Higher Colleges of Technology

From the SelectedWorks of Dr. Grace S. Thomson

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Using Effective Online Assessments to Develop Competent Learners

Grace S. Thomson, Nevada State College

Available at: https://works.bepress.com/grace_thomson/13/
Using Effective Online Assessment to develop competent learners

Grace S. Thomson
Nevada State College
Online Learning

- Asynchronicity
- Creative structure of presentation
- Immediateness
- Accessibility to variety of information
- Community of learners

(Macdonald, 2004)
How do we understand online learning?

- Content delivery?
- Testing students?
- Assignments repository?
- Organizer?
- Any ideas…

(Mason, 2002)
Social Constructivist Approach

- Collaborative interaction and dialogue
- Access to rich resources
- Understanding content
- Contribution of social interaction to learning

(Macdonald, 2002)
Social Constructivist Approach

Related to 4 pedagogies used in online learning:
● Collaborative learning
● Activity-based learning
● Resource-based learning
● Problem-based learning

Objective:
Engagement, collaborative work, problem solving, open access to e-resources
Online learning and learning competencies

Competent e-learner
- Basic skills in use of computers
- Familiarity with online environment
- Familiarity with on-screen study methods
- Time management
- Ability to manage files and organization

Bottom line: Student with a self-directed approach to study

We sure are doing this at NSC!
Online learning and learning competencies

Two main competencies consistent with Social Constructivism

Information Literacy
(ACRL, 1999)

Online Collaborative Learning
(Salmon, 2000)
Competency 1
Information Literacy

ACRL (1999) defines it:

- Need for information
- Gaps in knowledge
- Assessment of what they need to learn
- Knowledge of subject
- Searching techniques
- Understanding of plagiarism
- Academic support → search engines??
Competency 2
Online Collaborative Learning

Progressive stages of development
- Access
- Motivation
- Socialization
- Information exchange
- Knowledge construction
- Development

Participation in discussions online, responding to messages, reading structured content increases their vocabulary, their communication skills, their critical thinking skills (Lea & Street, 1998)
Assessment in Online Learning

Are we there yet??
Role of Assessment in Online Learning

Create e-learning opportunities
Support developing e-learner
Encourage e-learners participation
Aligned appropriately
Create e-learning opportunities

- Stimulated to learn
- Stimulated to participate
- Stimulated to understand

Key elements:

- Timing & incentives
- Assessment tied to online activity
- Assignments: Self-reflection, applications, timed.
- Online assessment practices
- Discussions over controversial → stimulate debate
- Summative assessment → over un-controversial issues
Support developing e-learner

Support across the semester based on: **Motivation and Feedback**

- To develop competencies for online environment
- To gain confidence on subject matter
  
  Observe → Understand → Respond

Key elements:

- Avoid Information overload or Instructions not clear
- Formulate projects not too complex
- Solve tech problems so they focus on content
- Use web-based assessments to do it
Encourage e-learner participation

Participation in the Assessment process
To help him be self-directed and independent !!
How?

- Provide feedback through networking
- Blogs, chat rooms, tutorials **ex-ante** and **ex-post**
- Prepare model answers for expected cases
- Simulate situations before they happen
- Macdonald (2002) “electronic scrapbook” with samples of previous assignments
- NSC: reflection journals”….more?
- “Iterative Assignment Development”
- Peer Review
Aligned appropriately

Assessment of e-learning courses should not be different to learning, however:

- Processes are more complex for our students
- Social Constructivism demands more from students
- Literacies used in e-learning demand more study and dedication

Extra-support is necessary in the design and management of online courses:
Final thoughts

- Teach online, assess online, right? not necessarily! You decide.
- Constructivism approach → Ensure students undertake constructivism approach conscientiously
- Complexity of the process → Support them through activities that foster their development step by step
- Self-directed learners → Create networks for them, formulate assignments that are meaningful, blogs, online peer review, discussions.
Some Examples from the Business Program
Upper Division Courses

