

PUBLISHED COURSE ANALYSIS



Publishing date: 2017-12-04

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, Student Centre.

Business Marketing, 15 ETCS cr. (FEAD13)

Course convener: Patrik Gottfridsson

Basic LADOK data

Course Code: FEAD13

Application Code: 30468

Semester: HT-17

Start Week: 201735

End Week: 201744

Pace of Study: 100%

Form of Study: Campus

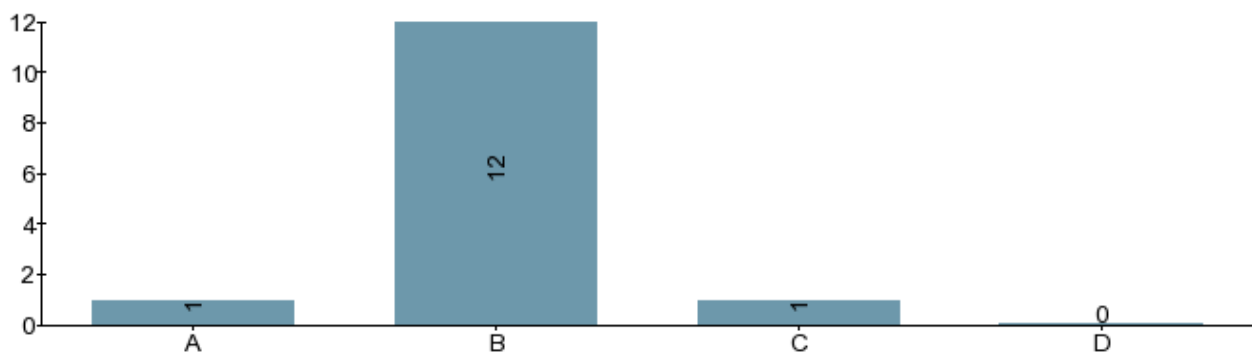
Course Data

Number of questionnaires answered: 14

Number of first registrations^[1]: 30

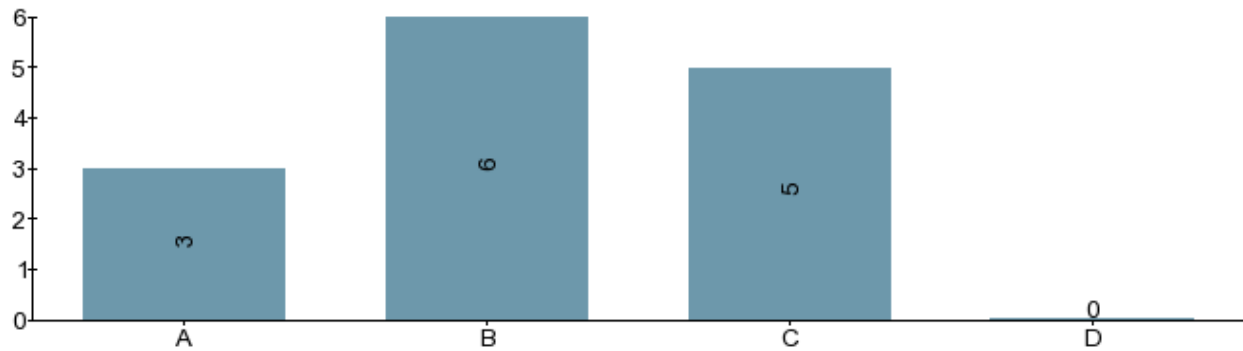
Changes suggested in the course analysis of the previous course date:

