

Learning Goals and Objectives of M.Sc in Management & Consumer Science (MCS)

With "**Assurance of Learning**" (AoL) we check whether and to what extent the defined Learning Goals and Objectives anchored to the mission are achieved by our students and if the School's mission has been accomplished. The results are evaluated and analyzed at regular intervals in order to improve the curriculum and develop the instructional methods.

The **mission** of the **TUM School of Management** states:

Grounded in TUM's technological and entrepreneurial ecosystem, TUM School of Management educates responsible talents and pursues relevant research to advance innovation-based businesses and societies in Germany, Europe and the world.

From this mission descend five macro-areas essential for our graduates:

Interdisciplinarity - Knowledge – Problem-solving - Responsibility - Internationality

For each of these, there are specific Learning Goals and Objectives. **Goals** express what the TUM SoM wants its graduates to be and **Objectives** describe what the TUM SoM wants its students to do.

Interdisciplinarity

1. Goal: Our graduates will be experts in linking engineering, natural science or social science and management.
Objective: Our students will analyze complex interdisciplinary issues (social science and management).

Knowledge

2. Goal: Our graduates will have expert business knowledge in the field of consumer research.
 1. Objective: Our students will explain consumer behavior.
 2. Objective: Our students will apply research methods in consumer science.

Problem-solving

3. Goal: Our graduates will be problem-solvers for complex business issues.
 1. Objective: Our students will approach consumer-related problems using analytical and conceptual tools.
 2. Objective: Our students will develop different solutions to a consumer-related problem.

Responsibility

4. Goal: Our graduates will be responsible leaders.
Objective: Our students will consider implications of consumer behavior, business practices and political decisions on individual and societal welfare.

Internationality

5. Goal: Our graduates will be leaders in a global world.
 1. Objective: Our students will integrate cultural awareness and sensitivity in their leadership.
 2. Objective: Our students will analyze different perspectives regarding business practices and policies around the world.