PUBLISHED COURSE ANALYSIS

A course analysis has been carried out and published by the course convener.

The Karlstad University evaluation tool is owned by the Professional Development Unit and is managed by the systems group for educational administration.

Business by Web and Web Analytics, 7.5 ECTS cr. (ISGA97)
Course convener: John Sören Pettersson

Basic LADOK data		Course Data	
Course Code:	ISGA97	Number of questionnaires answered:	10
Application Code:	38609	Number of first registrations[1]:	51
Semester:	HT-21		
Start Week:	202135		
End Week:	202144		
Pace of Study:	50%		
Form of Study:	Distans		

Changes suggested in the course analysis of the previous course date:
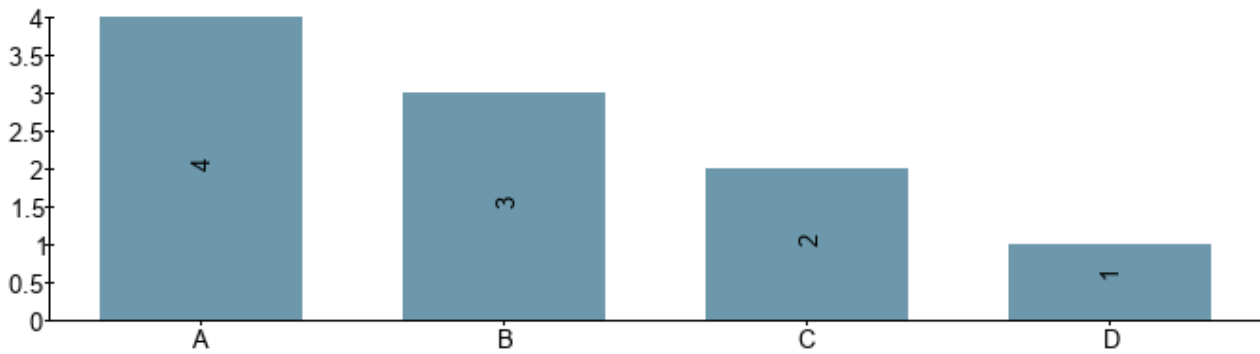--

1. The contents and structure of the course has supported the achievement of the learning outcomes
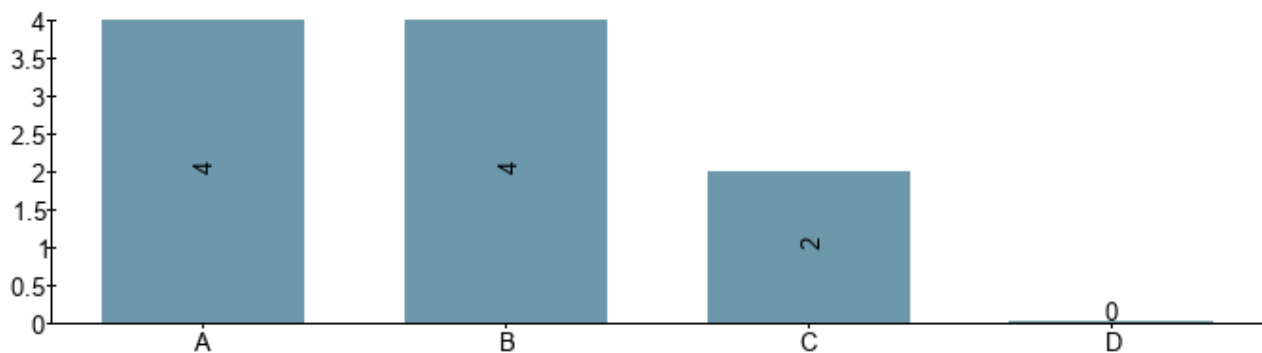
A) To a very large extent
B) To a large extent
C) To some extent
D) To a little extent or not at all

