

Faculty Show and Tell
~ Abhi Biswas

The Pareto principle

80% of a company's profits come from 20% of its customers
80% of a company's complaints come from 20% of its customers
80% of a company's profits come from 20% of the time its staff spend
80% of a company's sales come from 20% of its products
80% of a company's sales are made by 20% of its sales staff

80% of your time and effort will be spent on 20% of your students
80% of elearning support will be required by 20% of your students
80% of missed deadlines will be due to 20% of your students
80% of student-hour absences will be due to 20% of your students

80% of my course needs can be served by 20% of elearning tools

TEACHING USING ELEARNING

**Presentation
Agenda**

'The 4 Silos of a Course'

'Lessons Learnt'

'Hurdles'

'Small Pains, Big Gains'

'Low Hanging Fruits'

**"Tell me and I'll forget,
show me and I may remember,
involve me and I'll understand"**

~ Chinese Proverb

TEACHING USING ELEARNING

D. Evaluation/Feedback

Rubrics
Grade Structure
Monitoring Discussion
Deliverables
Peer Evaluation
Assignments
'My Grades'

A. Introduction

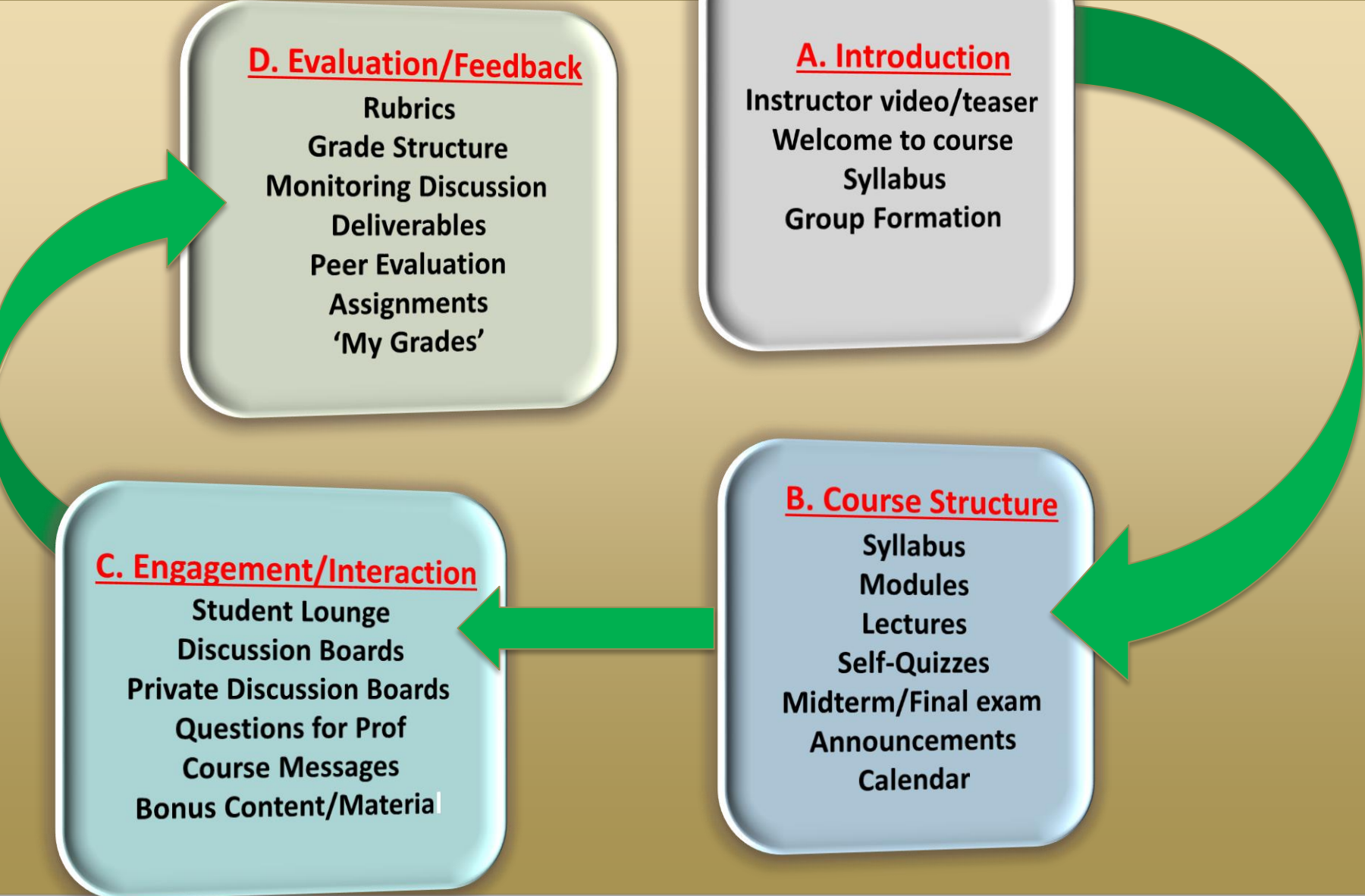
Instructor video/teaser
Welcome to course
Syllabus
Group Formation

