Prof. Dr. Martin Eisend

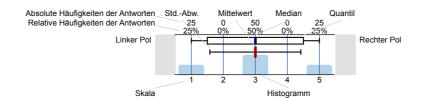
Buyer Behavior (Lecture) (6601-4-me-ws13) Erfasste Fragebögen = 32



Auswertungsteil der geschlossenen Fragen

Legende

Fragetext



n=Anzahl mw=Mittelwert md=Median s=Std.-Abw. E.=Enthaltung

n=32

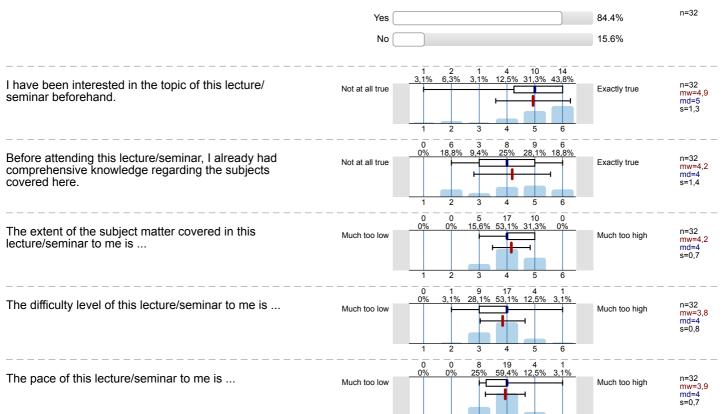
Socio-demographic information

Please state your sex: female male.

female 81.3% male 18.8%

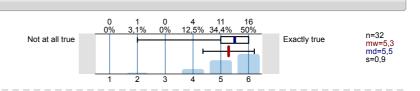
Attendance, interest and prior knowledge, assessment of the requirements/level

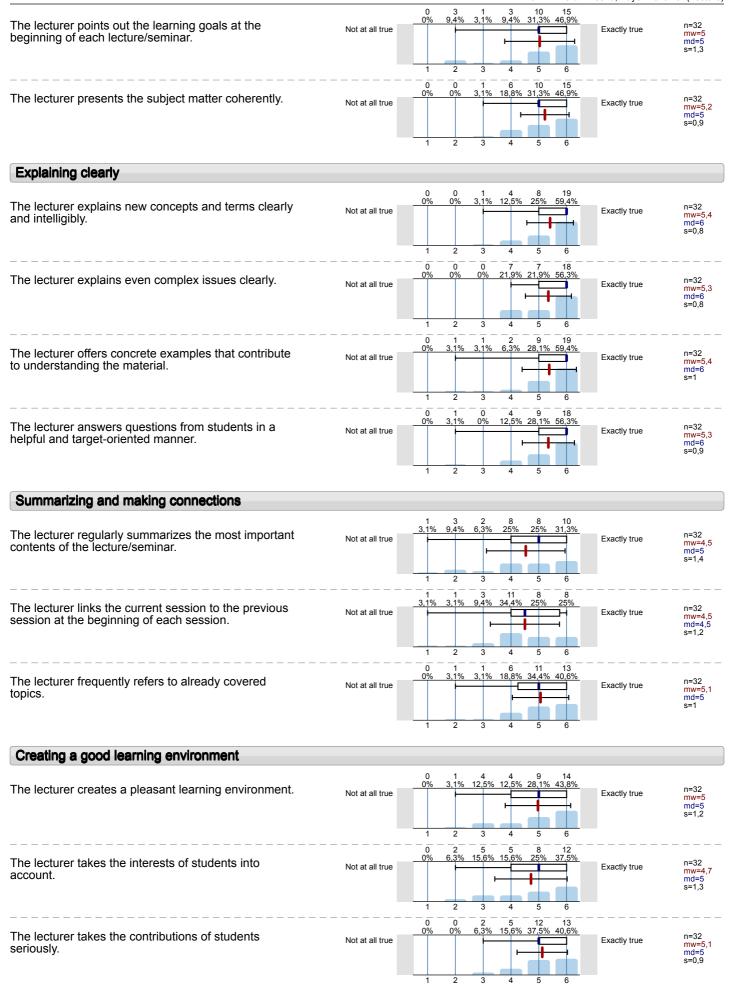
I have attended at least two thirds of this lecture/seminar.

