

ISM & BA Feedback Survey 2025 Results

Survey was open 28.4. - 12.5.2025



Aalto
Business Technology

Key Takeaways (Close ended questions)

1. Respondents:

- **40 Responses**, with much more ISM students than BA, and slightly more Master's students than Bachelor's.

2. Academic matters:

- **Hybrid teaching** is strongly preferred, while some students still prefer on-site.
- ISM/BA **major satisfaction** is overall high. Only one respondent was not satisfied.
- ISM students have mixed opinions about the **ISM programme name** representing what they study.
- Clear **concern** amongst ISM students regarding how well employers understand the major.
- BA students are much **more satisfied** with their programme name compared to ISM students, and also feel that employers understand it better.

3. Aalto BT:

- Overall students are satisfied with their Subject Club, with very **balanced satisfaction** levels for studies, career and extracurricular advocacy. But, there is room for improvement.
- Students are most interested in **Career and Casual** events and least interested in having more company excursions.



Key Takeaways (Open ended questions)

1. Best 3 courses:

- Business Analytics 1 & 2
- Capstone Courses (Futureproofing Supply Chains, Business Intelligence, Business Process Management in the Digital Era)
- Data Science for Business 1 & 2

2. Most criticized 3 courses:

- Managerial Marketing Analytics with AI
- MySQL for Data Analytics
- Information Economy

3. Overall learning improvements:

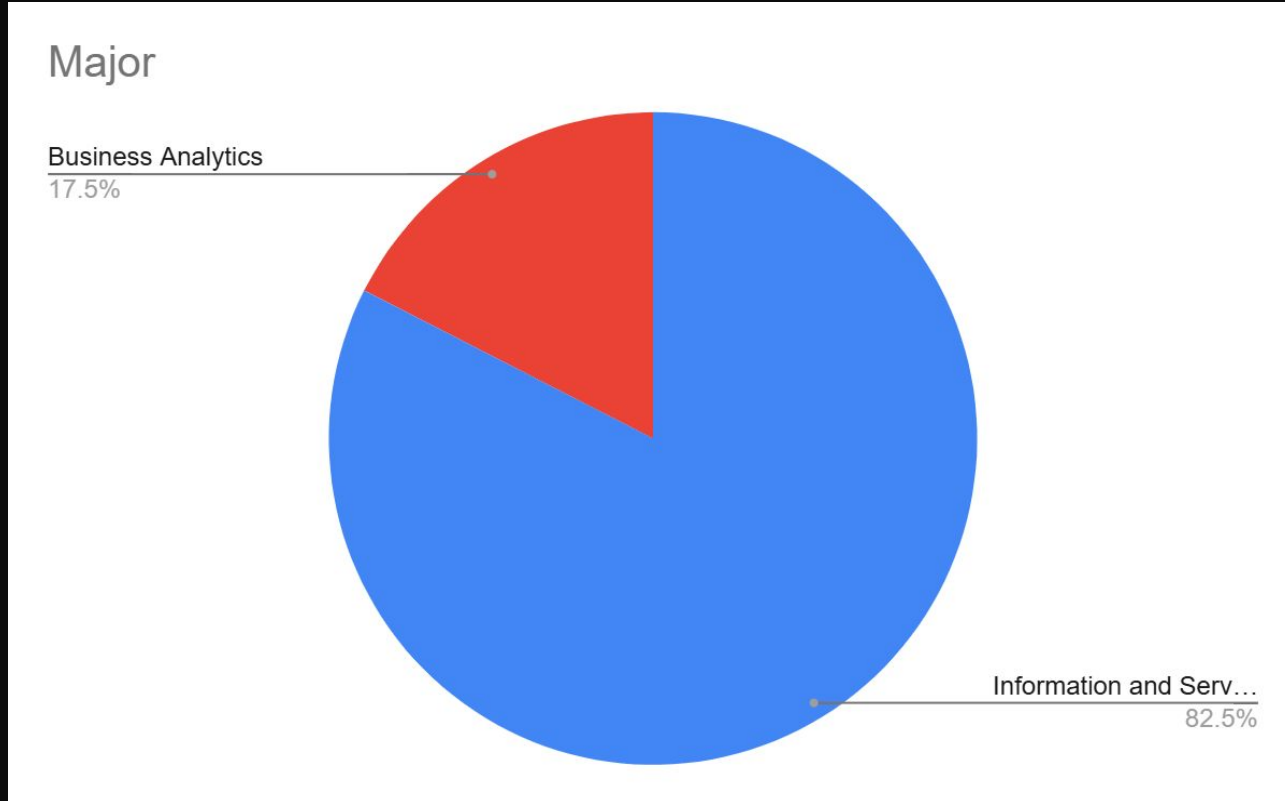
- More practical skills (Python, R, Power BI, Tableau), fewer mandatory on-site sessions, more balanced workload, smaller class sizes, more interactive lectures and greater AI integration.