Business Plan Formulation & External Coaching
Business Plan Writing and Coaching

Enrollment: 31 students – Fall 2006

Activities

- Online Subject content
  - Online Video (SBS)
  - Online tutorials (SCORE)
  - No textbook (SBS/SCORE)
  - Mini-lectures (Instructor)
- Visits to Business SCORE Counselors
  - Business Plans Review
  - Business appointments
- Business Plan Writing

Assessment

- Business Resources
  Artifact: Reflection papers
  - About visits: Awareness of SCORE mission
  - About the process: Awareness of their own role in the society as productive entities
  - About the content: Awareness of resources to support businesses

1. Active learning
2. Collaborative learning
3. Resource-based learning
Business Plan Writing and Coaching (cont.)

- Virtual Team Activity
  Artifact: Log
  - Students select team members and organize virtual meetings
  - Exercise team-building and conflict resolution
  - Full-time workers combining schoolwork and team work
  - Connected with community: 10 hours of meetings in 8 weeks with SCORE (www.scorelv.org)

- Problem-solving skills
  Artifact: Final Exam
  - Real business case
  - Application of 9-step problem based learning

- Business Plan Formulation
  Artifact: Final Project- Business Plan
  - Formalized structure
  - Planning & Organizing
  - Marketing
  - HR
  - Financials

Jerry Bartholomay and MGT494 students- Fall 2006
Walking your paws, LLC

1. Collaborative learning
2. Problem based-learning
Lower Division Courses

Active learning: Impact of use of Webcasts and Entrepreneurship videos from Small Business School in an Introductory Business class at Nevada State College
Welcome to Introduction to Business BUS101

Summer 2007!

The course is focused on the study of the essentials of business. You will be able to understand how to conduct business in the global economy. This course will provide you with a bag of techniques and tools to succeed as an entrepreneur or as a manager in a corporation.

During these weeks we will become familiarized with the most important concepts of Business and Management.

Start here
Click here to start your tour. After reading this material go ahead with the activities of the week

Course content
Click here each week to learn about your course activities.

Your Instructor - Grace Thomson

Grace S. Thomson
311 Water Street, Basic and Water II
Office hours: Mon, Wed 1:00-3:00 p.m.
BUS101 Introduction to Business – Content page

Weekly Content

Welcome to the activities for this week. If you took the tutorial about our website, continue reading the information here.

If you have not accessed the tutorial, exit this page and go back to the homepage and click on START HERE.

Week 1 Fundamentals of Business and Economics
Bovee, Chapter 1

Week 2 Ethics, Social Responsibility and Forms of Business Ownership
Bovee, Chapter 2 and 5

Week 3 The Functions of Management and Organization
Bovee, Chapter 7 and 8

Week 4 Managing Human Resources and Marketing
Bovee, Chapter 11 and 12

Week 5 Pricing strategies and Basic Accounting
Bovee, Chapter 13 and 16

Final Project Materials
Click here to access full instructions for your Final Project

Grace S. Thomson
Basic and Water II. 311 Water St. Suite 207
Office hours: Wednesday 1:00 - 4:00 pm

9/20/2007
Use of effective online assessment
Webcasts and Interactive discussions

Following a list of the episodes of SBS used in three out of six weeks of our Summer program:

Table 1  
SBS® Episodes used in active learning: Discussion forums in BUS101  
Week 1  Fundamentals of Business and Economics
  • Video: Capital the American Revolution  
Week 4  Managing Human Resources and The Art and Science of Marketing
  • Video: Wahoo's fish tacos  
  • Video: People power, Human Resources in the organization  
Week 5  Basic Accounting Concepts
  • Video: Rebuilding Main Street America  
  • Video: Understand your financials. (Taken from New York Times link to SBS)

Source: BUS101 Summer 2007 Syllabus. Gthomson
BUS101-Webcasts and Interactive discussions

