



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 2024	

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 40	Number passed after regular session 38	Response rate for course survey (%) 40 %
Methods for student influence other than course survey Regular in-class discussions, emails and mid-course 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 have been submitted to the LIME educational committee on this date: 2

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

- Further developed the introduction lecture for the theoretical part of the course based on Kotler, but with links to life science added.
- The work has continued since last year to put more emphasis on the market for pharmaceuticals to balance the previous strong emphasis on medical devices. This was done in part by adding an external lecturer.
- Reworked the grading criteria for the Individual assignment to better align with other courses within the program and better reflect the goals of the assignment.
- Added a lecture on research methods as well as a workshop on team collaboration
- Added a mandatory interview to be a part of the Team assignment



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:

- Further develop the deadlines leading up to the coaching sessions so that the students are even better prepared to make the most of the dedicated time for each group

Theory:

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

External lectures:

- External lectures appreciated
- The Fish Banks workshop was appreciated

Examinations

- It was very valuable with the case workshop and the Individual examination as a way to apply theoretical knowledge.

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

Course strengths:

- The 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
- The project that has a real clinical-oriented task
- Workshops and coaching on the project work
- Relevant case as a way to show the application of theoretical knowledge
- Fish Banks workshop

Course weaknesses:

- Some content overlaps with the KTH course
- No quantitative market research focus

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.)



- Introduce quantitative market research methods
- Add industry needs to complement clinical needs for project work
- Redo the examinations. Expand the written examination to include more analysis-type questions and change grading to F/P/PWD. Remove the Individual assignment.
- Keep the case workshop and possibly add an additional case.

Responsible will be the course director for 2025