

## **Course Analysis for MF2046 - Product Innovation 2024**

The course evaluation is based on four data points: i) a lunch discussion with three students halfway through the course, ii) a lecture with a Menti exercise evaluating the project from the students' perspective, iii) a short in-class Menti evaluation before the exam, and iv) a LEQ survey conducted after the exam and grading. Multiple data points were used to ensure comprehensive feedback, as post-course evaluations often have lower response rates. Despite this, a response rate of almost 50% was achieved this year, the highest ever.

Key Insights from this year is that the students are generally very positive about the course and the learning it provides. The workload is regarded as a reasonable balance between course demands and student effort. Students rated the course highly across multiple dimensions, including meaningfulness, comprehensibility, and manageability. Key highlights from the LEQ were *Challenge*: Many students found the course intellectually stimulating and well-aligned with real-world applications, *Support and Feedback*: Regular feedback was provided, but students requested more individualized group supervision. This was added during the course and will be included next year as well.

The best aspects of the course according to the students was that they appreciated the interactive and practical nature of the course, particularly the business model pitches, guest lectures, and group projects that combined theory with real-world scenarios.

Suggestions areas for improvement included more specific and earlier feedback on projects and many ideas regarding adjustments to the course schedule. However, scheduling is constrained by external factors, and the total course hours cannot be extended.

### *Advice for Future Students:*

Students recommend starting projects early, staying active in group discussions, and preparing for readings in advance to avoid last-minute stress.

Concluding, the course was well-received, with students valuing its practical relevance and interactive design. Minor adjustments will be made next year, primarily to balance individual group supervision with open class feedback, both of which are appreciated. This balance, like much in innovation management, will require careful consideration.