Week 1 Discussion Forum
- W1D1 "Introduce yourself" (non-graded) Due date: End of week 1 -(Conditional) (59 Messages)
  Welcome to your first discussion topic of the semester. Please introduce yourself, tell us about your occupation and share your expectations about this class. Then read the postings of at least two other classmates and identify at least two similarities between them and you and share your impressions in a new posting to this forum :) Just click REPLY and type :) It's that easy. Label your message W1D0 Introducing myself "Your name"
- W1D2 Did you take your syllabus quiz? (Locked Read only for feedback) (28 Messages)
  W1D1 Did you take your syllabus quiz? Respond by or before the end of week 1 ------- Share with your classmate and instructor your experience taking your first quiz in this course. Ask others about their impressions.
- W1D3 What type of business does your company do? (Locked read only) (27 Messages)
  W1D2 What type of business does your company do? Post your response by or before the end of week 1. ---------------------------------------- Based on the classification of businesses included in Chapter 1. Tell us what type of business is performed by your firm? Product-oriented or Service-oriented, hybrid? For-profit or not-for-profit? Explain your response. Then, read at least one posting from your classmates and tell us if you agree with the classification given.
- W1D3 Capital, the American Revolution % (Conditional) (52 Messages)
  Access the webcast Capital, the American Revolution; click on video 1401a "Become Economically Independent" and answer the following questions by or before the end of week 2. (Notice that this discussion will last two weeks) (Remember to close all other windows and let your computer refresh the screen before watching the video. Video courtesy of Small Business School www.smallbusinessschool.org) ----------------------------------------- Michael Novak, one of the most notable wr...more

Week 2 Discussion topics
- W2D1 Chapter 2 Ethics and Social responsibility % (Conditional) (42 Messages)
  W2D1 Chapter 2 Ethics and Social responsibility. Post your response by or before the end of week 2. ------------------------------- Marcos is the manager of a large retail store in town. He has worked in the company for 10 years and has been successful in his projects and manages the regional office of the firm. Last week, Jack, an old colleague of his proposed him to start a partnership to sell a new line of product -similar to Marcos' company-. Given the experience of Marcos in this field, 7...more
- W2D2 Choosing a business organization % (Conditional) (24 Messages)
  W2D2 Choosing a business organization. Respond to this topic by or before the end of week 2 ------------------------------- You and your best friend have been working on a great business idea that will require a minimal investment of $10,000 to launch. You are indeed the one who came up with the idea of a new case for laptops and your friend, who is a skilled engineer designed the prototype of the product and it looks very appealing. You just need a partner who is willing to finance...more

Week 3 Discussion forum
- W3D1 Chapter 7 Identifying the mission and vision % (Conditional) (52 Messages)
  W3D1 Chapter 7 Identifying the mission and vision. Post your response by or before Week 3. ------------------------------- Go to the web link of Webcampus and choose one of the firms listed in the category of ORGANIZATIONS, go to their website and report: a) What firm did you choose? What type of business do they do? b) What is the vision of the firm? Copy/paste it. c) What is the mission of the firm? copy/paste it. d) Based on the elements of a mission listed...more
Discussions based on Webcasts: Fundamental of Business

- **Week 1** Fundamentals of Business and Economics. Video: Capital the American Revolution
- Access the webcast [Capital, the American Revolution](#); click on video 1401a "Become Economically Independent" and answer the following questions by or before the end of week 2. (Notice that this discussion will last two weeks)
- (Remember to close all other windows and let your computer refresh the screen before watching the video. Video courtesy of Small Business School [www.smallbusinessschool.org](http://www.smallbusinessschool.org).
- Michael Novak, one of the most notable writers in America offers some reflection about the importance of knowledge as key to growth and capitalism as the key to fight poverty. Why is his message so important to you as a business student? Share with us what you think about this video and comment on your classmate's posting right below yours.
- **Week 4** Managing Human Resources and The Art and Science of Marketing
Discussions based on Webcasts: Human Resources Management

- **Week 4. W4D2 People power- Human resources in the organization.**

- Watch the video People Power and post your response by or before the end of this week.

- (Remember to close all other windows and let your computer refresh the screen before watching the video. Video courtesy of Small Business School www.smallbusinessschool.org.

