Not Attending Eval.
TEACHING EVALUATION
DASHBOARD

Academic Year
2023/2024

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Program
MM

MAIN REASON FOR NON-ATTENDANCE

Year of Studies	I		II		III		IV		V		Totale	
Response	A.V.	%	A.V.	%	A.V.	%	A.V.	%	A.V.	%	A.V.	%
I attend the course (or similar one) during my Exchange Program.	2	1,4%	115	25,4%	0		0		0		117	19,5%
I attended the course in a different class (not the one that was originally assigned to me)	1	0,7%	4	0,9%	0		0		0		5	0,8%
I could not attend because I was working	28	19,4%	196	43,3%	0		0		1	33,3%	225	37,5%
I found the class attendance of little use for the exam preparation	38	26,4%	14	3,1%	0		0		0		52	8,7%
I preferred to attend other courses this semester	46	31,9%	30	6,6%	0		0		0		76	12,7%
Other reasons	29	20,1%	94	20,8%	0		0		2	66,7%	125	20,8%
Totale	144	100,0%	453	100,0%	0		0		3	100,0%	600	100,0%