PROGRAM EVALUATION

Programme:	Company Specific Program for AstraZeneca—China Healthcare Overview and Key Account Management	Professor:	Prof. William H. Murphy Prof. LEI Haichao
Duration:	July 8th – July 10th, 2006	Interpreter	TONG Xin
Venue:	Room 214, AI	Coordinator:	Tanya LIU

INSTRUCTION
Please circle the number representing your opinion. Your evaluation will be kept confidential.
Your views are important for the professor and the school, so please take the task seriously.

33 out of 36 participants responded.

	1	2	3	4	5	average
1. Overall, the course was valuable to me.	0%	0%	3%	21%	76%	**4.72**
2. Overall, the professor taught the course well.	0%	0%	0%	30%	70%	**4.70**
3. I learned useful tools/concepts from the classroom.	0%	2%	6%	45%	49%	**4.42**
4. The readings and other assignments were helpful to my learning.	0%	0%	3%	64%	33%	**4.30**
5. The professor communicated ideas clearly and coherently.	0%	0%	6%	36%	64%	**4.57**
6. The professor actively engaged the class in learning.	0%	0%	6%	24%	70%	**4.60**
7. The professor could answer questions very well.	0%	0%	21%	36%	43%	**4.21**
8. The translation quality of Chinese materials was good.	0%	0%	0%	27%	73%	**4.72**
9. Interpretation quality of the programme was good.	0%	0%	0%	6%	94%	**4.94**

In terms of the **course content**, which aspect(s) are most helpful?

- Access KA
- All are very helpful
- Concept and model of management of KA (2)
- Correct working methord----Retention-Penetration-Conversion; clear up my mind. Excellent management method; Changing of thinking way
- Concept
- Some useful concept and tools
- Concept of KA management
- Concept and method of KA management
- The moment of Truth（2）
- Access and evaluate of KA; search for opportunity of improvement; establish win-win relationship; become strategic partner
- Identify and get to know about KA
- The situation of national healthcare industry
- How to retain and develop the relationship with KA
- The value that you bring to a relationship is only as good as the credit you get
- Communication with senior-level management
- Always be an elegant swan in front of your KA
- Method of evaluate KA
- KA are well served with the correct resources
- Management of sales skills
- Deep knowledge of market and acquisition of industry information

- Maintains of KA relationship
- Have a clear mind of many basic concept, learn some skills and method of management of KA and know about the relationship between KA management of cooperation strategy
- The conversion from concept to practice
- The concept of KA
- How to successfully manage KA
- Have a systematic thinking logic of KA management
- Know more about Chinese Healthcare Industry background
- The importance of KA
- Have a clear mind of KA management
- Details and “Person” are essential. Seize, wheel and win the opportunity. Importance of cooperation
- Concept

In terms of the way the **professor** taught the course, which aspect(s) are most helpful to you?

- Discussion (5)
- Group discussion, then professor summarizes, combine theory with practice
- Interaction
- Concept; Details
- Emphazise key point of lecture to leave deep impression to participants

What impression will stay with you from this programme?

- Good (2)
- Excellent (2)
- Very good (2)
- Not bad (2)
- Professional Training institute, professor and interpreter, well preparation of course
- Professional of CEIBS deserve reputation it enjoys
- Professional (2)
- CEIBS deserves. Business theory of thousands of years will enriched here
- Considerate and details oriented