1. During the course I developed the knowledge, skills and other competencies described in the learning outcomes.



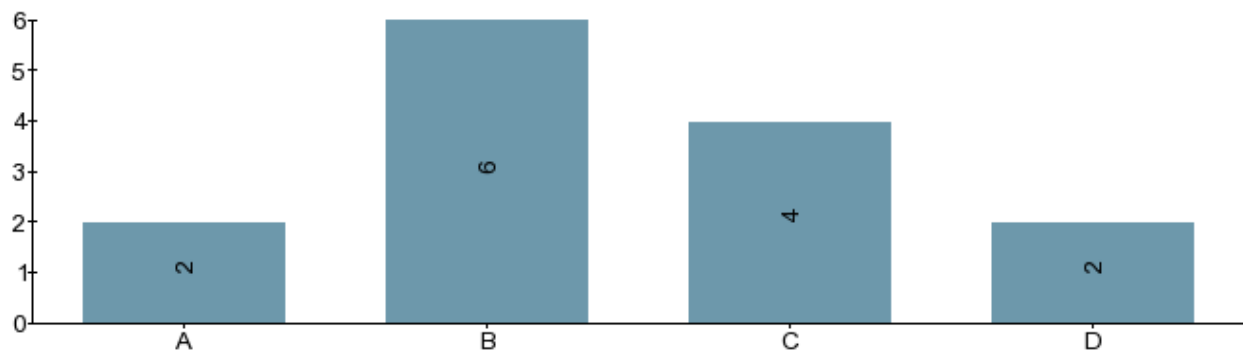
- A) To a very great extent
- B) To a great extent
- C) To a certain extent
- D) To a very little extent/Not at all

2. In the examinations, I had the opportunity to demonstrate if I have acquired the knowledge, skills and other competencies described in the learning outcomes.



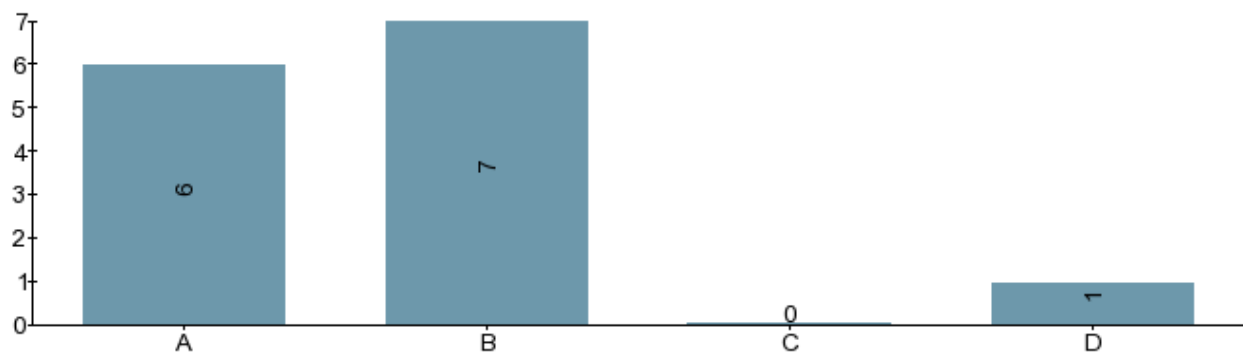
- A) To a very great extent
- B) To a great extent
- C) To a certain extent
- D) To a very little extent/Not at all

3. On average, I spent the following number of hours on coursework per week:



- A) More than 40 hours (or more than 20 hrs at 50% study pace, more than 10 hrs at 25% study pace)
- B) Between 30-39 hours (or between 15-19 at 50% study pace, between 8-10 at 25% study pace)
- C) Between 20-29 hours (or between 10-14 at 50% study pace, between 5-7 at 25% study pace)
- D) Less than 20 hours (or less than 10 at 50% study pace, less than 5 at 25% study pace)

4. During the course, I have found that teachers and other staff have been:



- A) Professional and very accommodating
- B) Professional and accommodating
- C) Professional
- D) Deficient

should also be analysed here. Any effect of joint courses should be commented on.

In general, the comments and replies are as expected. The course are very much based on additional reading, and here it is up to the students to read the suggested articles and make use of them in the cases. If this not is done, the learning will be very shallow. This is also seen in the overall achievement for the students. .

Suggestions for changes to the next course date.

The whole course will be reconstructed as part of developing the marketing track.

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