4. Programme name suggestions:

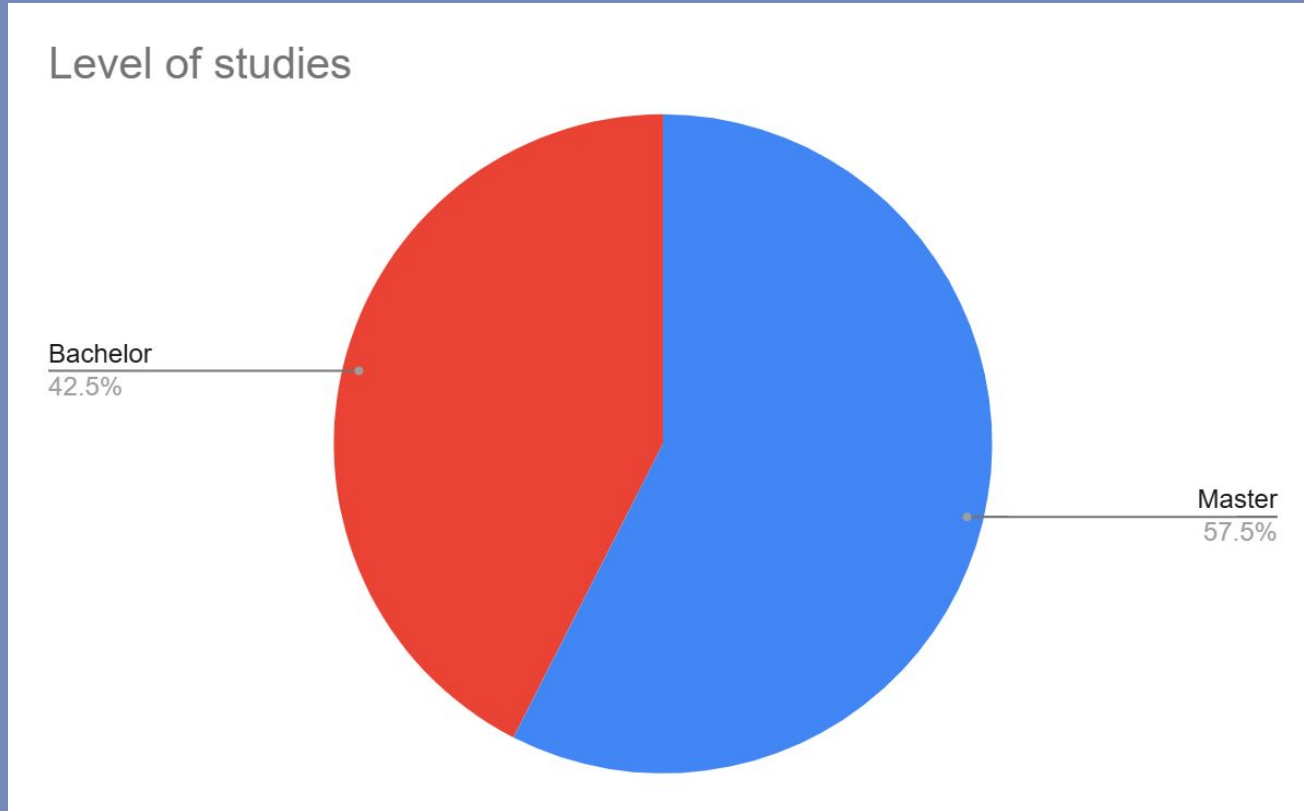
- Business Technology and Business Analytics. Some students worry about lack of Supply Chain representation in these names, and some are attached to the current name.