B. Course Structure

Syllabus
Modules
Lectures
Self-Quizzes
Midterm/Final exam
Announcements
Calendar

C. Engagement/Interaction

Student Lounge
Discussion Boards
Private Discussion Boards
Questions for Prof
Course Messages
Bonus Content/Material



D. Evaluation

Grad
Monito
De
Peer
Ass
'M

A. Introduction

A. Introduction

Instructor video/teaser

What is this course about
What will they learn
Some Interesting facts

Welcome to course

Welcome announcement
Self-Intro posts

Syllabus

As detailed as possible(dates, times, etc)
Links to resources

Group Formation

Self selection or pre-set
Randomize after gps finalized

C. Engagement/In

Student Lou
Discussion Bo
Private Discussio
Questions for
Course Messages
Bonus Content/Materia


Blackboard Learn | <https://elearning.utdallas.edu>

UT DALLAS eLearning
eLearning Helpdesk: 866-588-3192

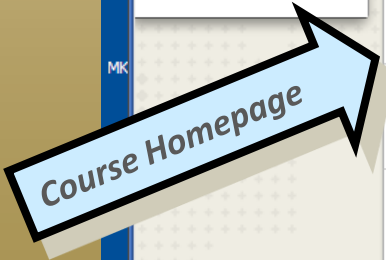
My eLearning

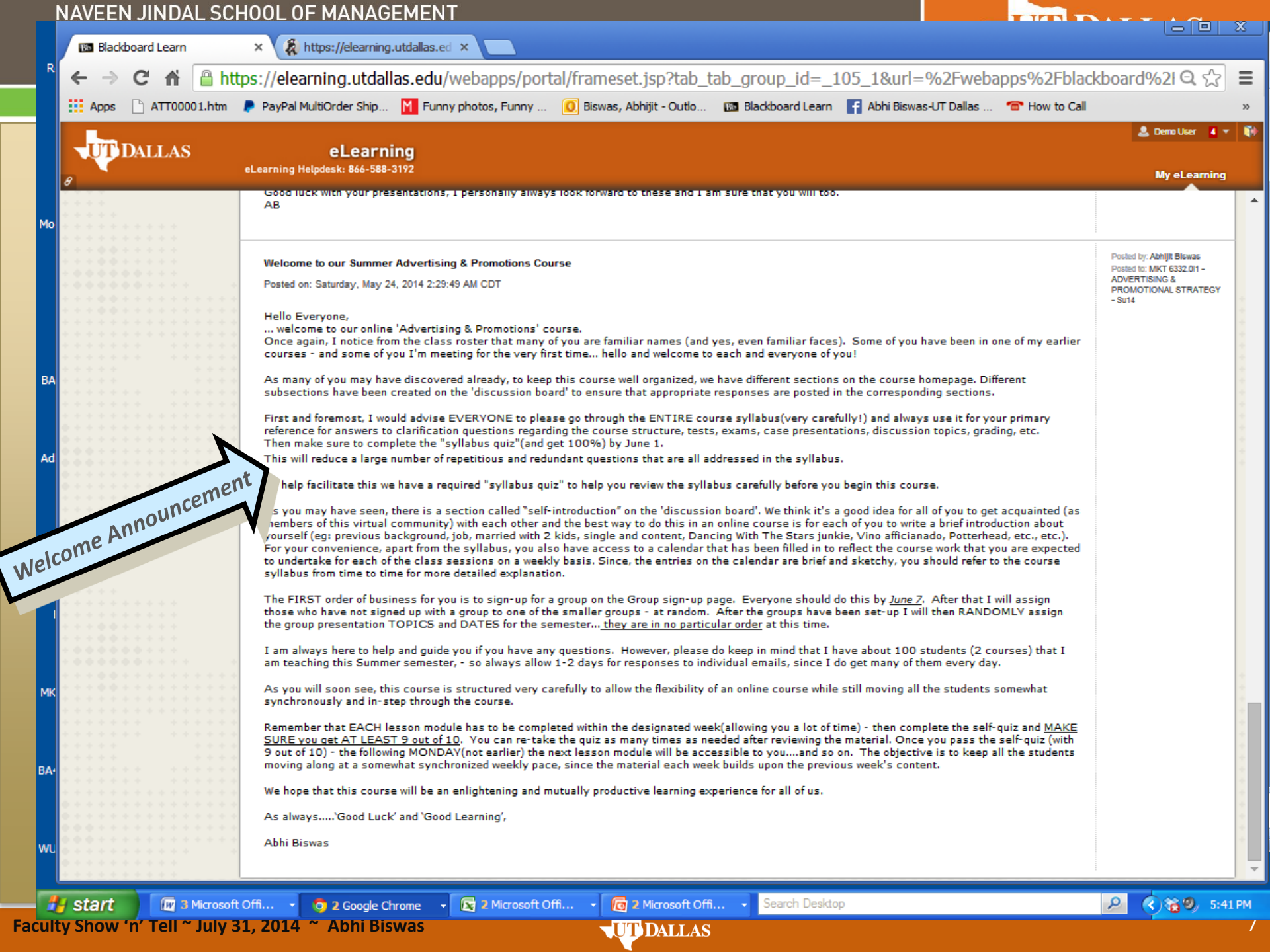
Return To Teacher View

Course Homepage

- Welcome to MKT 6332.011: Advertising and Promotional Strategy!**
Instructor: Abhi Biswas
Term: Summer 2014
- Introductory Video**

[Streaming Format: Flash](#)
[MP4 Format](#)
- Syllabus - Summer 14**
- Syllabus Quiz**
Please complete by June 1. Multiple attempts are allowed. You must score 100% in order to proceed to Module 1!
- Group Signup Sheet**
Please sign up for a group by June 7. At this time the Groups are NOT in order. Group presentation order and topics will be RANDOMLY assigned during the 2nd week.
- Learning Modules**

Navigation Menu (Left):
MKT 6332.011 - ADVERTISING & PROMOTIONAL STRATEGY - Su14
Course Homepage
Getting Started with eLearning
Announcements
Syllabus
Learning Modules
Discussions
Assignments
Quizzes and Exams
Course Messages
Chat
Calendar
My Grades





eLearning

eLearning Helpdesk: 866-588-3192

Demo User

My eLearning

Good luck with your presentations, I personally always look forward to these and I am sure that you will too.
AB

Welcome to our Summer Advertising & Promotions Course

Posted on: Saturday, May 24, 2014 2:29:49 AM CDT