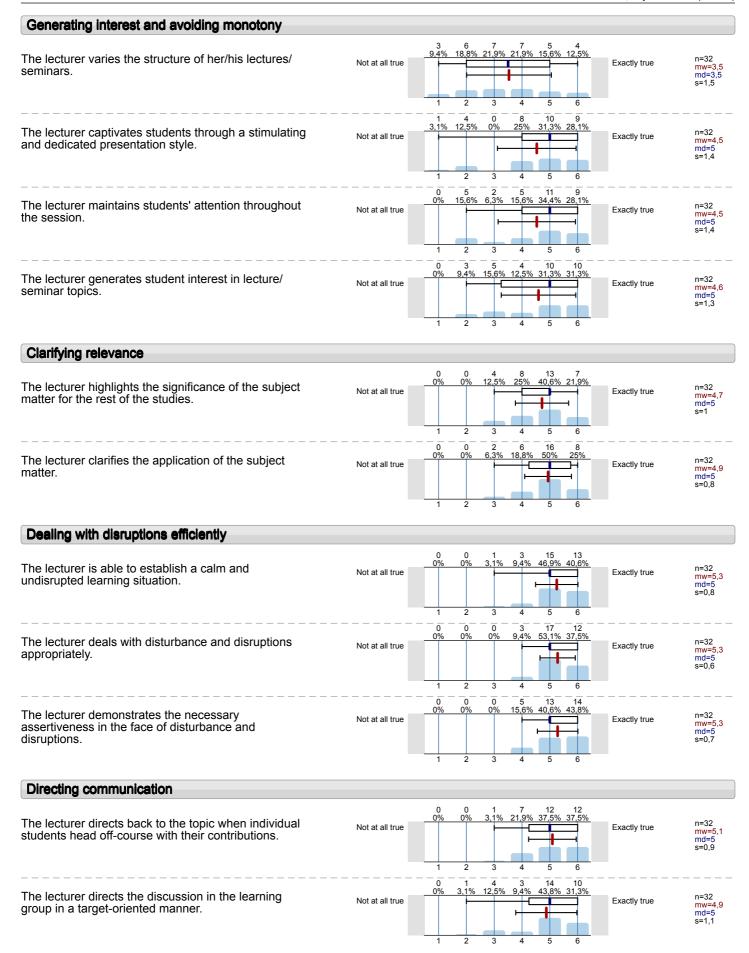


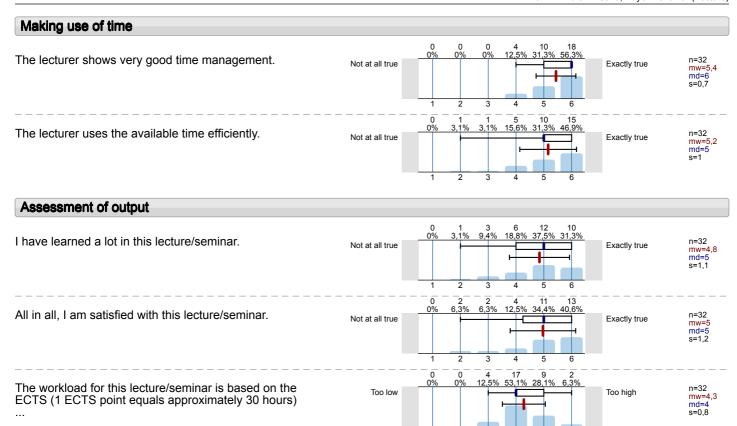
Clear and structured presentation

The lecturer has structured the whole lecture/seminar well and arranged it comprehensibly.









