



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 Fall 2025	Period 17 November to 16 January	

Course leader Hanna Jansson	Examiner Madelen Lek
Other participating teachers Ebba Laurin	Other participating teachers Essam Sharaf

Number of registered students 31	Number passed after regular session 28	Response rate for course survey (%) 58% (18/31)
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Methods for student influence other than course survey

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

A renewal of the course has been initiated, and several changes were implemented. For example, new workshops were introduced to improve alignment between theory and practice, including an SDG assessment component. The written exam was revised, and the individual case assignment was updated and published at the start of the course.

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

According to the students' quantitative responses, the course received mixed but generally moderate evaluations. Most respondents thought that the course provided opportunities for active learning to a large extent (mean 4.7). A majority felt included and respected during the course (mean 5.2). The course as a whole was mostly considered good to some or a large extent (mean 4.1), although responses were spread. The course content was perceived as clearly based on scientific research to a large extent (mean 4.5). The examination(s) were generally perceived as assessing knowledge and skills relevant to the course (mean 4.3),



although responses varied considerably. The opportunity to reflect on learning received a lower mean score (mean 4.0), with substantial variation among respondents.

In the qualitative comments, students highlighted the group contract, workshops, guest lectures and the generally respectful classroom atmosphere as positive aspects. Several students appreciated the simulation of real project environment and the feedback seminars. However, many comments pointed to lack of clarity and structure, particularly regarding assignment instructions and late changes. Perceived inconsistencies in communication between teachers were mentioned repeatedly. Several students described the course as chaotic and expressed difficulties in understanding how lectures, Canvas modules, workshops and the project were aligned. The examination was also criticised in many comments, e.g. regarding the alignment with the rest of the course and grading transparency. Concerns were also raised regarding scheduling, and the timing of workshops close to deadlines or holidays.

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

Course strengths:

- The course promotes active learning through workshops and project work in groups.
- Guest lectures and practical project elements contributes to real-world relevance.

Course weaknesses:

- Lack of structural coherence between lectures, Canvas content, workshops and assignments.
- Changing assignment instructions and unclear alignment with course literature

4. Other comments

The course was initially intended to include quizzes and reflective questions to reinforce key concepts; however, this was unfortunately not fully implemented as planned.

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

A renewal of the course has been initiated, and some changes were implemented during this course round (e.g. new or revised workshops). However, not all planned revisions could be completed in time, including the replacement of the course book. The feedback highlights a continued need for clearer structure and stronger alignment between course components and examination. This work will now continue, taking the valuable feedback from this survey into account.

For the next course round, the following changes are planned:

- A new course book has been identified.
- Canvas modules will be updated to reflect the new literature.
- New exercises and workshops will be developed to strengthen coherence.
- Assignment instructions will be revised.