Hello Everyone,
... welcome to our online 'Advertising & Promotions' course.
Once again, I notice from the class roster that many of you are familiar names (and yes, even familiar faces). Some of you have been in one of my earlier courses - and some of you I'm meeting for the very first time... hello and welcome to each and everyone of you!

As many of you may have discovered already, to keep this course well organized, we have different sections on the course homepage. Different subsections have been created on the 'discussion board' to ensure that appropriate responses are posted in the corresponding sections.

First and foremost, I would advise EVERYONE to please go through the ENTIRE course syllabus(very carefully!) and always use it for your primary reference for answers to clarification questions regarding the course structure, tests, exams, case presentations, discussion topics, grading, etc. Then make sure to complete the "syllabus quiz"(and get 100%) by June 1.

This will reduce a large number of repetitious and redundant questions that are all addressed in the syllabus.

To help facilitate this we have a required "syllabus quiz" to help you review the syllabus carefully before you begin this course.

As you may have seen, there is a section called "self-introduction" on the 'discussion board'. We think it's a good idea for all of you to get acquainted (as members of this virtual community) with each other and the best way to do this in an online course is for each of you to write a brief introduction about yourself (eg: previous background, job, married with 2 kids, single and content, Dancing With The Stars junkie, Vino aficionado, Potterhead, etc., etc.). For your convenience, apart from the syllabus, you also have access to a calendar that has been filled in to reflect the course work that you are expected to undertake for each of the class sessions on a weekly basis. Since, the entries on the calendar are brief and sketchy, you should refer to the course syllabus from time to time for more detailed explanation.