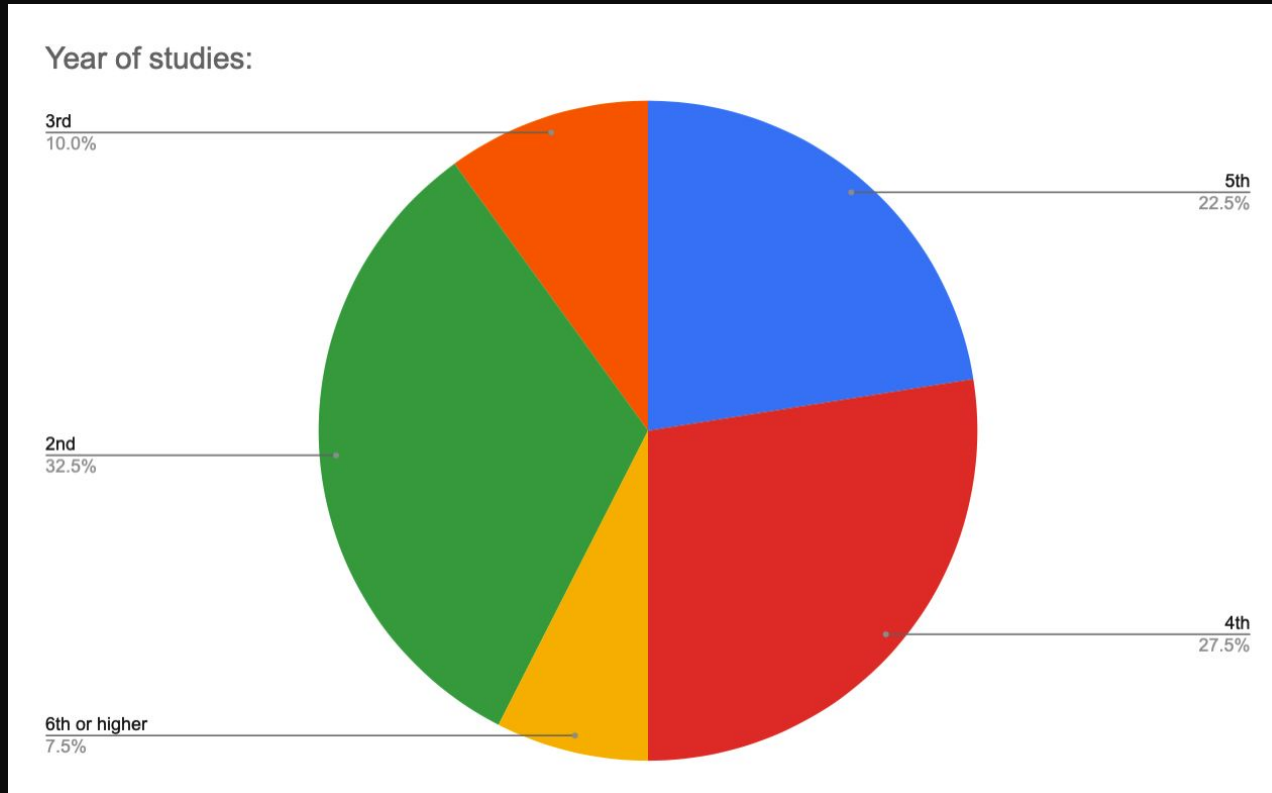
Respondents: Major



Respondents: Level of studies

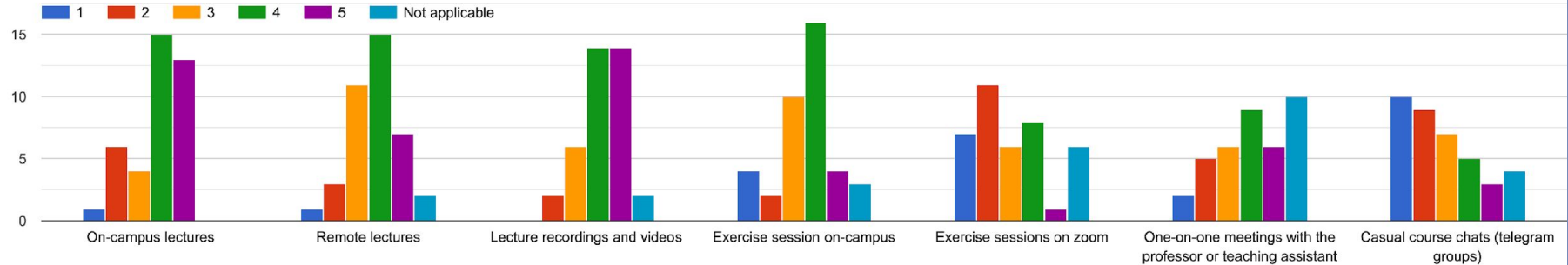


Respondents: Year of studies

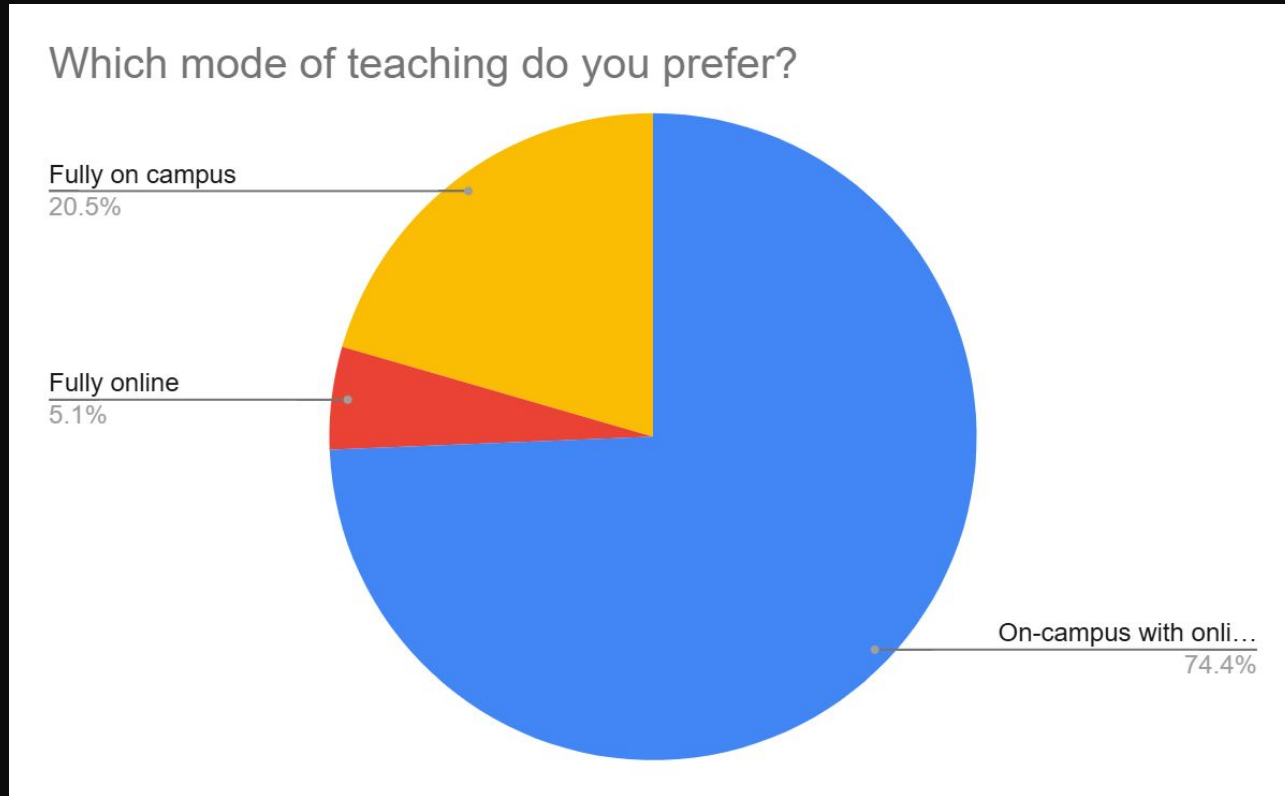


Academic matters: Teaching practises

How useful have you found the following teaching practices during the past year (1 = not at all, 5= very)



Academic matters: Mode of teaching



Academic matters: Best 1-3 courses

BA1, TII2, ISM-C2003. All because of great problem sets and teachers.
Tilastotieteen jatkokurssi (II and ushul, liked the professor), business analytics (very useful and
"Tilastotieteen ja data-analytiikan jatkokurssi. Hyvä toteutus. Sopivan tiheästi palautettavia tehtä
- Capstone Process Analysis and Management: The case studies and lectures were insightful and kept t

Business Analytics 1
Business Analytics, great lecturer and taught useful analytical skills. Tilastotieteen ja data-analy
- Information Security Management: The professor challenged us students, which I had never experienc
DSFB1 and II, very good teaching and valuable lessons

QPM – Got the lean six sigma certification
Decision-making and choice behavior – content and engagement with the class
Sales & Operations planning – content and engagement'

In no order: 1) Data Protection – mandatory attendances help here with retention and focus and a pas
Data Science for Business I and II. License for Datacamp was a nice addition for learning
Data Science for Business I. Best applicable skills

BA1, MySQL and Prog 1
Survey Research – my personal choice, great practical value
Data Science for Business I, because it gave skills needed in following courses
Business Analytics, I feel that it gave me a lot of concrete skills. For the same reason Y1 and MySQL

Management Information Systems, Business Analytics 1&2
Capstone: Business Intelligence, a lot of practical experience + you are getting to learn who are you
Capstone: Business process management in the digital era. Pintaraapaisu yrityksen johtamisesta ja op- MIS: The lectures and topics were interesting and provided valuable learning experiences."

Sustainable supply chains, Capstone: Futureproofing supply chains, Business Analytics 1

Decision making and choice behavior – great teacher (Eeva Vilkumaa(?))
Global Logistics and Distribution Networks: The course handled practical matters, discussed real
Business Analytics, I feel that it gave me a lot of concrete skills. For the same reason Y1 and MySQL

Rekkakurssi **BA2, good course** **Y1**
- Business Analytics 1: Juuso has an excellent style of teaching and the exercises made me really un
Business analytics and capstone. They were interesting and felt practical.
Sustainable Supply Chains (Katri Kauppi is Amazing), the Business Intelligence Capstone (I feel like

*- Bachelor's Thesis Seminar: Well-organized, with excellent support from the thesis advisor and eng
ISM-C2003, 35Co40000, ISM-C1004: Interesting and helpful courses
"Business Analytics 2 – interesting content

