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	Name		Credits
ISGA97	Business by Web and Web Analytics		7.5 ECTS cr.

Semester	Number of	Type of course	Internet platform
Fall 2014	registered students	☒ Campus	☐ None
	28 (22 active)	☐ Distance	☒ It's learning
Registration code		☐ Other	☐ Other
23463			

Course coordinator	Examiner
John Sören Pettersson	Prima Gustiené

Information about the course evaluation

Date	Number of	Method	Summary made by
2015-01-30	answers	☒ Computor	John Sören Pettersson
	12	☐ Paper	
		☐ Oral	

Strengths of the course according to the students
Lectures, literature, guest lectures, study visit, essays , structure, opportunities for presentations - everything seem to please the students with some single exceptions.

Weaknesses of the course according to the students
Google Analytics has new user interfaces every year which forces teachers to consult the manual.

Analysis of the evaluation results
The students seem very happy with the course, Swedish IT students and foreigns students alike.

Measures planned

Measures taken
More websites for Esssay 2 had been added and this year the distribution was not uneven.
As last 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 3rd 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. This year one student from KAU's Tourism Program participated - perhaps direct info to them?

Summary made by

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Signature

John Sören Pettersson

Accepted for publication

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Signature by prefect or equivalent

Collection of all answers from students on the course evaluation form in January 2015 for the late Autumn 2014 on campus class

Number of answers: 12 (out of 22 actively participating students; all students who submitted Essay 1 also submitted Essays 2 and 3; after some re-work all 22 active students passed).

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

Very low	0%
Low	0%
Acceptable	25%
High	75%
Very high	0%

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

Very low	0%
Low	16,7%
Acceptable	75%
High	8,3%
Very high	0%

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

- -
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- + Clear instructions regarding how to write the essay.
  + Good thing to go through the book together and not solely focus on powerpoint.

  - One thing to point out would be to give en example on how to reference to a statement from Krug.
- The book for essay 1 is short and easy to understand. The whole topic for essay 1 is interesting and fun. The easy is easy to do since it is based on the book. Perfect way to start the course and good literature.
- The first essay was very interesting to be mroe familiar with the Harvard kind of writting. It also gave the first knowledges for this course. I really appreciated the book we had to read, and the presentation was free.

  For all essays: I liked that the presentations were an exchange with the professor and the class. Everybody was involved in the exercice, and it was really nice.
  In France, we don't write essays like this, so it was very interesting for me to learn how to follow a template, and make a good references list.
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- The course literature for Essay 1 was very good!
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- Clear assignment with an interesting book.

- A bit hard since it was my first essay of that type, maybe some more precise (more explained) criteria would be good for erasmus studient, but instructing, I liked the book.
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- It was my favorite one because the book was really interesting.

4. Please, give comments on the work for **Essay 2**:
- Nice to use Google Analytics, very useful as well.
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- + Extremely happy we got to learn Google Analytics.

  - The "analytic workshops" were just a couple of days before the presentation so not a lot of time were available to write the essay. This made the quality of the writing significantly worse than the first one (even though this one had more points to collect). A recommendation to solve the problem would be to hand out the essay in an earlier stage so the student, at least, can plan of what to write about.
- Essay 2 was divided into two parts. The first part was a task about Google Analytics. The lessons were horrible. I would hardly recommend to change the teachers for the Google Analytics part. Sorry for that but they felt interrupted by our questions and were not able to explain Google Analytics without their papers. However the question part was easy to do.
  The second part was ok, but it was boring to listen to the presentations since we all had nearly the same to say. The book is ok as well. In my opinion the least interesting essay.
- Essaye very interesting. The contributors were very interesting too.
- I would prefer if essay 2 would be independent from the google analysis task which could be e.g. the third essay of this course.

  In total, this essay was my favorite one as it was much easier for me to answer five questions than choosing the complete topic on my own.
- Great walkthrough of Google Analytics!
  The course literature wasn't that good though; Anders Tufvesson's book was quite poorly written and could have explained certain things in more detail.
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- Good assignment because you learn a lot. You use the things you learned with analyzing the website.
- Amazing, it was really interesting, opening our knowledge to new areas, that one should not change.
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- This one was quite complicated, asked for much work but really interesting. I learned a lot from it.

5. Please, give comments on the work for **Essay 3**:
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- + Good that there were so many occassions to present.
- Essay 3 was more interesting again. It was nice to have lectures form different startup

companies and business people. I learned a lot of interesting things here. Therefore it was easy for me to find my topic for essay 3.

- This essay was the most interesting for me. It was really nice to speak about our essays in little groups around a table. I liked to be allowed to speak on a subject I choose and it was interesting to show another perception to the other students.

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- Exciting study visit to Löfbergs! :)
  The information given by the teacher about Essay 3 on Itslearning was a bit unclear.

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- This was hard. Hard to find a good subject. But you learn a lot of this essay because you use the information you learned of essay 1 and essay 2.

- Pushing the essay 2 to others skills software etc. coulb be good, but that essay was not bad too.

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- I was totally lost with Essay . I didn't know how to make it and I am really disappointed of my result.

6. Other comments

- Good study visit, but I would have liked it if it was less about the company itself and more about the marketing strategy. Also, it would be nice if the presentator wouldn't be in a hurry, so he could talk about everything that was on his PowerPoint.

  Good guest lectures. They all were interesting and inspiring.

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- The study visit was nice, we learned about the company even if we didn't see the factory. The schedule and the flexible times for presentations are very good, especially for exchange students. Guest lectures were very interesting and nice to listen too (keep them) and the literature is good.
  All in all i am really happy that i have chosen this course and would recommend it to future students.

- Thanks you for your feedbacks, your help. It was very interesting to follow this course. I learned a lot about the subject.
  The Google Analytics sessions were very useful and nice teached.
  The contributors were interesting.
  The visit of the coffee factory was very interesting. The meeting too.
  The essays were interesting to work on, I really learned a lot of things during this course.
  Thanks you for being so positive and open, you were a very nice teacher.

- I enjoyed especially the study visit very much. It was very interesting to get to know more background information about Löfbergs.

  Concerning the guest lectures: The most of them were quite interesting, too. Nevertheless, they would have been better, if the speakers would have put more focus on pointing out how their topic foster "Business by Web" or "Web analytics" or how their topic is connected with business by web/web analytics issues.

  For some presentations it was quite clear - but for other, it was hard to make the connection

- It was great that the essay criteria were pretty "open" so that the students could write about very different things as long as they stuck to the topic. The fact that there were plenty of scheduled opportunities to present your essays was also appreciated :)
- Very good and instructive course!
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- Really good in general, except for the video lessons that were a bit boring and not that much educational. And if we could have an entire example of the layout of a former essay (with another topic of course) in order to prevent the fault that I made that would be good.
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- Interesting to mix theory, video, visit, statistics analysis