

PUBLISHED COURSE ANALYSIS



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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.

Service Management and Information Technology: e-Business, 15.0 ECTS cr. (ISGC07)
Course convener: Odd Fredriksson

Basic LADOK data

Course Code: ISGC07
Application Code: 38662
Semester: HT-21
Start Week: 202135
End Week: 202144
Pace of Study: 100%
Form of Study: Campus

Course Data

Number of questionnaires answered: 1
Number of first registrations^[1]: 18

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

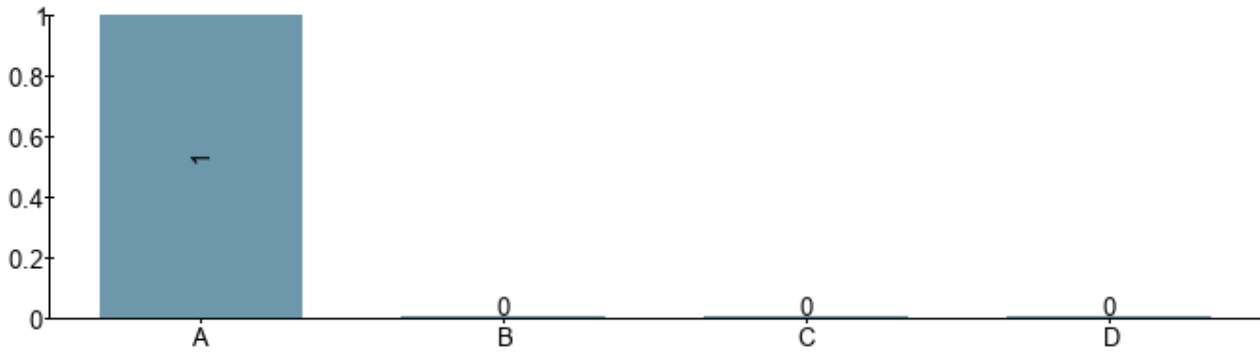
To improve the course material and teaching performance based on feedback from the course participants.

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



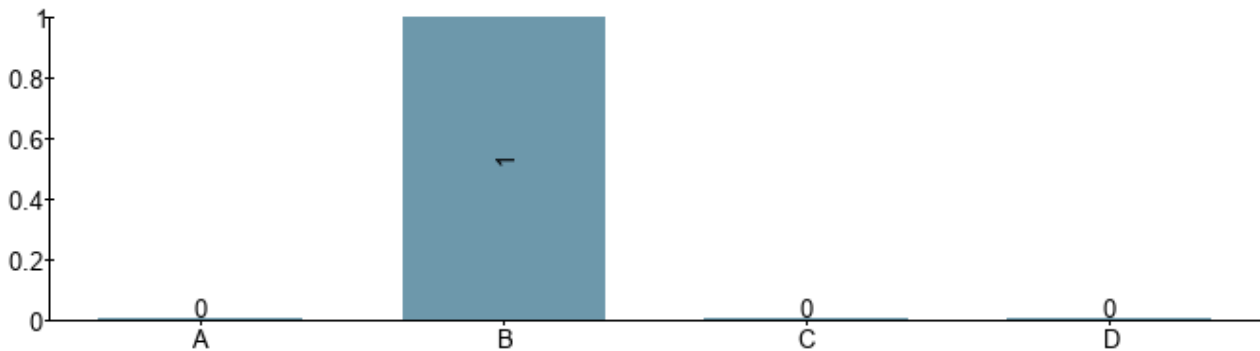
- A) To a very large extent
- B) To a large extent
- C) To some extent
- D) To a little extent or not at all

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



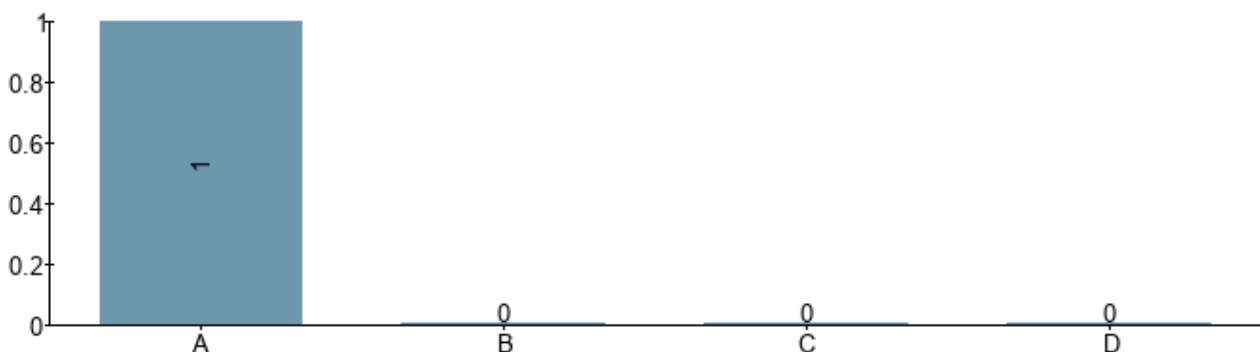
- A) To a very large extent
- B) To a large extent
- C) To some extent
- D) To a little extent or not at all

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.

