

IN8028 (Industrial Marketing, HT 2024, Halmstad, H0419, X0419)

Number of possible respondents: 34

Answers: 12

Response rate: 35,29 %

Study pace: 50 %

Examiner's course analysis

Based on the course evaluation result - which are the strengths of the course?

The response rate was low - 35,29%. 83% was overall satisfied with the course. I was also happy to read that 83% had experienced the social study environment as good. Moreover, for the course examinations, 77% had the opportunity to show that they have achieved the learning outcomes in the syllabus. 73% said that the course design was adjusted to reach the learning outcomes. Among the positive comments were the case sessions, the simulation, the lectures, the weekly interactions and the variety of the learning methods.

Based on the course evaluation result - which are the weaknesses of the course?

There were mostly positive comments in the areas for improvement. However, one comment was in relation to the intensive engagement for the different sessions and another comment in relation to what parts should be part of the final written individual examination.

Comments about the collaboration with the course ambassadors

I had a good and constructive dialogue with the two course ambassadors and I received valuable feedback.

Conclusion and suggestions for course development or already made decisions

Compared to last year, I have created an incentive system for participating during the weekly case sessions. I have seen a positive outcome for this model in relation to engagement and being better prepared for the final examination. I always read the evaluations and comments carefully for trying to continuously improving the course every year.

Other comments

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Gender

	Number of responses	Distribution (%)
Female	6	50%
Male	5	42%
Do not want to define	1	8%
Total	12	100%

I am overall satisfied with the course.

	Number of responses	Distribution (%)	Index (%) I am overall satisfied with the course	83
0 = I definitely do not agree	0	0%		
1	0	0%		
2	0	0%		
3	3	25%		
4	4	33%		
5 = I definitely agree	5	42%		
No opinion	0	0%		
Total	12	100%		

How much time have you spent on the course in relation to the course's study pace?

	Number of responses	Distribution (%)
Less time than the course study pace	0	0%
Corresponding to the course study pace	10	83%
More time than the course study pace	2	17%
Total	12	100%

The design of the course (teaching methods, literature, pedagogy, etc.) has been well adjusted to help me achieve the learning outcomes in the syllabus.

	Number of responses	Distribution (%)	Index (%) The design of the course (teaching methods, literature, pedagogy, etc.) has been well adjusted to help me achieve the learning outcomes in the syllabus.	73
0 = I definitely do not agree	0	0%		
1	1	8%		
2	1	8%		
3	2	17%		
4	4	33%		
5 = I definitely agree	3	25%		
No opinion	1	8%		
Total	12	100%		

During the course examinations, I have had the opportunity to show that I have achieved the learning outcomes in the syllabus.

	Number of responses	Distribution (%)	Index (%) During the course examinations, I have had the opportunity to show that I have achieved the learning outcomes in the syllabus.	
0 = I definitely do not agree	0	0%		
1	0	0%		
2	1	8%		
3	4	33%		
4	3	25%		
5 = I definitely agree	4	33%		
No opinion	0	0%		
Total	12	100%		77

I have experienced the social study environment as good during the course.

	Number of responses	Distribution (%)	Index (%) I have experienced the social study environment as good during the course.	
0 = I definitely do not agree	0	0%		
1	0	0%		
2	0	0%		
3	2	17%		
4	6	50%		
5 = I definitely agree	4	33%		
No opinion	0	0%		
Total	12	100%		83

Course satisfaction index

Satisfaction index % (summary of all statements)	79
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