



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 HT14	Number of registered students 32	Type of course <input type="checkbox"/> Campus <input checked="" type="checkbox"/> Distance <input type="checkbox"/> Other	Internet platform
Registration code 23462			<input type="checkbox"/> None <input checked="" type="checkbox"/> It's learning <input type="checkbox"/> Other
Course coordinator John Sören Pettersson		Examiner Prima Gustiené	

#### Information about the course evaluation

Date 2014 -11-09	Number of answers 5	Method <input checked="" type="checkbox"/> Computer <input type="checkbox"/> Paper <input type="checkbox"/> Oral	Summary made by JSP
Strengths of the course according to the students "Instructive" : literature, video lectures, teachers...			
Weaknesses of the course according to the students More video lectures; better guiding for Essay 3; better scheduling of presentations.			
Analysis of the evaluation results See weaknesses.			
Measures planned See weaknesses.			
Measures taken One or two new video lectures may be recorded during the campus course later this autumn.			
How was feedback given to the students? On the itsLearning web page for the course			
Further information			

Summary made by

Accepted for publication

.....  
Signature

.....  
Signature by prefect or equivalent

.....  
Printed name

ISGA97 Autumn 2014 Course valuations by students. N = 5 (collected via itsLearning)

<b>1. In your opinion, how was the quality of the course?</b>	<b>Percentage</b>
Very low	0%
Low	0%
Acceptable	40%
High	40%
Very high	20%

<b>2. In your opinion, how was the work load?</b>	<b>Percentage</b>
Very low	0%
Low	0%
Acceptable	60%
High	40%
Very high	0%

### **3. Open question**

Please, give comments on the work for Essay 1:

- Essay 1 had very clear instructions: discuss 3 issue raised in Krug - No problem. There were also clear instructions on what point was given for and what it was taken away for. However the template was hard to copy, but after the presentation and feedback it was no longer a problem.  
The literature used: Krug – don't make me think, was easy to read and understand. It was also quite amusing.
- Det var väldigt kort deadline på den första essayen. Och en smula diffus  
Också oklarheter med när fristerna var på grund av några tekniska problem.  
Spännande och rolig bok
- Interesting and instructive
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### **4. Please, give comments on the work for Essay 2:**

- Essay 2 had very clear instructions: 5 specific questions that should be answered. It was good to know what point was given for and what it was taken away for. The Google analytics part was educative because I learned a lot by doing web site analyse in practice and not just reading about it in a book.  
The literature used: Tufvesson – Web strategy fundamentals, was easy to read. Tufvesson lectures was very good and educative.
- I litteraturlistan kunde det gärna stått att man kunde köpa boken från Margareta. Jag betalade mycket mer för att få boken från et annat ställe då jag hade köpt den innan kursstart.  
Filmerna var mycket bra och intressanta.

Det är förvirrande att överskriften i filen Criteria for marking essay 2 - (och 3) heter template for marking essay 2 - (och 3). det var förvirrande en stund.

- Interesting and instructive. Exciting exercise.
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### 5. Please, give comments on the work for Essay 3:

- Essay 3 had instructions that was very hard to understand and quite confusing at start, but after discussing with some classmates it cleared. It was also hard to choose topic because there were so many different topics, materials and references to go through under the map for this essay.
- Oklara direktiv. Stort ämnesområde och en utmaning att hålla sig inom angivet sidantal. Information om tema fanns på flera ställen, i criteria for essay 3, i Instructions for essaywriting och endel som upplärning i diskussionsforumet. Detta gjorde att det kändes väldigt diffust. Marketing across cultures kändes stor och svår, kan hända att det hade varit bättre om vi hade fått några läsanvisningar till relevanta kapitel.
- Interesting and instructive
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### 6. Other comments (external teachers, suggestions for alternative or extended coverage, comments on the text books, schedule, etc.):

- I would like to have more live lectures. The timeframe for the different essays was good.
- Jag förstår att det här var första gången kursen gick på distans. Men jag upplevde många oklarheter.

Jag saknade ett tydligt schema med frister. Vi hade fått frister när man skulle hålla föredrag, men när inlämningsfristen då, med kort varsel, sattes mycket tidigare så blev det ett onödigt stressmoment. Det var heller inte lätt att veta att fristen bara var nominell. Otydlighet i presentationstider. långa tidsintervall. Eftersom det var meningen att vi skulle höra på varandras presentationer så kunde presentation 2 och 3 gärna ha satts upp på samma sätt som 1. Definierade tidsintervall, X antal personer, istället för att vi skulle kunna komma och gå som vi ville. Information fanns lite här och där. En tydlig struktur hade underlättat.

Primas del var fin. GA lecture and practice var intressant och mycket givande eftersom jag hamnade i en mycket liten grupp.

Det kändes ofta som att det att vi klarade av att hålla oss till templatens var viktigare än innehållet. När vi fick minus för avvik från essaymallen så anser jag att vi kan ställa lika höga krav till er och att allt kursmaterialet borde blivit korrekturläst innan det delades med studenterna.

Mitt intryck är att kursen verkar lite slumpvis sammansatt. Spännande ämnen, föreläsningarna som fanns var jättebra. Jag skulle bara önska att det var fler av dem.

- I think that the teacher, John Sören, has been very good. He has been accommodating, flexible and friendly.
- The course was pretty easy, since you had to write and report in English, it was really good to deepen knowledge of English.
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