



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 4BP042	Course title Market analysis	Credits 8
Semester 1	Period Fall 2023	

Course leader <i>Lena Hanson</i>	Examiner <i>Madelen Lek</i>
Other participating teachers <i>Essam Sharaf and Madelen Lek</i>	Other participating teachers <i>External lecturers</i>

Number of registered students 31	Number passed after regular session 29	Response rate for course survey (%) 48.39 %
Methods for student influence other than course survey Regular discussions, emails and mid-course council		

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 has been submitted to the LIME educational committee on this date: 240307.

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

- Further developed introductory lecture on theoretical part of the course based on Kotler but with clear links to life science added.
- More emphasis on market for pharmaceuticals than last year to balance strong emphasis on medical devices. This work will continue.
- Changed the Extend Fertility case from an examination to a practice case with clear instruction on Canvas as a preparation for case examination.
- Added ethics to be a part of group work instructions.
- Reading instructions on Canvas more clarified and updated to new edition of course book.



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

(Based on the students' quantitative answers to the course evaluation and comments. Quantitative compilation and possible graphs attached.)

Project:

- Have the biodesign book as recommended reading already in this course.
- Have smaller deadlines throughout group project.

Theory:

- More hands-on instruction on how to perform a market analysis would be appreciated.

External lectures:

- External lectures appreciated.
- Fish Banks workshop appreciated.

Examinations

- Time allocated for Individual assignment was considered too short.

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

Course strengths:

- Overall organisation of the course
- External lecturers that share/show experience outside academia
- Theory available on canvas that shows which part of the book that is important for this course.
- Project that has a real clinical-oriented task
- Workshops and coaching on the project work
- Fish Banks workshop.

Course weaknesses:

- Some content overlap with reworked KTH course

4. Other comments

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

(If any changes are proposed, please specify who is responsible for implementing these and a time schedule.)

- Further develop introduction to theoretical part of the course based on Kotler but with clear links to life science.



- Add industry needs to compliment clinical needs for project work.
- Rework grading criteria for Individual assignment.

Responsible will be the course director of 2024.