The FIRST order of business for you is to sign-up for a group on the Group sign-up page. Everyone should do this by June 7. After that I will assign those who have not signed up with a group to one of the smaller groups - at random. After the groups have been set-up I will then RANDOMLY assign the group presentation TOPICS and DATES for the semester... they are in no particular order at this time.

I am always here to help and guide you if you have any questions. However, please do keep in mind that I have about 100 students (2 courses) that I am teaching this Summer semester, - so always allow 1-2 days for responses to individual emails, since I do get many of them every day.

As you will soon see, this course is structured very carefully to allow the flexibility of an online course while still moving all the students somewhat synchronously and in-step through the course.

Remember that EACH lesson module has to be completed within the designated week(allowing you a lot of time) - then complete the self-quiz and MAKE SURE you get AT LEAST 9 out of 10. You can re-take the quiz as many times as needed after reviewing the material. Once you pass the self-quiz (with 9 out of 10) - the following MONDAY(not earlier) the next lesson module will be accessible to you....and so on. The objective is to keep all the students moving along at a somewhat synchronized weekly pace, since the material each week builds upon the previous week's content.

We hope that this course will be an enlightening and mutually productive learning experience for all of us.

As always.....'Good Luck' and 'Good Learning',

Abhi Biswas

Posted by: Abhijit Biswas
Posted to: MKT 6332.011 - ADVERTISING & PROMOTIONAL STRATEGY - Su14



TEACHING USING ELEARNING

The screenshot shows the Blackboard eLearning interface. At the top, there's a navigation bar with the UT Dallas logo, 'eLearning' text, and a helpdesk number. Below that, a breadcrumb trail indicates the current location: '(Course is unavailable to students) > Discussion Board > Forum: Self Introduction'. On the right, there are options for 'Go To Standard View' and 'Edit Mode is: ON'. A 'My eLearning' dropdown menu is also visible.

The main content area is titled 'Forum: Self Introduction' and includes a sub-header: 'Organize Forum Threads on this page and apply settings to several or all threads. Threads are listed in a tabular format. The Threads can be sorted by clicking the column title or the caret at the top of each column. More Help'. Below this is a 'Create Thread' button and a search bar.

A table lists forum threads with columns for 'Date', 'Thread', 'Author', 'Status', 'Unread Posts', and 'Total Posts'. The threads are sorted by date in descending order. A blue arrow points from the 'Self Intro Forum' text to the table.

Date	Thread	Author	Status	Unread Posts	Total Posts
11/2/13 6:00 PM			Published	0	1
10/14/13 7:28 PM			Published	0	1
10/14/13 7:25 PM			Published	0	1
10/5/13 9:01 PM			Published	0	1
9/7/13 6:26 PM			Published	0	1
9/7/13 1:24 PM			Published	0	1
9/5/13 10:27 PM			Published	0	1
9/5/13 11:41 AM			Published	0	1
9/4/13 9:44 PM			Published	0	1
9/4/13 10:42 AM			Published	0	1
9/2/13 8:49 PM			Published	0	1
9/1/13 9:33 AM			Published	0	1
8/31/13 12:24 PM			Published	0	1
8/30/13 9:27 PM			Published	0	1
8/29/13 12:24 PM			Published	0	1
8/29/13 9:59 AM			Published	0	1
8/28/13 10:30 PM			Published	0	1

TEACHING USING ELEARNING

2. Group Set Enrollments

Filter Available Members Hide members already in another group in this set

Randomize Enrollments Collapse All

Group 1

Name: Group 1

Add Users Remove All Users

Username	First Name	Last Name	Role
[Avatar]	[Blurred]	[Blurred]	Student X
[Avatar]	[Blurred]	[Blurred]	Student X
[Avatar]	[Blurred]	[Blurred]	Student X
[Avatar]	[Blurred]	[Blurred]	Student X
[Avatar]	[Blurred]	[Blurred]	Student X
[Avatar]	[Blurred]	[Blurred]	Student X
[Avatar]	[Blurred]	[Blurred]	Student X

Delete Group

Group 2

Name: Group 2

Add Users Remove All Users

Username	First Name	Last Name	Role
[Avatar]	[Blurred]	[Blurred]	Student X
[Avatar]	[Blurred]	[Blurred]	Student X
[Avatar]	[Blurred]	[Blurred]	Student X
[Avatar]	[Blurred]	[Blurred]	Student X
[Avatar]	[Blurred]	[Blurred]	Student X
[Avatar]	[Blurred]	[Blurred]	Student X
[Avatar]	[Blurred]	[Blurred]	Student X

Group Enrollments

B. Course Structure

Syllabus

Modules

Contain lectures,
quizzes, bonus content, etc.