Profillinie

Teilbereich: Wirtschaftswissenschaftliche Fakultät

Name der/des Lehrenden: F

Prof. Dr. Martin Eisend

Titel der Lehrveranstaltung: (Name der Umfrage)

Buyer Behavior (Lecture) (6601-4-me-ws13)

Vergleichslinie: All courses of the faculty (WiSe 2013/2014)

Verwendete Werte in der Profillinie: Mittelwert

Attendance, interest and prior knowledge, assessment of the requirements/level

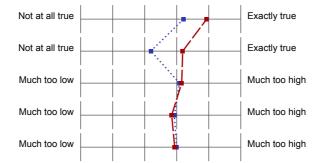
I have been interested in the topic of this lecture/ seminar beforehand.

Before attending this lecture/seminar, I already had comprehensive knowledge regarding the subjects covered here.

The extent of the subject matter covered in this lecture/seminar to me is ...

The difficulty level of this lecture/seminar to me is ...

The pace of this lecture/seminar to me is ...



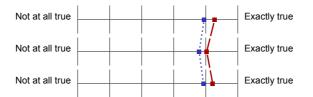
n=32 mw=4,9 md=5,0 s=1,3 n=1702 mw=4,2 md=5,0 s=1,5 n=32 mw=4,2 md=4,0 s=1,4 n=1702 mw=3,2 md=3,0 s=1,6 n=32 mw=4,2 md=4,0 s=0,7 n=1702 mw=4,1 md=4,0 s=0,9 n=32 mw=3,8 md=4,0 s=0,9 n=32 mw=3,9 md=4,0 s=0,9 n=32 mw=3,9 md=4,0 s=0,9 n=1702 mw=4,0 md=4,0 s=0,9

Clear and structured presentation

The lecturer has structured the whole lecture/ seminar well and arranged it comprehensibly.

The lecturer points out the learning goals at the beginning of each lecture/seminar.

The lecturer presents the subject matter coherently.



n=32 mw=5,3 md=5,5 s=0,9 n=1702 mw=5,0 md=5,0 s=1,2 n=32 mw=5,0 md=5,0 s=1,3 n=1702 mw=4,8 md=5,0 s=1,3 n=32 mw=5,2 md=5,0 s=0,9 n=1702 mw=4,9 md=5,0 s=1,2

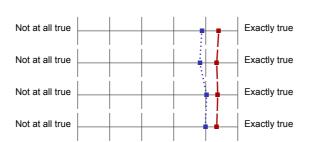
Explaining clearly

The lecturer explains new concepts and terms clearly and intelligibly.

The lecturer explains even complex issues clearly.

The lecturer offers concrete examples that contribute to understanding the material.

The lecturer answers questions from students in a helpful and target-oriented manner.



n=32 mw=5,4 md=6,0 s=0,8 n=1702 mw=4,9 md=5,0 s=1,3

n=32 mw=5,3 md=6,0 s=1,3 n=1702 mw=4,8 md=5,0 s=1,3

n=32 mw=5,4 md=6,0 s=1,0 n=1702 mw=5,0 md=5,0 s=1,2

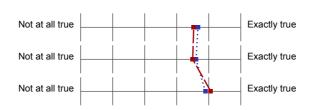
n=32 mw=5,3 md=6,0 s=0,9 n=1702 mw=5,0 md=5,0 s=1,2

Summarizing and making connections

The lecturer regularly summarizes the most important contents of the lecture/seminar.

The lecturer links the current session to the previous session at the beginning of each session.

The lecturer frequently refers to already covered topics.



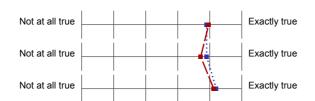
n=32 mw=4,5 md=5,0 s=1,4 n=1702 mw=4,7 md=5,0 s=1,3 n=32 mw=4,5 md=4,5 s=1,2 n=1702 mw=4,6 md=5,0 s=1,3 n=32 mw=5,1 md=5,0 s=1,0 n=1702 mw=4,9 md=5,0 s=1,2

Creating a good learning environment

The lecturer creates a pleasant learning environment

The lecturer takes the interests of students into account.