The Campus course Service Management and IT: e-Business (ISGC07), Autumn 21, had 18 course participants - among which 3 were exchange students (2 from Germany & 1 from Vietnam). The course was therefore delivered entirely in English.

During the 2016-2018 courses, Odd Fredriksson co-developed and co-tutored the entrepreneurially oriented sharp case Project Work in the course with Martin Hamilton, Drivhuset. There was a Karlstad University article published about this innovative Project Work part of the course after it had been run for the third consecutive third-year (November 26, 2018):

<https://www.kau.se/en/news/e-services-course-combines-business-administration-and-information-systems-use>

Since 2019, Odd Fredriksson has been the sole tutor of all Project Work student teams in this course.

The teacher offered the usual (Survey&Report) Course Development survey about the course (with 18 questions), which collects a broader scope of perceptions from the course participants than the ÖKA survey - which provides valuable feedback from the course participants in order to being able to develop the course. This Course Development survey include the Student Union's questions about perceived Quality and perceived Work load.

18 out of 18 course participants answered this survey (i.e. a response rate of 100%).

According to the course development survey report, the average perceived QUALITY of the whole course (100% response rate) was 4.1 (was 3.3 in 2020; 3.7 in 2019; 3.5 in 2018; 4.0 in 2017; 3.9 in 2016).

17 out of 18 course participants (94%) perceive that the overall course quality had been Very high or High (for the 2020 course this share was 36%).

According to the survey report the average perceived WORK LOAD during the course was 4.0 (was 3.9 in 2020; 3.5 in 2019; 4.3 in 2018 and 2017; 3.7 in 2016).

Noone (0) of the 18 course participants spent more than full-time on the course (41 hours or more), which gives a perspective on that 4 of them (22%) perceived that the work load was very high.

Selection of answers on four of the TEACHER'S individual written COURSE DEVELOPMENT SURVEY questions:

Q1, Individual Written: What are your MAIN IMPRESSIONS from this course?

Very difficult, hard to know what to learn since it is very broad. Very rewarding, a lot of new, valuable information that can easily be implemented in the coming professional life. Extremely rewarding guest lectures that gives us the opportunity to see things in different perspectives.

My main impressions from the course is that it was many guest seminars and that it was fun that people come from companies and talked about how they experienced this topic.

My main impressions from this course is that it gave us (the students) much good information and taught us a lot of things that I think is usable in the future we are heading to. I mean this is our last year and this course been very important for everyone I think. Even though it took a lot of time it gave me a lot of knowledge. I think the guest lectures been interesting as well as the project work. It was funny to be at the University again since it been a long time since last time.

The uprising of Service Management in forms like the Service-Dominant Logic for example was a new thing that now that I was thinking about it a lot is really true. Another aspect that I really kept in mind was the Paper about Lean Startups and the whole topic about User/Customer involvement gave very interesting insights on the development of a sustainable product.

My main impression of the course is that it is very rich in content and especially relevant content for our education. The group work has helped in several ways to process the information that we have learned in this course.

The course is very interesting and comprehensive. Odd has been very dedicated and ambitious about the course. He has given us very clear instructions and details whether it is about the project or course information. I really like the fact that we have seminars and guest lecturers besides the lessons. They have offered me the opportunities to expand our knowledge in entrepreneurial and innovative thinking

The main impression from the course is that it is a good course that has taught me a lot.

Very interesting and relevant to reality, good layout as well.

The impressions from this course was overall good. Interesting lectures and seminars.

A very good and interesting course. Learned a lot.

Good, important to talk english to develop vocabulary. Great structure of the course.

My main impression of the course was that the course had a lot of topics that was interesting and relevant. I felt also that you had to put a lot of work during this course because it was much information to learn and understand.

My main impression is good and I have learnt a lot from this course. It was a lot of work to do but it was also very rewarding.