Academic matters: Worst 1-3 courses

Data Analytics for Accounting and Audit - this is the worst one. Completed this in 2023-2024. Hate it
Project management and consulting practice, useful but a bit dry content
ISM-C1002: Long course and difficult with a lot of substance
SQL, MIS MySQL, GLDN. Did not prefer the methods used on the course.
I dropped them, but some of the math department courses ISM has as options... they were far too advanced
Information systems development
1) Managerial Marketing Analytics with AI - could be due to being a new course with pilot testing of
Design of WWW services D
Molemmat Bebet vaikkei pääainekurssei oookkaa. * - BA1: The excessive focus on Excel and solving assignments in a very specific way was frustrating.
Capstone Business Intelligence
MIS liked the topics but the lectures were honestly boring and only different graphs of AI in year
Data science for business 2 - I can't remember exactly, but I feel like the link from theory to practice
Managerial Marketing Analytics with AI - easy to get good points but teaching level doesn't meet any Information Economy - structure of the course, too many graded assignments
Information economy, too broad, no clear agenda
MySQL, the teacher was hard to understand. Bebe2 was a complete waste of time
- Capstone: Business Intelligence: While the assignments were interesting, the teaching fell short.
I don't think there are any courses that I can name the worst ones
Joda, isd, titi. Bad materials, bad teaching methods
Statistical Inference - course is not connected with practice sessions, no good teaching how to solve it
Bebe2! None SQL
I honestly can't name any.
MySQL - would have preferred on-site lectures

Academic matters: Improving studying in general

Smaller groups, more discussions, more business cases

Personally for me – I would change courses recommendations a bit I really like it

More options for aligning studies with work – more online and non time dependent

More challenging courses. Courses like MySQL should not be taught in university-level studies. More

Better scheduling, motivation (going to campus for studying)

Everything is pretty good now, many courses have weekly submissions and that is very nice.

This is hard as it is dependent on students but generally I find the Business Analytics 2 format to

More Python, more programming on general, more Power BI, more R, more Tableau etc. Could not stress

I would like to see a more stable level regarding how challenging the courses are. Currently, we hav

More AI learning courses, More essay/report writing, less multiple choice exams, more teachers runni

Smaller class sizes, more interaction amongst students & teacher

I know that Business Analytics degree is the one where you need to attend a lot of practical courses

Vähemmän alotuspaikkoja!

More emphasis of career help

I would remove the courses that Computer Science students study from Business School

Lecture recordings & more opportunities for academic writing

Ohjeita oikea oppiseen tekoälyn hyödyntämiseen sen käytön kieltämisen sijaan.

Make the studies more challenging so that the ISM degree would be respected more.

