



Friedrich-Alexander-Universität
Fachbereich Wirtschafts- und
Sozialwissenschaften | WiSo

Course Evaluation

Description of procedure

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1 OBJECTIVES

The evaluation of teaching aims to stimulate an exchange between lecturers and students about good teaching and use the results to provide impetus for the continuous improvement of teaching quality.

The objectives in particular are:

- Provide feedback for lecturers to improve the quality of teaching. This includes, for example, improvements at the conceptual, curricular, organisational, didactic or personal level.
- To support students in achieving their personal learning goals and promoting their main areas of interest.
- To categorise the results of the course evaluation in the overall context of the department's quality management.
- To review the individual courses or modules with regard to the achievement of objectives, such as the intended learning objectives or competences.
- To strengthen communication about teaching at the Faculty of Business, Economics and Social Sciences.

2 COURSE EVALUATION COMMITTEE

The course evaluation committee is made up of at least four professors, a representative of the academic staff, two students as well as the Dean of Studies and his/her assistant. The committee is responsible for the strategic orientation of the course evaluation, the content of the questionnaires, the module selection of the modules to be evaluated in the specialisation evaluation and the supervision of the follow-up procedure. The committee meets once a semester.

3 PROCEDURE OF THE EVALUATION

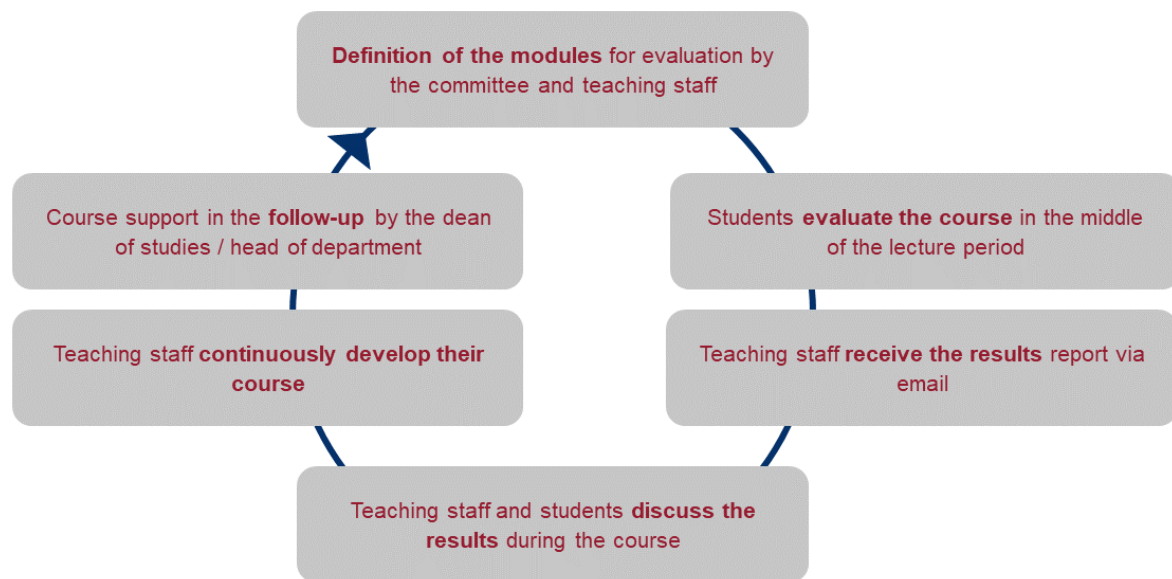


Figure 1: Course evaluation procedure at WiSo

3.1 Determination of Modules for Focus Evaluation

The course evaluation committee will select specific modules for the focus evaluation based on a feasible sample size. All courses within a module will be considered within the following Bachelor's and Master's degree programs:

Bachelor's degree programs:	Master's degree programs:
▪ Economics (B.A.) ▪ International Business Studies (B.Sc.) ▪ International Economic Studies (B.Sc.) ▪ Socioeconomics (B.A.) ▪ Business Informatics (B.Sc.)	▪ Labor Market and Human Resources (M.Sc.) ▪ Economics (M.Sc.) ▪ Finance, Auditing, Controlling, Taxation (M.Sc.) ▪ Health Management and Health Economics (M.Sc.) ▪ International Business Studies (M.Sc.) ▪ International Information Systems (M.Sc.) ▪ Management (M.Sc.) ▪ Marketing (M.Sc.) ▪ Socioeconomics (M.Sc.) ▪ Business Education (M.Sc.)