The lecturer takes the contributions of students seriously.



n=32 mw=5,0 md=5,0 s=1,2 n=1702 mw=4,9 md=5,0 s=1,3 n=32 mw=4,7 md=5,0 s=1,3 n=1702 mw=4,9 md=5,0 s=1,3 n=32 mw=5,1 md=5,0 s=0,9 n=1702 mw=5,2 md=6,0 s=1,1

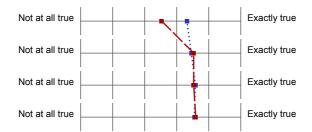
Generating interest and avoiding monotony

The lecturer varies the structure of her/his lectures/

The lecturer captivates students through a stimulating and dedicated presentation style.

The lecturer maintains students' attention throughout the session.

The lecturer generates student interest in lecture/ seminar topics.



n=32 mw=3,5 md=3,5 s=1,5 n=1702 mw=4,3 md=5,0 s=1,4 n=32 mw=4,5 md=5,0 s=1,4 n=1702 mw=4,5 md=5,0 s=1,5 n=32 mw=4,5 md=5,0 s=1,4 n=1702 mw=4,6 md=5,0 s=1,5 n=32 mw=4,6 md=5,0 s=1,3 n=1702 mw=4,5 md=5,0 s=1,4

Clarifying relevance

The lecturer highlights the significance of the subject matter for the rest of the studies.

The lecturer clarifies the application of the subject



n=32 mw=4,7 md=5,0 s=1,0 n=1702 mw=4,6 md=5,0 s=1,3

n=32 mw=4,9 md=5,0 s=0,8 n=1702 mw=4,8 md=5,0 s=1,2

Dealing with disruptions efficiently

The lecturer is able to establish a calm and undisrupted learning situation.

The lecturer deals with disturbance and disruptions appropriately.

The lecturer demonstrates the necessary assertiveness in the face of disturbance and disruptions.



n=32 mw=5,3 md=5,0 s=0,8 n=1702 mw=5,0 md=5,0 s=1,2 n=32 mw=5,3 md=5,0 s=0,6 n=1702 mw=5,0 md=5,0 s=1,2 n=32 mw=5,3 md=5,0 s=0,7 n=1702 mw=5,0 md=5,0 s=1,2

Directing communication

The lecturer directs back to the topic when individual students head off-course with their contributions.

The lecturer directs the discussion in the learning group in a target-oriented manner



n=32 mw=5,1 md=5,0 s=0,9 n=1702 mw=4,9 md=5,0 s=1,1 n=32 mw=4,9 md=5,0 s=1,1 n=1702 mw=4,9 md=5,0 s=1,2

Making use of time

The lecturer shows very good time management.

The lecturer uses the available time efficiently.



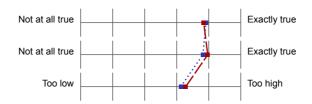
n=32 mw=5,4 md=6,0 s=0,7 n=1702 mw=5,0 md=5,0 s=1,3 n=32 mw=5,2 md=5,0 s=1,0 n=1702 mw=5,0 md=5,0 s=1,3

Assessment of output

I have learned a lot in this lecture/seminar.

All in all, I am satisfied with this lecture/seminar.

The workload for this lecture/seminar is based on the ECTS (1 ECTS point equals approximately 30 hours) ...



n=32 mw=4,8 md=5,0 s=1,1 n=1702 mw=4,9 md=5,0 s=1,3 n=32 mw=5,0 md=5,0 s=1,2 n=1702 mw=4,8 md=5,0 s=1,4 n=32 mw=4,3 md=4,0 s=0,8 n=1702 mw=4,1 md=4,0 s=1,0

Ruziye Oruc

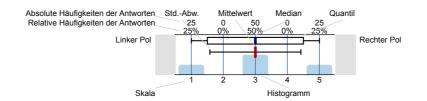
Buyer Behavior (Tutorial) (6601-5-ro-ws13) Erfasste Fragebögen = 27