2. The assessments included in the course have given me the opportunity to demonstrate my achievement of the learning outcomes
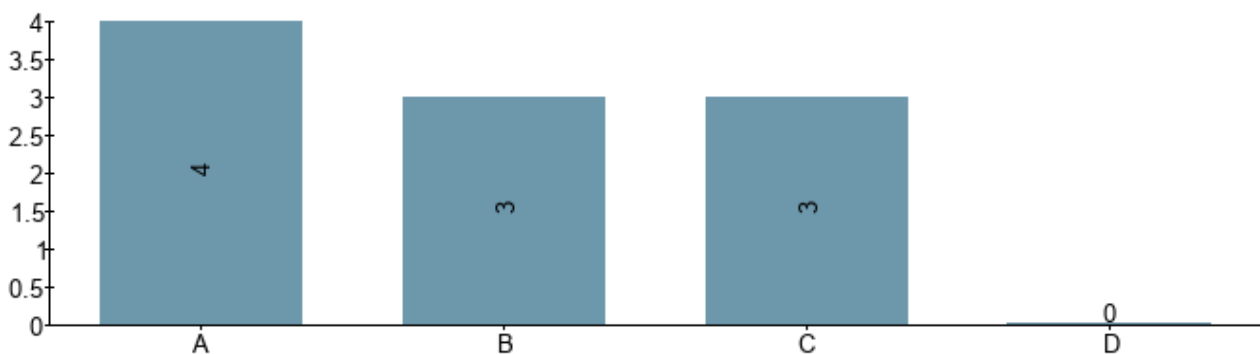

A) To a very large extent
B) To a large extent
C) To some extent
D) To a little extent or not at all

3. My workload (including scheduled activities and independent work) during the course has been
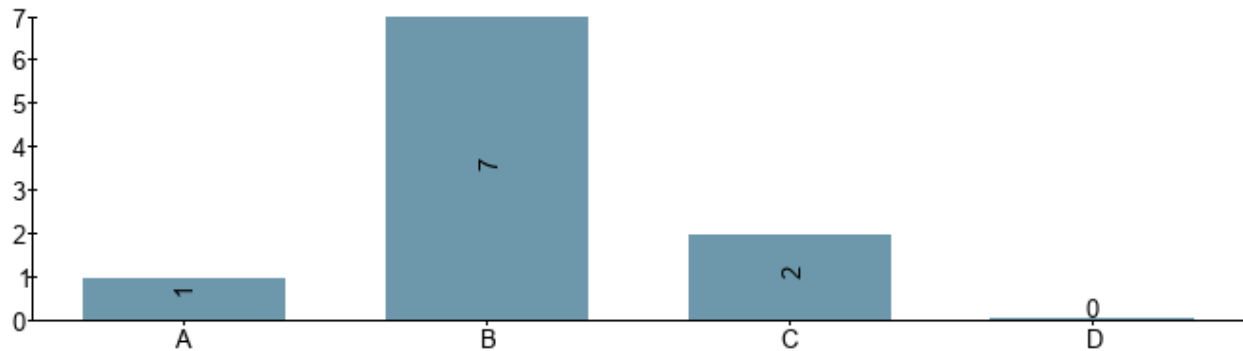
A) 40 hours per week or more (or 20 per week or more for courses given as half-time studies, 10 hours or more for cour
B) Between 30 and 39 hours per week (or between 15 and 19 hours for courses given as half-time studies, or between 8
C) Between 20 and 29 hours per week (or between 10 and 14 hours for courses given as half-time studies, or between 5
D) Less than 20 hours per week (or less than 10 hours per week for courses given as half-time studies, or less than 5 h

4. During the course, I have experienced the reception from teachers and other staff as professional

A) To a very large extent
B) To a large extent
C) To some extent
D) To a little extent or not at all

Analysis based on course evaluation, including comments fields. If information has been collected in other ways, it should also be analysed here. Any effect of joint courses should be commented

on.

Several comments on the analytics lectures. A longer goes like this: "I would have preferred the analytics lecture to be pre-recorded with a live session for questions afterwards. The many interrupting questions slowed the tempo down so much it was hard to follow along. You could gather the questions asked in the discussion thread as a faq." And another one "I would like to know more about Google Analytics."

For the essay writing there was two comments, one against minus points, one "The examination form is good. It's good to train on writing text." The marking highlights the difference between formal aspects enhancing content and formal aspect for visual consistency. For the essay presentations: "More guidance on the presentations might speed them up and make them a bit more fun to watch. Encourage the audience to be a bit more responsive/vocal at the presentations". These are good suggestions although we are a bit reluctant to push students here as they are often a bit nervous.

Suggestions for changes to the next course date.

Consider the structure of the analytics lectures. Possibly video record these (but this might be difficult as Google Analytics is updated almost yearly). Possibly add a video lecture on more features of Google Analytics, or simply refer to videos on YouTube.

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1. **Number of first registrations for a course:** First registration = the first time a student registers for a specific course.