My main impression is that the course is well structured. It is A LOT of work to do, but I learned very much as well. The seminars were pretty interesting.

Kursen har varit givande och lärorik. Kursens föreläsningar blandat med gästföreläsningar, seminarier och grupparbete har varit bra för lärandet. [in Swedish]

En maffig och intensiv kurs med mycket att göra, läsa och plugga på. Lärorik och innehöll många intressanta områden. [in Swedish]

Q2, Individual Written: What have been the MAJOR INDIVIDUAL KNOWLEDGE acquired/lessons learned/ that you have gained from participating in this course?

I have gained a lot of knowledge but the most important one I think is the knowledge that the project work gave me. And also mentioned in the course how important it is to always be in touch with customers when u for instead make an innovation, etc. And it is the customers who decides what value is and how different it can be for everyone.

How value is created and what to focus on when wanting to create value and how to think. And that never underestimate IT overall.

I have learned a lot about value-creation in the course and what changed a value can contribute to.

I have learned to understand how organizations can use information technology to develop their business and how e-business works.

How important services are to a functioning business.

How marketing actually works, the components and theories behind it. Knowledge on how to properly handle a time consuming and difficult group work with external actors as a part of the project.

Deeper insights in how complex e-business is. And thanks to the guest seminars see how it works in the real world.

Mainly from the project work and some guest seminars.

To get better structure and workflow. Also fun to learn more about firms.

SDL as a concept as a very important thing to keep in mind for the future: That there is a lot about the aspects to think about for the development of IT concepts and there will be a lot more to learn about it in the future.

That even though we have come very far on how the internet impacts the world and our society, the development will increase and that makes it very relevant to stay active and always strive for improvement when it comes to e-Business.

The major individual knowledge that I have taken from this course is a better understanding of entrepreneurial approaches and methods to conduct important information. And to get a better understanding of the perceived problems that I will encounter in the future.

I have learned a lot about service marketing, e-Business and Enterprise Systems. I also developed innovative and entrepreneurial thinking while participating in the project and seminars.

To try to start with the group project as soon as possible and study even more for the exam. I have of course gotten a lot of knowledge from the lessons as well, possibly more than in any other course.

I learned how to work more structured. I learned about the importance of e-Business. I learned a lot about value creation through service, of what I havent heard so much from before

Jag har lärt mig mycket om företaget vi studerat i grupparbetet. Olika metoder för att hitta den bästa lösningen för dem. SPIN-intervjuer och MVP har jag inte jobbat med tidigare så det känner jag har varit mycket lärorikt. [in Swedish]

Jag har lärt mig fler metoder som man kan använda när man utför en studie: SPIN och MVP är helt nya metoder som jag lärt mig. [in Swedish]

Q10, Individual Written: How do you perceive the SHARP CASE-based PROJECT WORK in teams?

The best with the project work is that you actually analyze a real case organisation and a REAL problem. I mean otherwise in other courses we only had fictive problems and it is very fun to be involved in a real problem that actually exists. I actually don't know how to improve it since I think the tutor lessons gave us a lot of good information and it was very clear what we should do and not should do. The best with the project work was to integrate with other students such as exchange students but also the people in the class since we haven't met for such a long time.

My opinion is that I learned in a good way by work in groups instead of individual learning methods.

I think the project work has been good and educational. What I find a little difficult with this work is to get access to a company and it can take a long time, which can affect the time of the whole work.

Good to have focus on the report after the examination, good layout with clear instructions and tutoring.

I believe that the project work has been by far the most rewarding part of the course work, especially with ample opportunities to well-timed tutoring and motivated team mates. However, the project work tutoring could easily be held via a distance medium, since several of the course participants have some travel distance to get to the physical location. The only improvement to the project work that I can think of would be, for the groups that had difficulties finding a case organization, to be able to have a select few in stock so that the remainder of the project does not get so stressful, making the end result better for all parties involved. I also think it is very good that the teams are randomized, opening up the opportunity to learn with new people, something that probably would not happen if teams were chosen.

The best with the project work I would say was the presentation and opposition, fun and interesting experience. I believe that the project work process could be improved by regulating deadlines of the different parts of the report. So that you can not leave everything until last.

I think the SPIN interviews and the presentations were the best. Learning from others is the best way for me to stimulate my learning. Share knowledge to create new knowledge.

I really enjoyed the project work with the team. Supporting each other and discussing different aspects of the project was very inspiring and often the others had perspectives on problems that I simply did not have in mind.

I think that the case as a whole was very good learning. I do think that the time was a bit less than needed, since we needed to prepare for the exam.