more on-campus teaching and interactive lectures

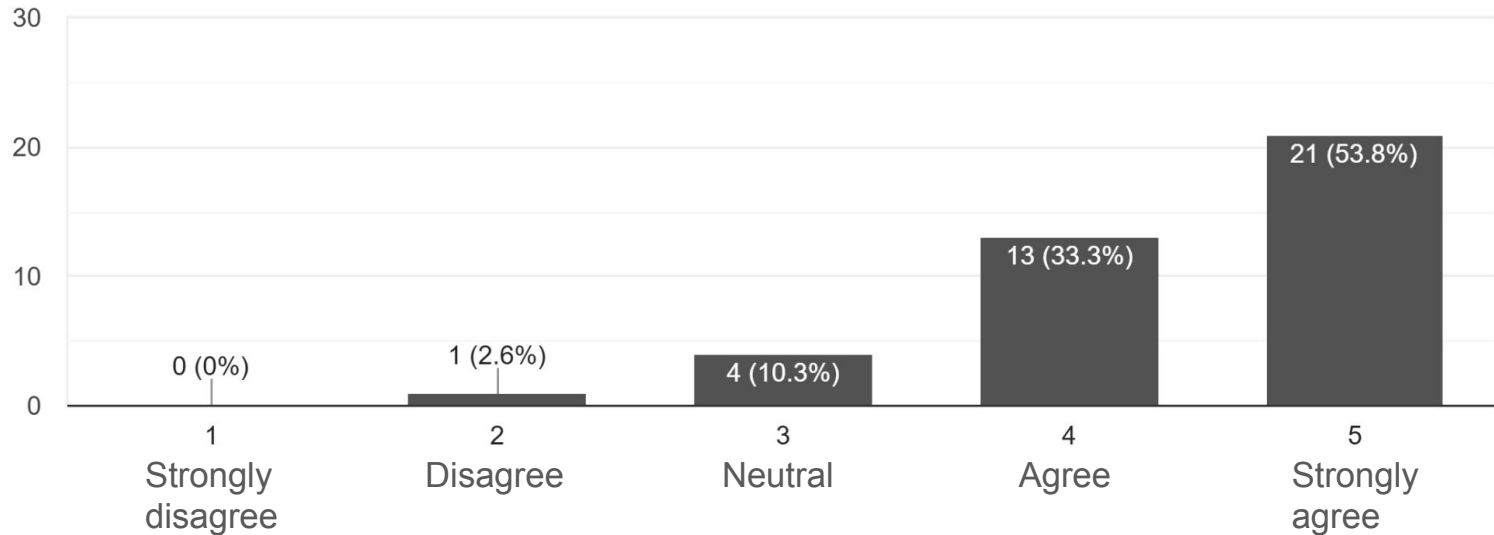
Interactivity in the classroom

More courses on Marketing Analytics

Academic matters: Satisfaction with major

I am satisfied with my decision to take ISM/BA as my major

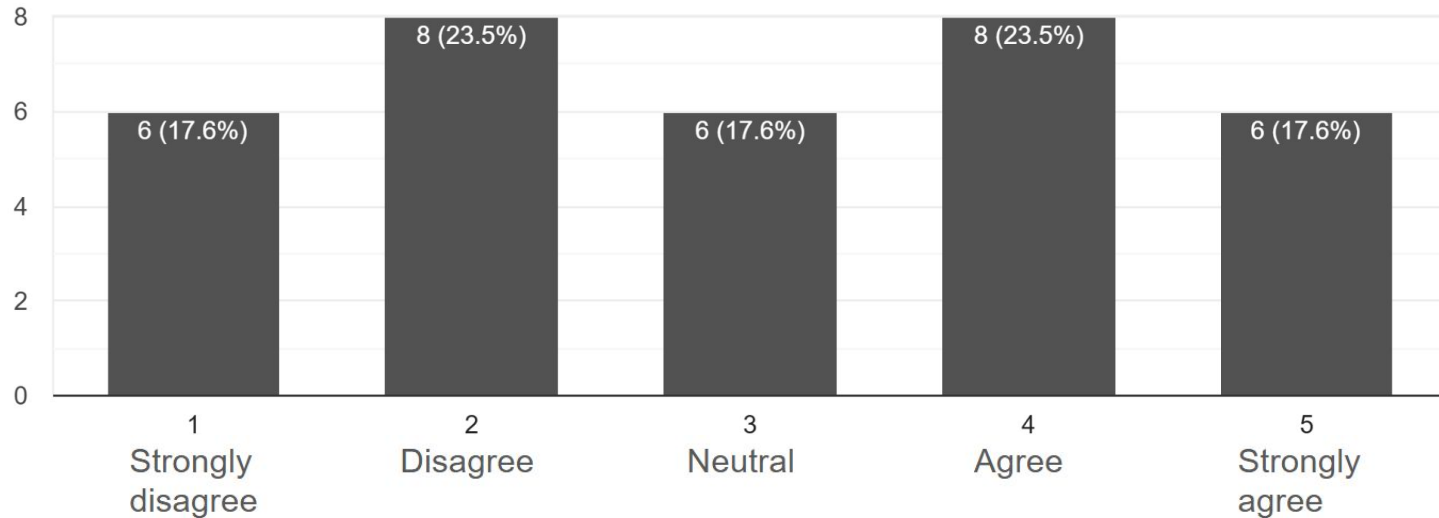
39 responses



Academic matters: ISM Programme name

I feel that programme name Information and Service Management accurately represents what I study

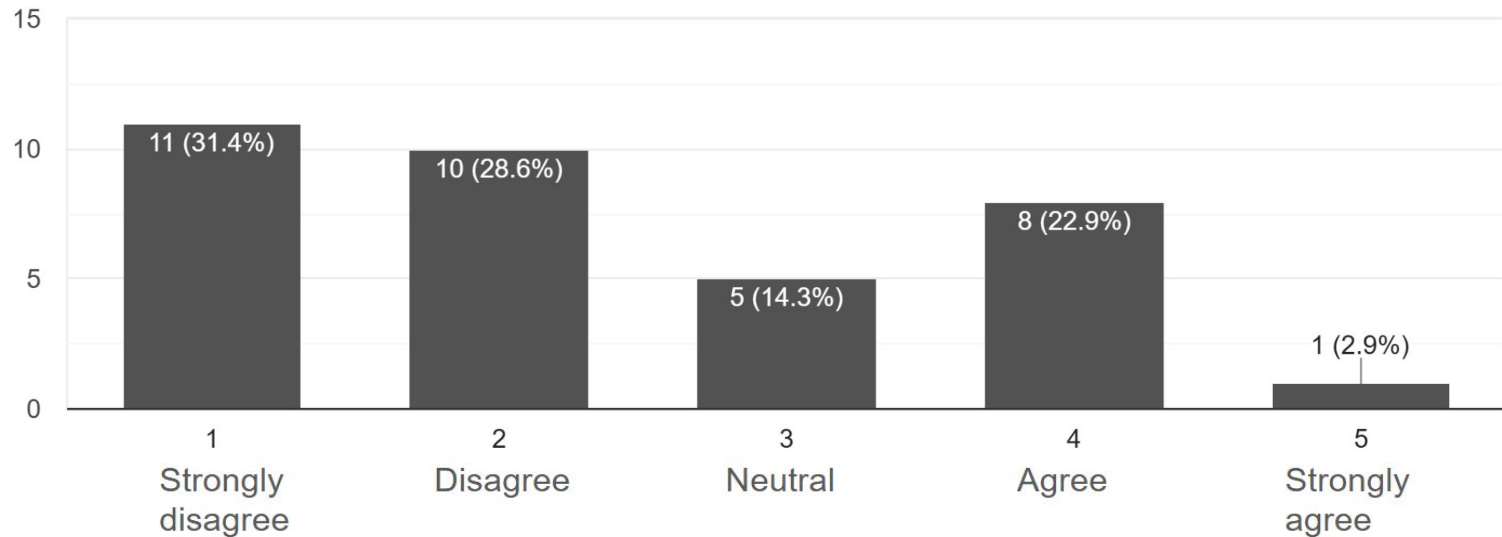
34 responses



Academic matters: Employer's knowledge of ISM

I feel that employers understand what an Information and Service Management major is

