

PUBLISHED COURSE ANALYSIS



Publishing date: 2023-02-13

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 Code: ISGA97
Application Code: 40987
Semester: HT-22
Start Week: 202245
End Week: 202302
Pace of Study: 50%
Form of Study: Distans

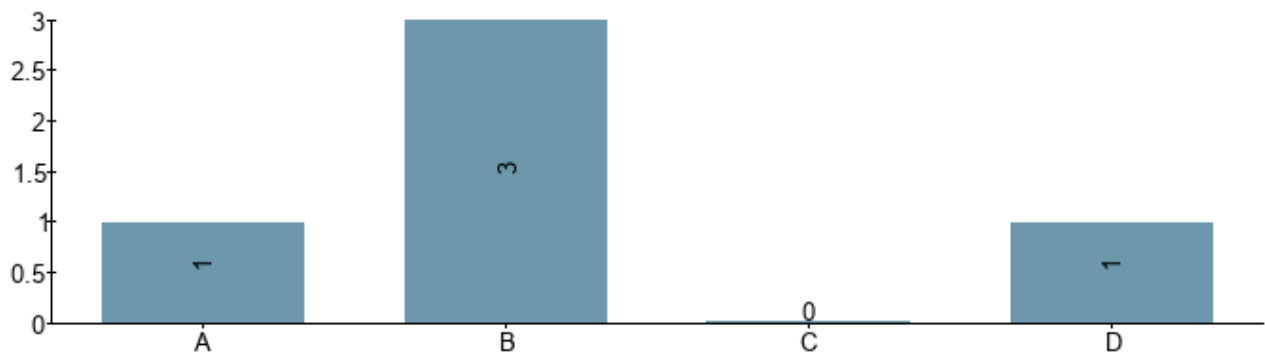
Course Data

Number of questionnaires answered: 5
Number of first registrations^[1]: 47

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

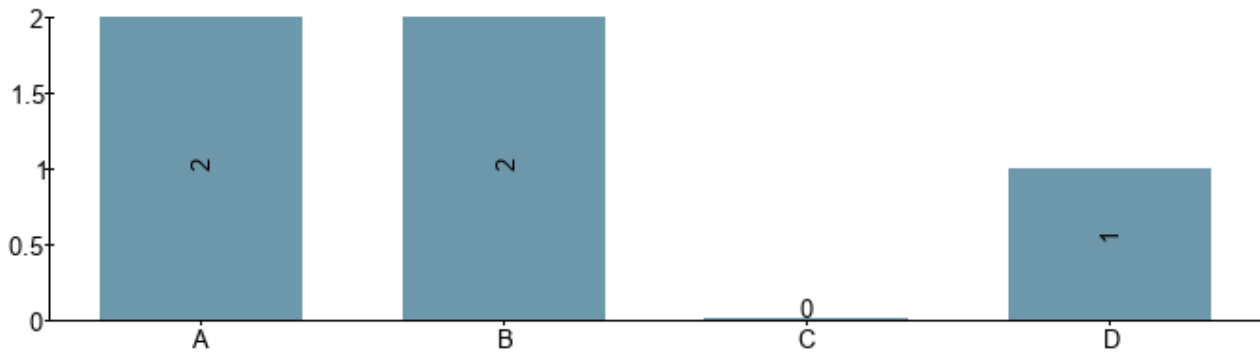
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1. The contents and structure of the course has supported the achievement of the learning outcomes



