

Evaluation report Autumn 2020

Cand.negot

Study Programme:

Cand.negot

Level:

Master

Study Board:

Cand.negot

Evaluation strategy for the education:

The evaluations have been carried out as a written final evaluation of selected subjects, cf. the programme's evaluation strategy.

In a rotation scheme, 2 courses are always drawn per. semester for evaluation

There is always an evaluation of subjects where the teacher is:

- external
- new teacher
- PhD, research assistant, post doc and assistant professor (ie. lecturers who need the evaluation in connection with their application for associate professor level)
- if the course responsible or teacher himself / herself requests an evaluation

All other teachers carry out an oral evaluation during the semester on their own initiative and for their own use.

What specific courses does this summary include:

Human Rights and Culture, Media and Communication Theory, Marketing across cultures, Introduction to International Security, Advanced Brand Management, HRM, International Strategic Partnerships, Marketing across Cultures

Positive examples for inspiration:

Good experiences with teaching through realistic cases. There is positive feedback that despite the online teaching, there are good discussions in some courses, especially where the discussions touch upon real life cases.

Conditions that call for further follow-up:

We must continue to be aware of the difficult situation of online-teaching due to Covid-19 and seek to engage the students as much as possible. However, it is limited how high expectations we can have for the students' activity when everything takes place online

Avoid too much overlap between BA and KA subjects as it can be demotivating to meet the same teaching material twice. However, it is worth noting that the same teaching material can with advantage actually be studied again at KA just with a more advanced approach.

Future initiatives based on the evaluations:

Continued learning from the pros and cons of online teaching

Be even more open to new teaching methods and forms with inspiration from the Covid-19 period. Among other things. Be open to online teaching, teaching videos, flipped classroom and other alternative teaching methods to the extent that it makes good academic and pedagogical sense.

Initiatives since the last evaluation:

Continued focus on the challenges of online teaching