Auswertungsteil der geschlossenen Fragen

Legende

Fragetext



n=Anzahl mw=Mittelwert md=Median s=Std.-Abw. E.=Enthaltung

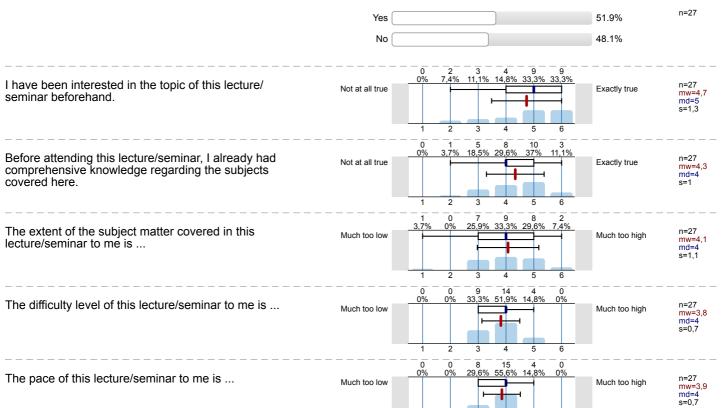
Socio-demographic information

Please state your sex: female male.

female 77.8% n=27

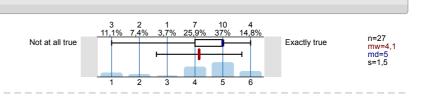
Attendance, interest and prior knowledge, assessment of the requirements/level

I have attended at least two thirds of this lecture/seminar.

