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 Autumn 2025	Period 2025-08-25—09-28	

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 (%) 58%
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 exam had two open essay questions. More focus on the scientific research behind content and models.

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:

- Very high on active learning
- Content was based on scientific research, a good improvement.
- Good and relevant guest lectures
- Feeling of inclusion and respected during the course.

Summary of suggestions or comments of what could be improved:

- The opportunity to reflect on what I have learned

As a summary overall positive and improved scores compared to previous years.

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 higher than last year (48%) but could be improved further..

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

Overall a well working course but can be improved with more reflective elements.