



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 4BP047	Course title Marketing & Sales in Life Science	Credits 6
Semester Autumn2022	Period 2023-08-28—09-22	

Course leader Erik Skog	Examiner Madelen Lek
Other participating teachers 6 guest lecturers	Other participating teachers

Number of registered students 35	Number passed after regular session 35	Response rate for course survey (%) 57%
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

The group assignment was based on the students work in the “Product Development”-course, a previous course with good results. Thus handling last years comment on receptiveness.

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

This is based on the students' quantitative answers to the course evaluation and comments. Graphs attached.

Summary of comments on things that were good:

- Relevant curriculum
- Common theme in course
- Got valuable skills and expertise
- Good and relevant guest lectures
- Good atmosphere in class
- Open social atmosphere, also in breaks

Summary of suggestions or comments of what could be improved:

- Some stress for dead-lines
- Development of use of scientific methods can be improved
- Prepare to deal with ethical considerations could be improved

As a summary overall positive.

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

The response rate was lower than last year, needs to be addressed next course.



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

The course teaches techniques in personal selling. Students last year asked for actually training these in class. This was partly implemented but should be further strengthened next course.

The group assignment needs to be prepared more in terms of what is expected and meaning of certain tool and concepts.