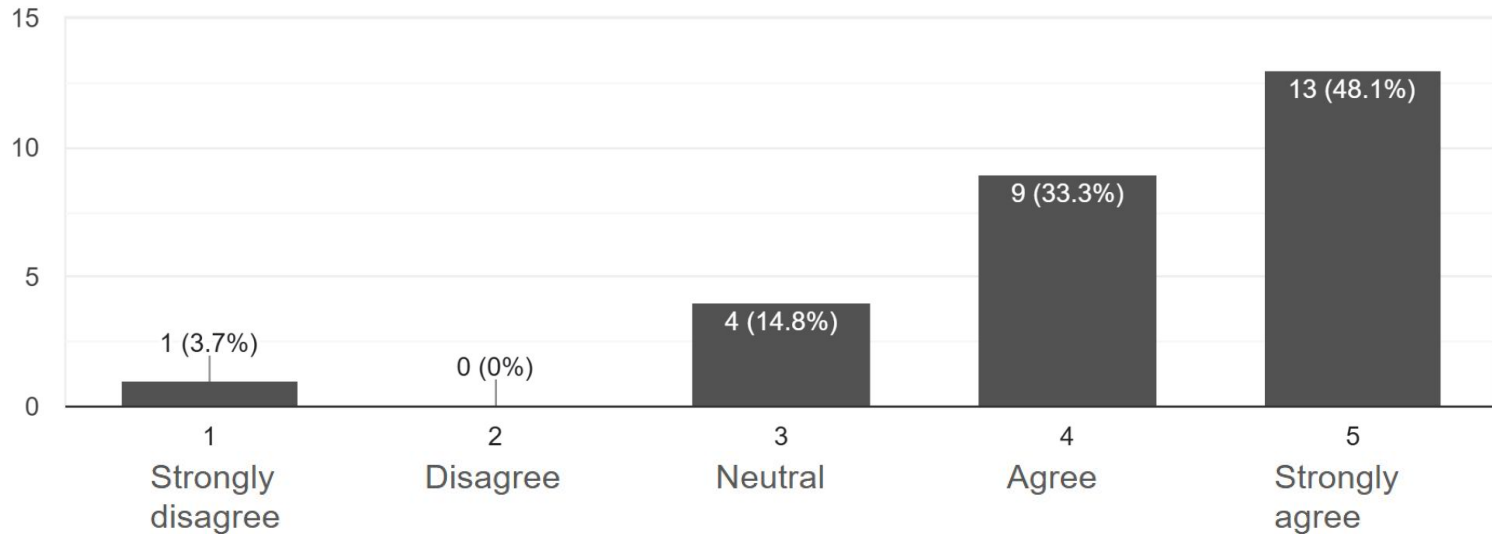
35 responses



Academic matters: BA Programme name

I feel that programme name Business Analytics accurately represents what I study

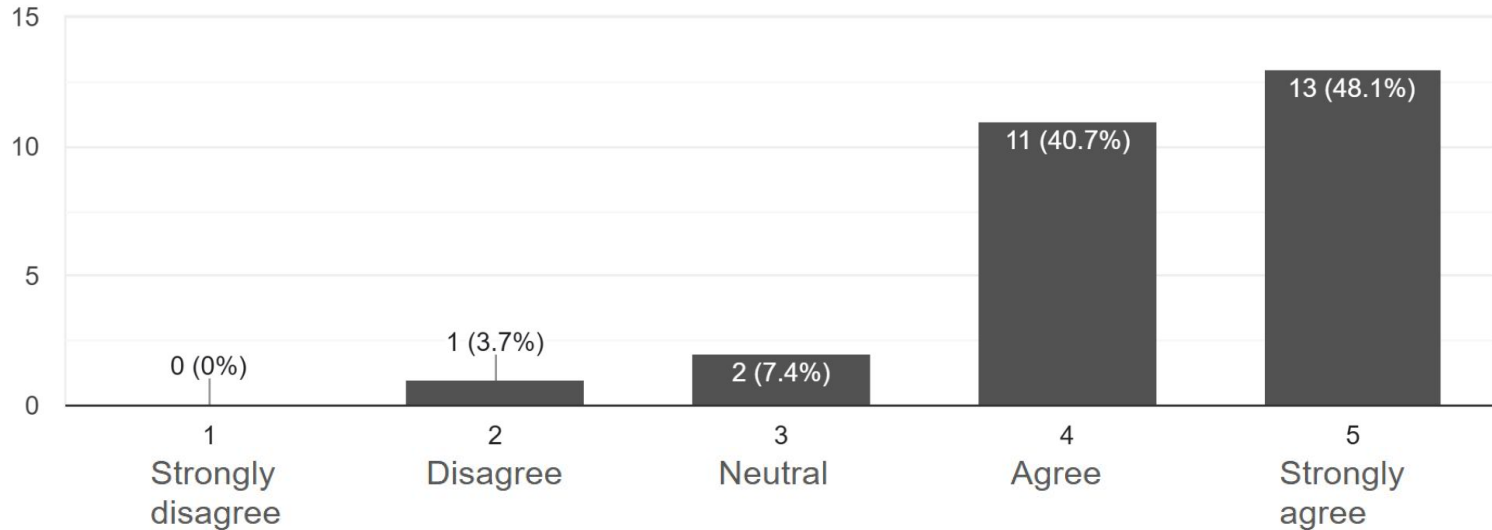
27 responses



Academic matters: Employer's knowledge of BA

I feel that employers understand what a Business Analytics major is

27 responses



Academic matters: Struggles of others to understand major

all the time
Yes, especially older people
I don't even know myself what does the name stand for
Yes
Family and friends have been asking what exactly does ISM equip me with or what does it mean and it'
No I have not
Yes
Yes, every time I talk to someone about my major I have to explain my major and they still don't usu
I guess so. I usually say that I study ISM, and more specifically, business analytics (since it's my
In supply chains track its not a relevant name at all
yes sometimes difficult to explain it myself
Not much, especially after a short verbal or in my CV/cover letter explanation of what it is, I don'
I also study CEMS and have been to Norway and India and I have often had to explain my major to my p
Many employers and people outside the capital area in general are not aware of Aalto's programmes an
Every time I say my major name outside aalto biz, i have to explain what it is
Yes, nobody generally knows what it means without explaining what kind of courses I take.
ISM as a name doesnt all the times ring the bell for some people. You have to explain it and what it
Yes, every interview
Monesti joutuu ei-Aallon kauppislaisille selittämään.
Yes, especially during bachelor degree I had to explain all the time what ism is

Academic matters: Improving the program name

Do not change the programme name...

- No idea, sorry

Not sure

Business Analytics

Business Analytics, Business Technology or statistics – some kind of name that describes the analyti

Some big companies, like BCG and August Associates I think know ISM quite well. Other firms, smaller

Good question, don't really know. Generally I don't see the name problematic if I have the opportuni

Just Information management would be a bit better. I tend to say i study data-analytics but that doe

Maybe the whole program could be transitioned to be called Business Analytics or Business Technology

ISM 2: The ISMening

Business IT management or something along the lines

Something more simpler and streamlined. The current one seems too much like word salad

“Supply chain management” for example

Muuttaisin sen Business Technology:ksi niinkuin on ainejärjestönkin nimi päivitetty kuvaamaan enemmän