I have the best team I could ask for. Perhaps that makes our Project work more exciting and interesting. I also like the fact that we had to find a case firm ourselves and analyse their problems instead of having given the general case. It allows us to be more critical and initiative.

I perceived it as good and I think to present the solution for the company was the best part and that they were able to listen to the seminar. It was a very slow start to the group project and maybe a bit unclear at first what we were supposed to do which may have made certain parts of the group work a bit stressful. But it worked out in the end anyways. It was also very hard to find a case organisation that wanted to cooperate and had some sort of problem they wanted to fix.

The meetings with the team were the best. I liked to work within a team, where every participant was engaging. It showed me how much I like to work in teams.

Getting to dive deeper within an organisation that allowed us. Overall the project work was good, but if we were given more time to prepare for the presentation it would have been better.

It was a little bit unclear of what we were supposed to do in the beginning, so it took some unnecessary time to get the project rolling. But I really did love my group and was satisfied, because we shared similar ambitions and study motivation. So it became easier to approach the project work. One suggestion would be like to give better examples of previous works from previous participants.

I think the project work was a good practice for future endeavours.

Det bästa med grupparbetet har varit att få undersöka ett företag och gå in på djupet hos dem. Att genom deras uppfattade problem försöka hitta lösningar. Att genomföra intervjuer har varit roligt. Något med grupparbetet som kan förbättras är tids-fördelningen. Vi hade mycket tid i början till t.ex. att formulera syftet och problembakgrunden, sedan blev resten ganska tidspressande och stressigt. [in Swedish]

Det har varit lärorikt att vara i samma grupp som utbytesstudenter, man kan lära sig mycket av varandras erfarenheter. [in Swedish]

Projektarbetet var kul men mot slutet blev det tajt om tid samt svårt att ha en tenta mellan. Jag hade hellre lämnat in projektarbetet innan tentan för att sedan kunna lägga full fokus på tentan. [in Swedish]

Q16, Individual Written: Do you want to RECOMMEND this course to others? Why? Why not?

Yes. I would recommend this course to anyone with an actual interest in e-Business and business management and who are interested in technological solutions to arising problems, innovation and project works.

Absolutely, because services are the main commodity at the present time. And understanding the factors behind and how everything ties together will give a good understanding as to how everything works in most organisations.

I would recommend this course in terms of learning outcomes. The seminars from the CTF researchers, specially Bo Edvardsson and Per Kristensson were very interesting! On the other hand, the course is a lot of hard work, especially for the final week for the project report. But all in all I would recommend this course to anyone who is interested in the topic of service management and IT.

Yes, because it is very relevant to our future handling of services connected to business

Yes I would love to do that since it gave us so much knowledge in my opinion. And it takes time but for sure it is worth it.

Yes, because it was an interesting course where you learned about stuff that I think will be good for the future when you apply for job.

Yes, the english learning is something we all need, also problem solving is a good way to create knowledge for the future.

Yes I would recommend the course to others but I must say that I would also mention the work load. After the course I can say that it could have been beneficial to invest a little more time into the Course and I definitely would not recommend doing a lot of other things in the meantime.

I would recommend this course to the people that had Enterprise Systems I and II, because it feels like a natural step after taking part of those courses.

Yes, 100%. Although it was difficult at first, I believe others can learn so much from the course.

I would recommend it because it has given a lot of knowledge that is useful and valuable. I will be able to carry this knowledge with me into my work life which feels nice.

Yes, because it was instructive and good to have with you in the future.

Ja jag rekommenderar verkligen denna kurs till andra som vill djup-dyka i ämnet informatik. Denna kurs är modern och skulle passa alla som vill utveckla sina kunskaper och studera ett företag. [in Swedish]

Ja, om du också är beredd på att lägga ner full tid på kursen. Om du inte lägger ner fullt engagemang kan det lätt bli stressigt. [in Swedish]

Ja, den är intressant och väldigt bred så man får lära sig mycket nytt. [in Swedish]

Q1, Joint Oral: How do you perceive the CONTENT of the COURSE?

Service-Dominant Logic (SDL) is an interesting concept.

SDL and value creation is new: Has not heard about it before (exchange student).

Bo Edvardsson's and Per Kristensson's seminars were very good.

The Users as innovators seminar with Peter Magnusson was very good.

Enterprise Systems was new: I did not know anything about it before (exchange student).

The course reinforced marketing issues.

Suggestions for changes to the next course date.

To improve the course material and teaching performance based on feedback from the course participants, like always.

course.