



Action plan based on teaching evaluations 2014

Final evaluation of International Sales & Marketing Management autumn 2014

The final evaluation in the autumn of 2014 is carried out on company visits.

The classes/subjects picked out for a final evaluation have been invited by mail to the online questionnaire survey. The response rate has been continuously followed and the teachers have played an essential part in relation to making the students participate.

For each subject that has been evaluated, a reflection sheet has been filled out with suggestions to actions for each class. The results from the online questionnaire survey have been reported back to the education.

The response rate was 54,7 % (52/95). According to the process standard the response rate of the final evaluation must be at least 60 % and preferably 75-80 %.

The response rate is calculated in view of the students who have accomplished the entire evaluation. If a student has only answered few of the questions, these answers are included in the reporting which means that the actual response rate for some questions can be higher than the stated response rate.

Not all students are asked the same questions. Therefore the number of students who have answered can be lower than the number stated in the calculation of the response rate.

In general the students are very satisfied with the teaching which does not give cause for big changes.

A relatively large share of the students recognizes the value of the existing degree of contact with concrete companies. Therefore even more direct interactions with companies will be attempted.

Action

We must increase the focus on a higher response rate by the teachers setting aside time for answering the evaluation during classes.

Action plans are presented to and discussed with the Education Committee. The Director of Education and Research reads up on the action plan.

Action plans are presented at a staff meeting.