- This episode is about Nicole Miller who runs a successful fashion business. She tells Hattie Bryant secrets to a successful business have to do with their staff. Choose one of the mini-videos in this episode and share what did you like about it? Also, tell us where does Nicole Miller recruit her employees from? What do you think about that system? Is this included in your business book as a source of recruitment for employees? Comment on your classmates postings
Discussions based on Webcasts: Marketing and Pricing

W4D3 Marketing at Wahoo’s Fish Tacos- Giving back

- Watch the video about Wahoo’s Fish Tacos and post your response by or before the end of week 5.
- (Remember to close all other windows and let your computer refresh the screen before watching the video. Video courtesy of Small Business School www.smallbusinessschool.org.)

a) What do you think the inspiration was for the creation of Wahoo’s fish tacos.

b) Do you agree with the statistic given by Hattie Bryant (the hostess of the show) about the number of times in a week an adult male eats out. Are you under or over that average?

c) Describe what the owner of Fish taco considered one of their main weaknesses. Do you feel that is the weakness of the organization your work at?

d) Who is the "brain" in the organization and management of operations at Wahoo's fish taco? Who is the brain in your organization?

e) Describe how Wahoo’s gets involved in marketing in beach events. How does your
Discussions based on Webcasts: Marketing strategy and customer service

- Week 5: Rebuilding Main Street America. No boundaries
- Post your answer to this discussion question by or before the end of Week 6
- (Remember to close all other windows and let your computer refresh the screen before watching the video. Video courtesy of Small Business School www.smallbusinessschool.org.
- Watch the movie Rebuilding Main Street America: No boundaries. Some of the businesses presented in the video base their marketing strategy on getting to know their customers well, others base their strategy on getting the customers to talk.
- Choose one key idea about the video from the list below and describe how you would apply it to the company you work for now or worked for in the past?

Key ideas of the video
1. Give more than you take
2. Lead with quality
3. Know your customers
4. Be where your customers are
5. Target your direct mail
6. Set customers to talk
7. Market on the web
8. Treat customers like family
9. Take calculated risks
Lower and Upper Division Courses

Starting a Social Responsible Business –
Two Role models to follow
A Web-based research with application of Photovoice
Starting a Social Responsible Business –

Enrollment: 17 students- Summer 2007

BUS101 Spring-Summer 2007

● Activities
  ● Business Proposal
  ● Need assessment in the community
  ● Capture need through photo (photovoice)
  ● Relevance of the need to individual/community/school

● Business approach to for-profit and not-for profit venture
  ● Type of business that will satisfy need
  ● Identify market niche
  ● Discover trends in other markets

● Benchmarking
  ● Online Research
  ● Visit to competitors

1. Resource-based learning
2. Active learning
3. Collaborative learning
4. Problem based-learning
Vocation Creations

Sample # 1
Avoid long Lines and hundreds of applicants for only one position

- With so many applicants and so few job openings in the market today you want the opportunity to be considered for the few positions that are available.
- By having a well-written cover letter and resume employers are intrigued and more apt in wanting to meet with that individual. It also gives that individual the opportunity to sell him or herself.
Innovative Military Solutions, Inc
Final Project For Business 101

Sample # 2
Vision:

Innovative Military Solution Incorporated can and will continue to provide the latest and most advanced systems of warfare for the demanding needs of a changing world. Products and resources will meet the demands of our customers and will fore full the needs of these customers beyond their expectations.
Tierra Bonita Landscapes, LLP
Bringing You Quality Water Smart Landscaping since 2007

Created just for you by:
Sample # 3
Tierra Bonita Landscapes

Specializing in existing turf removal and xeriscape conversion

Our Mission
To provide superior landscape services, improve the quality of life of our customers, and the quality of the environment for our community. We also hope to educate our customers on drought tolerant plants and watering methods.
Sample # 4
Help us help you clean the environment one turd at a time!
Projects Spring 2007

- Dessert Mirage Retirement Home.
- We scoop for you!
- Smuggled Hookah Bar
- Shoes for you!
- Day camp for teenagers

Projects Summer 2007

- La Bonita Landscape.
- We scoop for you!
- Smuggled Hookah Bar
- Shoes for you!
- Day camp for teenagers

1. Resource-based learning
2. Active learning
3. Collaborative learning
4. Problem based-learning
References


References


Thanks for your attention

Business Program- School of Education

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