Lectures

Short, interesting

Self-Quizzes

10-15 questions
For credit, for extra credit or for self-review

Midterm/Final exam

Online or proctored

Announcements

Calendar

C. Engage

Stu
Disc
Private
Ques
Cours
Bonus Conte

tion

user

ture

am
nts

ar



TEACHING USING ELEARNING

The screenshot shows a Blackboard Learn course page. The browser address bar displays the URL: https://elearning.utdallas.edu/bbcswebdav/pid-468793-dt-content-rid-3805814_1/courses/2145-UTDAL-MKT-6332-SEC011-5. The page content includes:

- Be able to compare and contrast the effectiveness of different communication sources in terms of "source credibility", "source attractiveness" and "source power".
- Be able to demonstrate the understanding of the principles of Promotional Strategy & Management.

Required Textbooks and Materials

Required Texts
Belch & Belch, Advertising and Promotion, 8th or 9th edition, McGraw-Hill Irwin.

Textbooks and some other bookstore materials can be ordered online through [Off-Campus Books](#) or the [UTD Bookstore](#). They are also available in stock at both bookstores.

Overview of How This Course is Structured

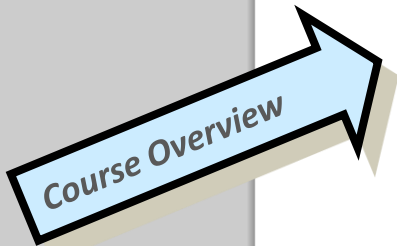
- ✓ There are a total of 13 Lecture Modules – each followed by a Self Test Module quiz.
- ✓ Each Lecture Module with its corresponding quiz should be completed within a weeklong window Mon-Sun (see course calendar). There are 2 weeks during which 2 modules will be completed.
- ✓ Access to each Lecture Module can be gained only after timely completion of the previous Module and self-quiz.
- ✓ Each student will be provided 1 manual extension (for a missed module quiz) during the Course/semester- in fairness to other students, any student needing additional manual extensions will be penalized 1 pt for each extension.
- ✓ A bonus 1 pt (regularity bonus) will be added for every student who completes all 13 lecture modules and corresponding quizzes in a timely manner.
- ✓ There will be an online midterm test and a proctored (paper and pencil) final exam.
- ✓ Course also requires a group research topic presentation and a group case analysis report.
- ✓ Class discussion (required) in all group research topic presentations.

[Top](#)

Technical Requirements

In addition to a confident level of computer and Internet literacy, certain minimum technical requirement must be met to enable a successful learning experience. Please review the important [technical requirements](#) on the [Getting Started with eLearning webpage](#).

[Top](#)



The screenshot shows a web browser window displaying the Blackboard Learn eLearning portal. The browser's address bar shows the URL: https://elearning.utdallas.edu/webapps/portal/frameset.jsp?tab_tab_group_id=_105_1&url=%2Fwebapps%2Fblackboard%2F. The page header includes the UT Dallas logo, the text "eLearning", and "eLearning Helpdesk: 866-588-3192". A user profile for "Abhi Biswas" is visible in the top right corner.

The main content area is titled "Learning Modules" and contains the following text:

Learning Modules

This course has 13 learning modules. After you complete the Syllabus Quiz with a 100% score, Module 1 will be released to you. Please go through the lecture presentation, read the assigned book chapter and complete the short module quiz (self test) and any other assessment activities in the scheduled week (there might be more than one module assigned for the week in Summer semesters). After you pass the self test(s) by answering 90% of the questions correctly, the next module(s) will then be released to you on the following Monday.

The online lecture presentations are in the synchronized audio and slide format. Alternatively, you may download the lecture in the original PowerPoint file and a separate MP3 audio file as a ZIP file. Please also have [RealPlayer](#) installed to view some of the the video clips.

There is also an **Ad Trivia Quiz** available as part of each module starting from Module 2. The quiz is in Flash format (no audio) for your viewing and self-testing only. It is carefully designed by the instructor to provide you an interesting and informative way to extend your learning experience on the subject.

Below the text, there is a list of modules, each represented by a folder icon and the text "Enabled: Adaptive Release":

- Module 1**
- Module 2**
- Module 3**
- Module 4**
- Module 5**
- Module 6**

A blue arrow with the text "Learning Modules" points to the "Learning Modules" section of the page.