Business Technology

I wouldn't change it, too attached to the name lmao

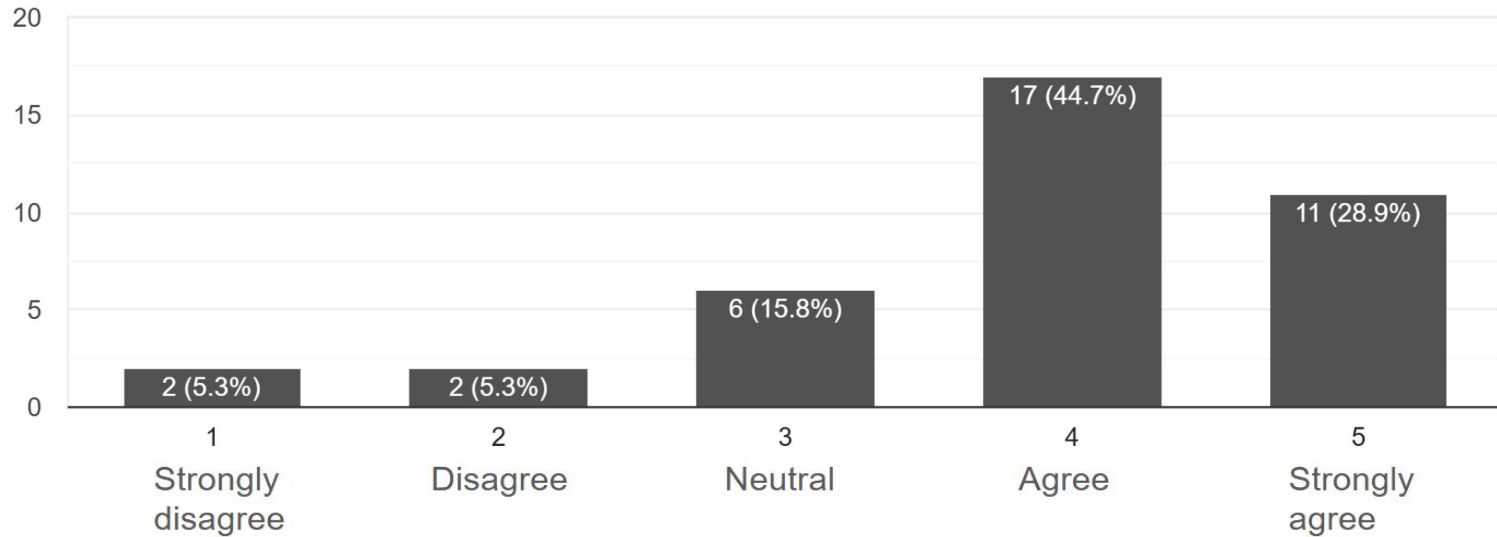
I think it would be better to have separate names instead of one combining all 3 different areas

Data analytics engineer is a term I have seen used recently, that might be applicable to these major

Aalto BT: Supporting studies

I feel that Aalto BT provides resources that support my studies?

