



Course analysis template

After the course has ended, the course leader fills in this template. This is an important part of the quality assurance of the programme. The programme director decides whether the template should be supplemented with further information/questions.

Course code	Course title Marketing & Sales in Life Science	Credits 6
Semester Autumn2022	Period 3	

Course leader Erik Skog	Examiner Madelen Lek
Other participating teachers	Other participating teachers

Number of registered students	Number passed after regular session	Response rate for course survey (%)
29	28	69%
Methods for student influence other than course survey Midcourse discussion and openness for suggestions		

Note that...

This analysis shall (together with a summary of the quantitative results of the students course survey) be submitted to the LIME educational committee.

This analysis have been submitted to the LIME educational committee on this date:

1. Description of any implemented changes since the previous course based on previous students' comments

More guest lecturers and updated readings in terms of scientific articles.

2. A brief summary of the students' evaluations of the course

Overall positive. More spread in terms of some ratings less positive than previous courses.



3. The course-responsible reflection on the course implementation and results

Course strengths:

Practical approach and related to the business environment and industry. Oriented to factual knowledge.

Course weaknesses:

The scientific element and reflections of own learning is hold back in favour of above.

4. Other comments

5. The course-responsible conclusions and any proposals for changes

The course teaches techniques in personal selling. Students have asked for actually training these in class. Will be implemented by me next course.