Table 1: Bachelor's and Master's Degree Programs in Course Evaluation

Since the summer semester 2011, there has been a set of modules in the Bachelor's degree programs that is evaluated in each cycle. This set consists of foundational and mandatory courses.

- Marketing
- Accounting

- Empirical Social Research I
- Empirical Social Research II
- Fundamentals of Public and Civil Law
- Financial Statements
- Macroeconomics
- Microeconomics
- Production, Logistics, Procurement
- Sociology I
- Sociology II
- Data Science: Statistics
- Data Science: Data Analysis
- Statistics
- Companies, Markets, Economics
- Business Private Law
- Economy and State

These modules are supplemented each semester by additional modules selected by the committee for one-time evaluation. In the Master's degree programs, the modules to be evaluated have been proposed by the Master's coordinators since the summer semester of 2011. Additionally, since the winter semester of 2016/17, students, through their student representatives, can also suggest modules for evaluation. The dean of studies informs the selected module coordinators about the selection and requests them to enter the course information into the online form provided via a link in the email.

3.2 Voluntary Evaluation

In addition, all instructors have the option to voluntarily participate in the written evaluation. To do this, instructors need to enter the course information into the online form, which is provided via a link in the email.

3.3 Individual Question Option

Instructors have the option to include up to four individual questions (a maximum of two open-ended and two scaled questions) in the standardized questionnaire. To do this, you can check the box for "Individual Additional Questions" in the online course evaluation form.

Before the evaluation, you will receive an email with a link that allows you to enter the desired questions into a submission form. These questions will then automatically appear at the end of the evaluation questionnaire.

3.4 Documents for Evaluation and Implementation

Before the start of the evaluation period, instructors will receive all necessary documents for conducting the evaluation via email. These include:

- A PowerPoint slide with access details (QR code and link) (see Attachment 1)
- Instructions for conducting the evaluation
- A guide for discussing the evaluation results with students (see Appendix 2)

Once instructors have received all the documents, the evaluation can be conducted. All essential details for carrying out the evaluation will be provided in the email.

3.5 Evaluation of Results

After the completed questionnaires are submitted to the EvaSys software, they will be analyzed and then automatically sent to the instructor via email.

3.6 Reflection and Discussion of Results with Students

After reflecting on the results, possibly considering the self-assessment questionnaire mentioned in Section 3.4, discussing the results with students is a key part of the evaluation follow-up. By discussing the results with students and outlining the resulting actions, students will see that their feedback is taken seriously. This encourages continued participation in the evaluation process. If needed, instructors can use the provided guide for discussing evaluation results (see Appendix 3).

3.7 Comparison of Profile Lines

At the end of the lecture period, after all results have been analyzed, instructors will receive a separate report in addition to their individual results. This report includes a comparative profile line, which reflects the average for the respective course type (lecture/seminar/exercise) and academic level (Bachelor/Master). This allows for a comparison of personal results with the average results achieved in the department.

3.8 Publication of Results

The individual profile lines of instructors from the focus evaluation (not the voluntary evaluation) will be published on StuDoN at the following path after the evaluation period is completed:

[Angebote 2. RW 2.2 Wirtschafts- und Sozialwissenschaften Gremien, Entwicklung und Qualität Qualitätsmanagement V\) Lehrveranstaltungsevaluation.](#)

Access to the results is restricted to the university network. Instructors from the focus evaluation also have the option to provide a statement regarding their evaluation results and send it to wiso-evaluation@fau.de (within one week after the end of the lecture period).

The statement will then be published together with the evaluation results on StuDoN.