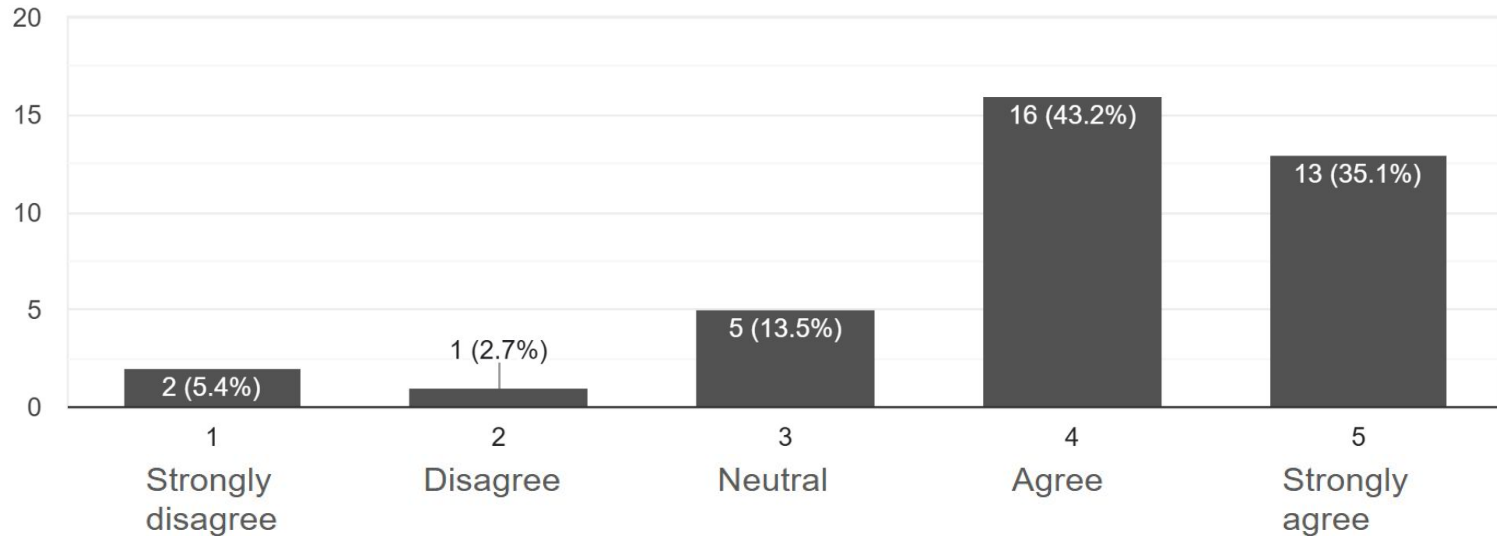
38 responses



Aalto BT: Discovering career opportunities

I feel that Aalto BT helps me discover career opportunities

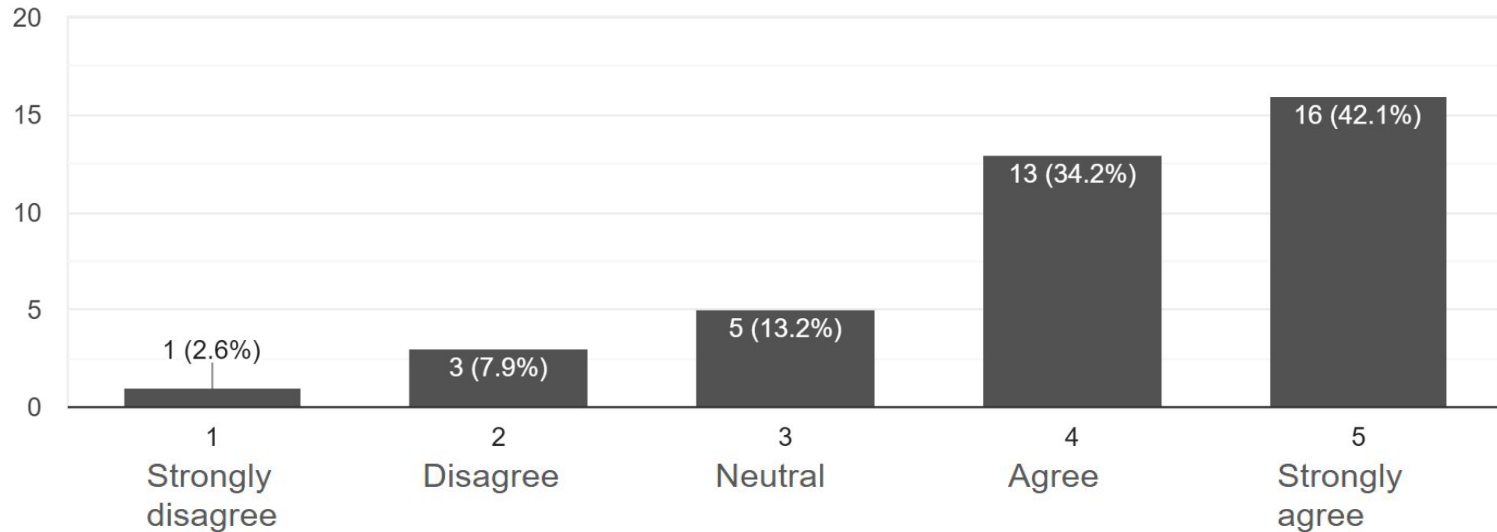
37 responses



Aalto BT: Providing extracurricular events

I feel that BT provides fun extracurricular events

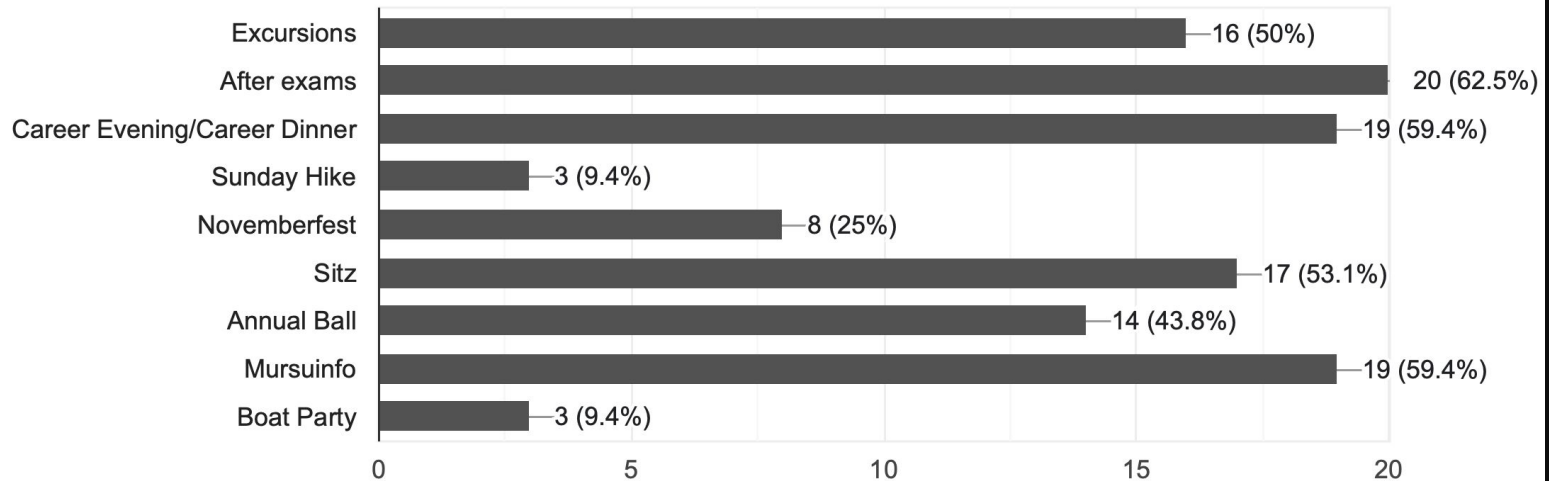
38 responses



Aalto BT: Past participation

Have you participated Aalto BT's events?

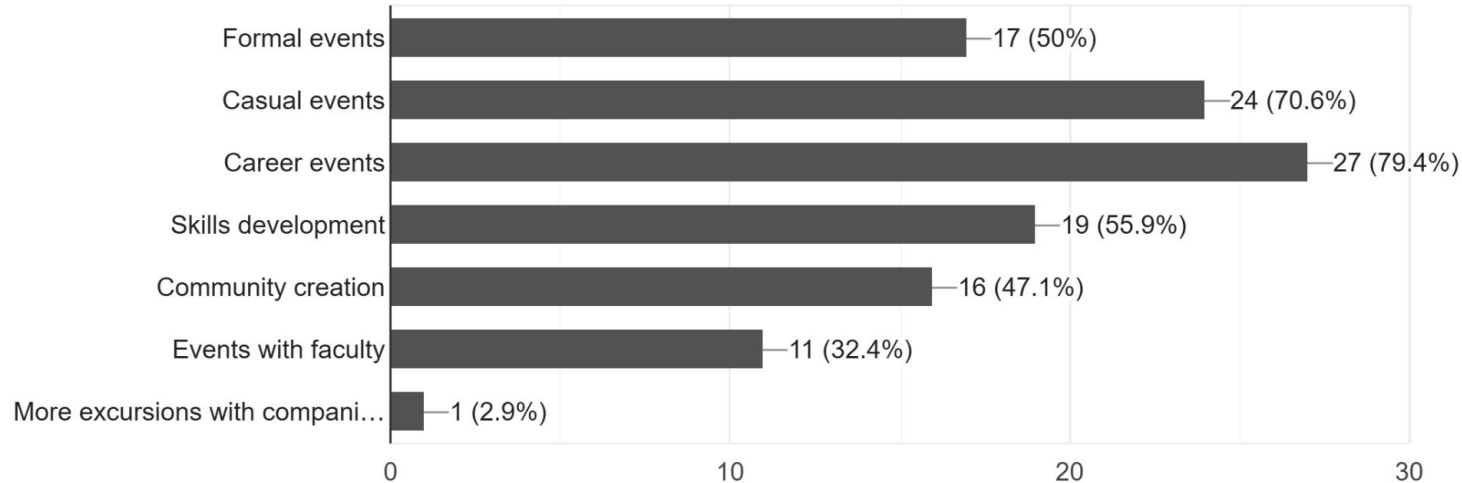
32 responses



Aalto BT: Future activities

What kind of activities would you like Aalto BT to organize? (Select all interested)

34 responses



Aalto BT: Development ideas

Open bars

More opportunities to network with fellow ISM Students

Nokia, Metsä, UPM, Unilever

More supply chain management companies, Kesko, DB schecter, Finnair, UPM, Neste,

Supply chain representatives from big companies

More career related events and more for skills development

More English emphasis at events

Danske

More career events. The job market sucks atm.

Thank you to all the respondents!



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