



Faculty of Arts and
Social Sciences

Summary of course evaluation

(Do not use this form for courses within the teacher education)

Summaries for spring term courses should be signed, registered and published before 15 September. For summer and autumn semester courses the equivalent date is 15 March.

Information about the course opportunity

Code ISGA97	Name Business by Web and Web Analytics		Credits 7.5 ECTS cr.
Semester Fall 2013	Number of registered students 20 (19 active)	Type of course <input checked="" type="checkbox"/> Campus <input type="checkbox"/> Distance <input type="checkbox"/> Other	Internet platform <input type="checkbox"/> None <input checked="" type="checkbox"/> It's learning <input type="checkbox"/> Other
Registration code 21372			
Course coordinator John Sören Pettersson		Examiner Prima Gustiené	

Information about the course evaluation

Date 2014-01-28	Number of answers 12	Method <input checked="" type="checkbox"/> Computer <input type="checkbox"/> Paper <input type="checkbox"/> Oral	Summary made by John Sören Pettersson
Strengths of the course according to the students Lectures, literature, guest lectures, study visit, essays , structure - everything seem to please the students.			
Weaknesses of the course according to the students One student said it ought to be mandatory in the first year programme (both for its content and for teaching student to write).			
Analysis of the evaluation results The students seem very happy with the course, Swedish IT students and foreigners students alike.			
Measures planned Add more web sites to Essay 2 analytics exercise. For coming years we might elaborate on other analytic tools than Google Analytics (one guest lecture made some contribution this year).			
Measures taken More essays were added but distribution was uneven (as reflected in one student's answer). This year care was taken not to overlap with Interculture and English courses which, as we know, many of the foreign students follow.			
How was feedback given to the students? This summary (including all students' answers) was published on It's Learning.			
Further information The course is included in the Web and Mutlimedia Programme 3 rd year but is run in English and is open for any applicant as it is on entry level (G1N). Some exchange students take this course.			

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Signature by prefect or equivalent

1. In your opinion, how was the quality of the course?

Very low	0%
Low	0%
Acceptable	41.7%
High	50.0%
Very high	8.3%

2. In your opinion, how was the work load?

Very low	0%
Low	0%
Acceptable	83.3%
High	16.7%
Very high	0%

3. Please, give comments on the work for Essay 1:

- Bra! Bra instruktioner, intressant bok. Boken var lättläste och gick snabbt att läsa igenom.
- Essay 1 was both fun and interesting. After reading a very short and easily written book I think all of us have a new perspective on websites and their style/shape. A big plus for easy and informative literature.
I would have liked if there was 10 points for each essay though (30 in total). The workload for all three of them did not differ much and I still think students would have to work as hard as we had to for a g or vg.
- Nothing to complain about, good idea for a task in this course and a good way to start it.
- Interesting subject, good book to refer to, easy to do.
- in the first essay I would suggest that any desviation of the template should not discount points.
- It was very interesting and smart to make us begin by an essay based on a book. It has pushed us to read the book and allowed us to start learning about business by web.
- Kind of good way of letting us know more about Krug's book, and I have to say it is a good task. However, it limits the topics we could choose from.
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- It was relevant to textbook and enabled you to apply the principles in the textbook to analyze the real web.
- Interesting topic and easy to follow since the book was available online.
- - Good introduction for Essay 1. Topic and relations to the literature were well explained.
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4. Please, give comments on the work for **Essay 2**:

- Kul att få lära sig om google analytics, relevant för programmen inom IT.
Även bra att koppla hur man tänker och använder sig av verktyget genom att praktiskt få undersöka en sida.
- Essay two was probably the least interesting since all of us were handed pretty much the same essay, just a few differed from the rest. It became pretty boring when the presentations were almost exactly the same.
But since only a few of us got different assignments I believe that the teachers could have handed them out in a better arrangement/order.
- Essay 2 and the lectures related to it were good, the Google Analytics work shop/lectures and the task itself.
- Interesting subject, ok book to refer to, very interesting to have different lecturers from startup companies, from professors, from the school. These type of lectures should be in every single course!
- I found it interesting. I would not touch anything
- Very interesting first approach about Google Analytics. Maybe too quick.
- I like essay 2, which pushes us to learn a lot about a useful tool, Google Analytics. And in fact, the work load of this paper is acceptable.
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- It is simple. By using Google Analytics in Essay 2, we could understand better about the data collected to analyze the web.
- Fairly good excersizes however not a very "fun" way to write an essay based on answering questions .
- - Practical tasks with google analytics helped to get in touch with and understand an analytical tool like GA.
- It was interesting to use the Google Analytics tool.

5. Please, give comments on the work for **Essay 3**:

- bra med gästföreläsningar som inspirerade. Skönt att det inte bara var böcker att läsa igenom utan att föreläsare från olika områden kunde berätta istället.
- Essay 3 was probably the best one since it was so "free". We could pick anything, add a question and just go for it. This makes the essay "your own" and it's always easier to write and discuss something you get to pick yourself.
A lot of students asked me what the essay was about and I had to help tons of friends in writing their essay three. This makes me think that maybe the task could have been presented better. But I understood it and I think everyone I helped managed in the end.
- It was good, no comments really.
- Interesting subject, somewhat too wide question to write about which is a challenge but also fun. Always good that an essay ends with a short presentations, as most of us needs to get used to that.
- the paragraph that describe the task is not written clearly
- Hard to find a subject. But very nice to be able to choose a topic by ourselves
- we can turn our faces to almost all the topics about business and web. and in this way, we gain a lot of knowledge. It is a worthwhile task!
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- It was hard to understand the question and also hard to cover all aspects. But after the teacher explained that it could also focus on just one part, it could be a creative essay to write.
- interesting but hard to understand what we were actually supposed to write, more

guidelines would have been appreciated

- - Most difficult of all Essays.
 - It was difficult to find a topic and something to write about.
- The topic was really wide which makes difficult to get a good grade because you don't know exactly what to write about and which is the most important thing to underline.

6. Other comments (external teachers, study visit, suggestions for alternative or extended coverage, comments on the text books, schedule, etc.):

- Det var väldigt kul att få besöka Löfbergs, mer studiebesök generellt i alla kurser.
- Study visits were great. Keep them and if anything add more.
Guest presentations, same thing here.
There isn't much wrong with this course but I do feel that it should be mandatory for the first year students (program?). It takes up so many things and it helps you in teaching you how to structure/write essays which will aid you in almost every assignment later on. It touches many subjects without going to deep into any of them. This motivates students to go deeper themselves I believe. It also brings up google analytics and teaches you some easy formulas without there being any programming so if anything this course motivates a student to keep going instead of maybe scaring them of.
Sorry or the not so flawless english and thank you for a great course!
- I think that most of the guest lectures were good and interesting and contributed to the course.
- The external visit from Story was one of the most interesting i have had i Kau. To see how real companies work and their journey is perfect for understanding what the future might ask of us students. The study visit to Löfbergs was fun and a good break from the normal classroom lectures. It was not so relevant to our subject though. The schedule was good as well as the structure. Krugs book was good, Tufvessons is ok.
All in all a very interesting course which is relatively easy to complete.
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- Nothing special to say. I liked this course.
- I think the presentations are a little bit too much. If we just need to present one or two, that would be the best.
- Interesting guest lectures
- The teacher is really nice and helpful. The study visit is really fun. The external teachers brought up many new cool stuff like MOOC.
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- - interesting lectures, especially the numerous guest lectures gave an impression of how the course is connected to practical work.
 - study visit at Löfbergs was a good way to show business by web in connection with a local, not typical IT company.
- Really well organized and I do appreciate the Guest Lectures as an extra information. Difficult to write a limited pages essay but, on the other hand make the paper more specific and clear.