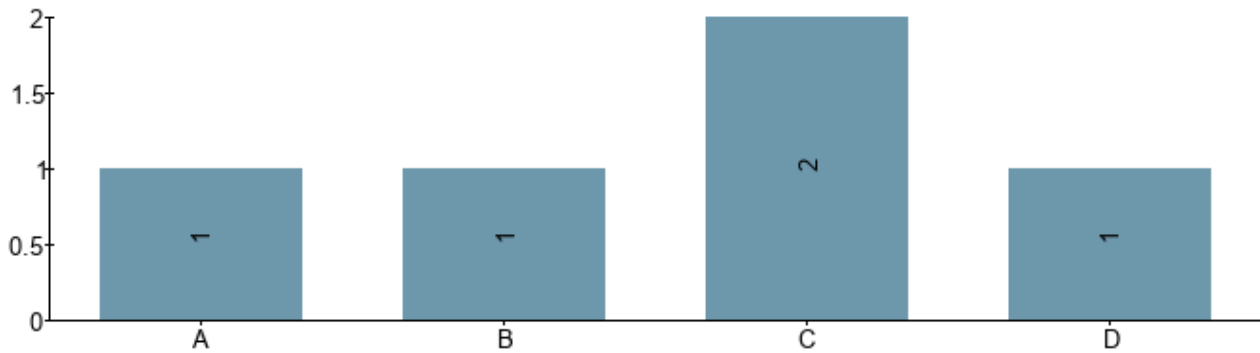
- A) To a very large extent
- B) To a large extent
- C) To some extent
- D) To a little extent or not at all

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



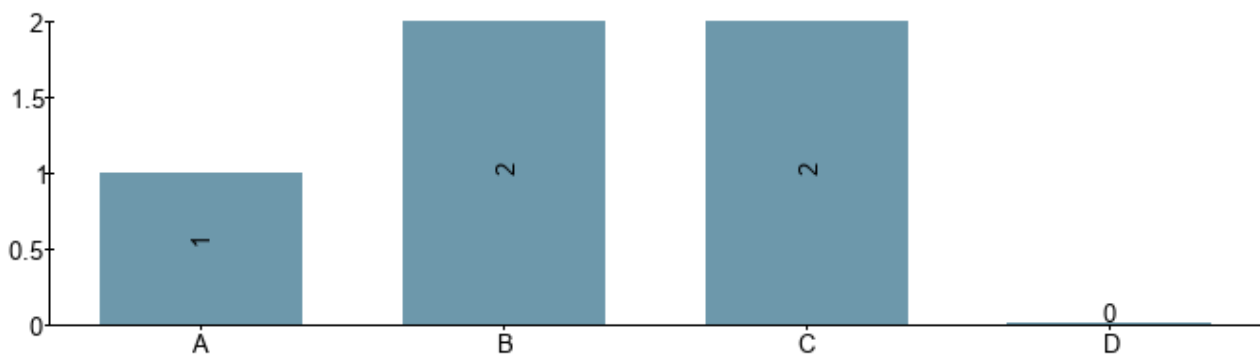
- A) To a very large extent
- B) To a large extent
- C) To some extent
- D) To a little extent or not at all

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 courses given as part-time studies)
- B) Between 30 and 39 hours per week (or between 15 and 19 hours for courses given as half-time studies, or between 8 and 9 hours for courses given as part-time studies)
- C) Between 20 and 29 hours per week (or between 10 and 14 hours for courses given as half-time studies, or between 5 and 7 hours for courses given as part-time studies)
- 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 hours for courses given as part-time studies)

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.

Autumn 2022 we had various reactions.

"I liked the concept of having essays instead of having an examination test. I feel like it let me show my knowledge and what I learned in a better way. While writing the first essay we had several Zoom-meetings where we could ask questions and get feedback on our work before submitting it, that helped a lot." But also, "I'm sorry, but I feel that I've learnt nothing about business by web, just to write according to your templates." Another student writes "There was a lot of confusion around the quiz about web analytics and the presentation of the second essay. Some students were allowed to present their essays without first passing the quiz and some were not. The results of the quiz were also handed out very close to the presentation times, which caused a lot of stress among students." - Indeed, some delays in assessing (and re-assessing) the web analytic assignment, caused some delays for several students. We were recruiting teacher in 2022 and one started full-time in December and two more will arrive in March and August 2023.

Suggestions for changes to the next course date.

From spring 2023 we will have a teacher for web analytics assessment who is not simultaneously busy with several other courses.

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