3.9 Follow-Up of Course Evaluation

The course evaluation committee has developed a follow-up procedure aimed at supporting and addressing courses with poor evaluation results. The committee has defined target values that provide instructors with a benchmark for interpreting their results and give the committee feedback on the quality of teaching within the department. These target values establish a range in the grading scale within which instructors can deviate up to five times. If deviations exceed five, the course will be included in the department's follow-up process. At the professor level, this involves a meeting with the dean of studies, and at the level of research staff, a meeting with the respective chairholder takes place. During these meetings, individual follow-

up actions are formulated and specific measures for improving teaching are developed. Additionally, affected instructors may utilize the individual coaching services offered by the FBZHL, designed as a personal support tool for instructors and conducted in a confidential setting. The course will be re-evaluated within a specified period.

The defined target values are composed as follows:

- For items with a scale from 1 (Strongly Disagree) bis 4 (Agree): $\geq 2,5$
- For items with a scale from 1 (Much Too Low) to 5 (Much too High) liegt der Sollwert zwischen 2 und 4
- For the overall course grade, the target value is ≤ 3

Items with a different scaling are not included in the follow-up analysis. Additionally, in Bachelor-level practical courses, the question regarding the research relevance of the course is not considered in the follow-up. Courses that enter the follow-up procedure will NOT be published. Instructors receive absolute confidentiality.

3.10 Result Report from the Dean of Studies

The Dean of Studies reports regularly on the progress of the course evaluation to the departmental council and publishes the aggregated overall reports on StuDoN at the following path: [Angebote 2. RW 2.2 Wirtschafts- und Sozialwissenschaften Gremien, Entwicklung und Qualität Qualitätsmanagement V\) Lehrveranstaltungsevaluation.](#)

4 TIMELINE

Wintersemester 2025/26	To Do	Responsibility
by November 3, 2025	Determination of Modules by the Committee in Coordination with the Master's Coordination and Student Representatives (in a Circular Procedure)	Course Evaluation Committee, Master's Coordinator, Student Representatives
November 4 - 14, 2025	Registration of Courses (Details about the course, number of participants, etc.) via Online Form	Instructors
by November 30, 2025	Generation of Surveys, Sending of Documents and Links to Instructors	Deans' Office
December 1, 2025 – January 23, 2026	Conducting the Evaluation	Instructors
Until January 30, 2026	Data Analysis, Creation of Result Reports for Instructors; Sending of Result Reports to Instructors	Deans' Office
By the end of the WiSe 2025/26	Reflection and Discussion of Results in the Course	Instructors
March 2026	Publication of Focus Evaluation Results on StudOn	Deans' Office
March 2026	Follow-Up for Courses with More than 5 Negative Deviations from the Critical Value	Dean of Studies; Chairholder; Instructors

APPENDIX

Appendix 1: PowerPoint Slide with Access Details

Appendix 2: Guide for Discussing Evaluation Results with Students

Teaching evaluation –

*Please use the following
link or the QR code to
take part in the teaching
evaluation:*

<https://www.eva.fau.de>

Code:



Orientation guide for discussing the evaluation results with the students

At the request of some lecturers, a proposal was drawn up on how the results could be discussed with the students.

1. Phase: Self-assessment

- How would you rate your course: What proved successful during the course? Where do you see a need for action?
- For this reflection, you can use the attached self-assessment questionnaire, for example, which is based on the course evaluation form.

2. Phase: Reviewing the evaluation results

- How do the students rate the course?
- Does your assessment coincide with the students' feedback?
- Can possible discrepancies between your assessment and that of the students be explained from the evaluation results?
- Where do you see a need for discussion?

3. Phase: Discussing the results with the students

The discussion can follow the following pattern, for example:

- 1) Create a rough overview by interpreting the overall results, e.g., "Overall, I am very pleased with your positive feedback. Almost half of you gave the event an overall rating of "xxx" or better."
- 2) Do not present each question separately, but focus on key points, e.g. "In the area of planning and presentation, I was particularly pleased that I was able to explain the learning objectives to you very well overall. I was surprised that you found the learning material insufficiently supportive."
- 3) Ask open questions if you cannot understand why students rated something in a certain way, e.g: "What specifically did you find lacking in the learning materials?"
- 4) Once you have discussed all the results that are important to you with the students, record the consequences that you will draw from the results. Which specific 1-3 steps will you change based on the results? Where do you feel your approach has been confirmed?

4. Phase: Implementation of the measures

The course evaluation committee wishes you every success!