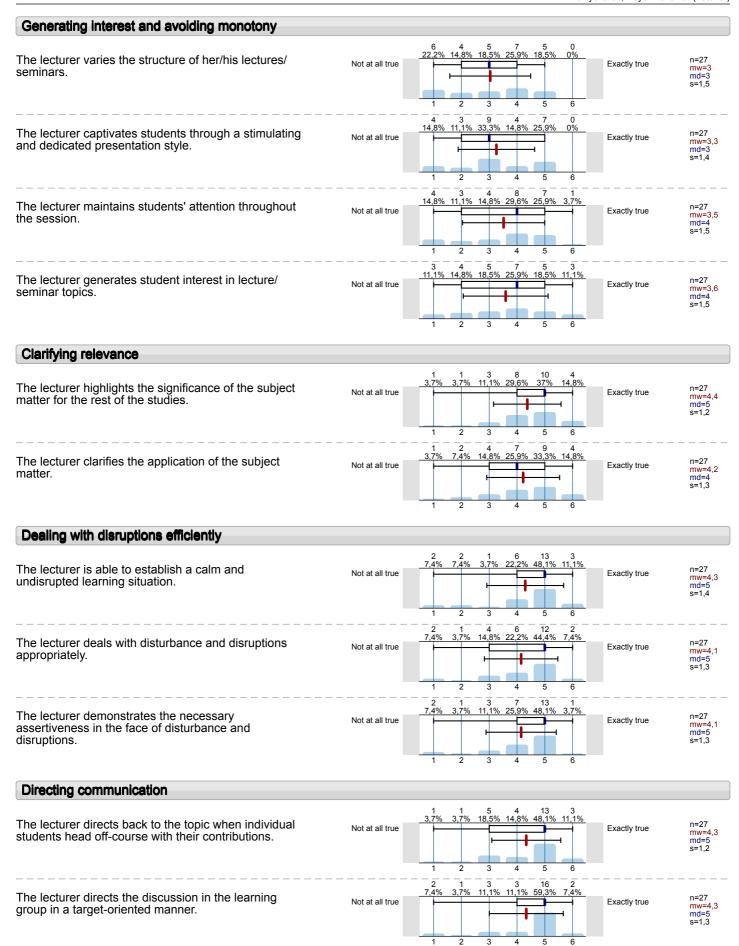


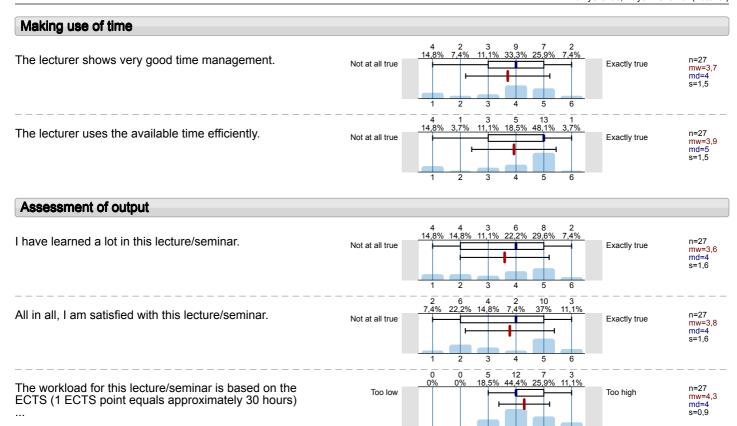
Clear and structured presentation

The lecturer has structured the whole lecture/seminar well and arranged it comprehensibly.









Profillinie

Teilbereich: Wirtschaftswissenschaftliche Fakultät

Name der/des Lehrenden: Ruziye Oruc

Titel der Lehrveranstaltung: Buye

tung: Buyer Behavior (Tutorial) (6601-5-ro-ws13)

(Name der Umfrage)

Vergleichslinie: All courses of the faculty (WiSe 2013/2014)

Verwendete Werte in der Profillinie: Mittelwert

Attendance, interest and prior knowledge, assessment of the requirements/level

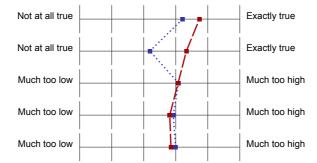
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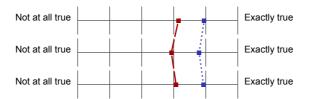
n=27 mw=4,7 md=5,0 s=1,3 n=1702 mw=4,2 md=5,0 s=1,5 n=27 mw=4,3 md=4,0 s=1,0 n=1702 mw=3,2 md=3,0 s=1,6 n=27 mw=4,1 md=4,0 s=1,1 n=1702 mw=4,1 md=4,0 s=0,9 n=27 mw=3,8 md=4,0 s=0,9 n=27 mw=3,9 md=4,0 s=0,9 n=27 mw=3,9 md=4,0 s=0,9 n=27 mw=3,9 md=4,0 s=0,9

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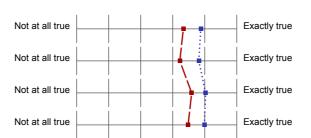
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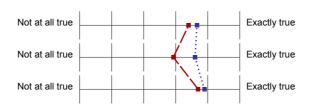
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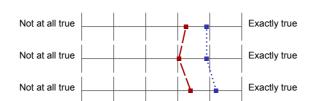
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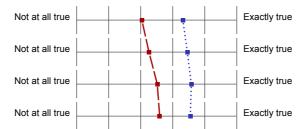
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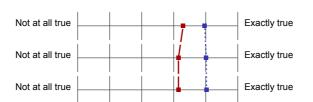
n=27 mw=4,4 md=5,0 s=1,2 n=1702 mw=4,6 md=5,0 s=1,3 n=27 mw=4,2 md=4,0 s=1,3 n=1702 mw=4,8 md=5,0 s=1,2

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n=27 mw=4,3 md=5,0 s=1,4 n=1702 mw=5,0 md=5,0 s=1,2 n=27 mw=4,1 md=5,0 s=1,3 n=1702 mw=5,0 md=5,0 s=1,2 n=27 mw=4,1 md=5,0 s=1,2 n=1702 mw=5,0 md=5,0 s=1,2

Directing communication

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n=27 mw=4,3 md=5,0 s=1,2 n=1702 mw=4,9 md=5,0 s=1,1 n=27 mw=4,3 md=5,0 s=1,3 n=1702 mw=4,9 md=5,0 s=1,2

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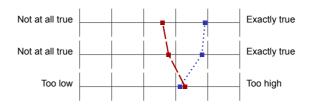
n=27 mw=3,7 md=4,0 s=1,5 n=1702 mw=5,0 md=5,0 s=1,3 n=27 mw=3,9 md=5,0 s=1,5 n=1702 mw=5,0 md=5,0 s=1,3

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