Asia Pacific University of Technology and Innovation

Summary of Module Evaluation

Module name: **Behavioural Science, Social Media & Marketing Analytics**

Module Leader: **Dr Mudiarasan Kuppusamy**

Level: **Master of Data Science and Business Analytics**

Session: **February – May 2019**

No of submissions: **35**

Module Content and Organisation

The intellectual level of the module	4.00
Degree of difficulty	4.00
Quality of module document	4.00
Statement of module objectives	4.00
Time allocation of topics	4.00
Organisation of module activities	4.00
Quality of materials	4.00
Module management	4.00
Overall	**4.00/5**

Module Lecturer

Knowledge of the subject area	4.00
Lecture delivery quality	4.00
Content of lectures	4.00
Learners involvement	4.00
Relevance of the module	4.00
Practical components	4.00
Number of sessions	4.00
Duration of sessions	4.00
Overall	**4.00/5**

Overall Evaluation   4.00 (Band 3)

Band 1: Weak Teaching Performance (Evaluation range of 0 –1.65)
Band 2: Moderate Teaching Performance (Evaluation range of 1.66 – 3.35)
Band 3: High-Value Teaching Performance (Evaluation range of 3.36 – 5.00)