The Windows taskbar at the bottom shows the Start button, several open applications (3 Microsoft Office, 2 Google Chrome, 2 Microsoft Office), a search bar, and the system tray with the time 5:49 PM.

Learning Modules

C. Engagement/Interaction

Student Lounge
Discussion Boards
Private Discussion Boards

For all groups

'Questions for Prof'

Most valuable communication tool

Course Messages

Bonus Content/Material

For extra credit or no credit

A. Introduction

treaser
se

ture

exam
nts

C. Enga

S

Di

Privat

Q

Co

Bonus Co

ar

MKT 6330.011 - BRAND MANAGEMENT - S14

- Course Homepage
- Announcements
- Syllabus
- Learning Modules
- Cases for Group Presentations
- Quizzes and Exams
- Assignments
- Discussions
- Calendar
- My G...
- ... Instructions

COURSE MANAGEMENT

- Control Panel
- Content Collection
- Course Tools
- Evaluation
- Grade Center
- Users and Groups
- Customization
- Packages and Utilities

Discussion Board

Forums are made up of individual discussion threads that can be organized around a particular subject. Create Forums to organize discussions. [More Help](#)

Create Forum Search Discover Content 11

Forum	Description	Total Posts	Unread Posts	Total Participants
Self Introduction		51	47	43
Questions for Prof/TA (for entire class to read)		70	0	23
Main		0	0	0
Student Lounge		15	0	9
Required Class Topic Discussion- Open Mar 5 to Mar 19	<p>Please read the attached article - "The Brand Called You" (a very well known and often debated article) thoroughly and discuss with the class making relevant and insightful comments, critiques, observations, etc. Tom Peters is a very well known author - you may want to read a bit about him(google) if interested.</p> <p>Forum is no longer available. Available until: Wednesday, March 19, 2014 11:50:00 PM CDT.</p> <p>Keep in mind that this is a required component of the course and will be graded (see syllabus). If needed also read the syllabus for "Discussion" guidelines.</p> <p>This is a very significant, well known and interesting article and should provide ample food for thought and intriguing discussion points- especially from the perspective of "personal branding".</p> <p>a.b. TheBrandCalledYou.pdf</p>	98	89	43
Group 1 Case PPT Presentation		81	79	43
Group 2 Case PPT Presentation		73	71	40
Group 3 Case PPT Presentation		75	62	43
Group 4 Case PPT Presentation		85	84	41
Group 5 Case PPT		67	66	40



TEACH

Blackboard Learn | <https://elearning.utdallas.edu>

UT DALLAS eLearning
eLearning Helpdesk: 866-588-3192

My eLearning

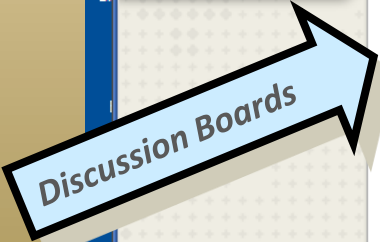
Class Topic Discussion: Sept 30 - Oct 15 | [Time Article.pdf](#) | 103 | 0 | 47

This is the Required Class Discussion Topic - as given in the syllabus and the class schedule. Read the attached article from TIME magazine. Read or research what you can about this topic (and similar issues) and discuss all aspects in some detail with the class. Please keep in mind that each of you can enter upto 4 entries per topic. It is highly recommended that each of you participate in each of these discussions since participation is a required component of the final grades(see syllabus). Read the syllabus guidelines on 'Class Discussions' if needed. Remember that, as expected, credit will be given more on the QUALITY of viewpoints presented rather than the quantity. This discussion topic will be open for your comments and critiques till **Tues, Oct 15**. Any postings after that time frame will be read but not graded. Looking forward to some enlightening and engaging 'back and forth' on an interesting topic.

Discussion Board Title	Availability	Views	Replies	Participants
Group Case Presentation 1	Forum is no longer available. Available until: Sunday, October 6, 2013 11:00:00 PM CDT.	62	0	32
Group Case Presentation 7	Forum is no longer available. Available until: Sunday, November 24, 2013 11:00:00 PM CST.	35	35	18
Group Case Presentation 2	Forum is no longer available. Available until: Sunday, October 13, 2013 11:00:00 PM CDT.	65	0	39
Group Case Presentation 3	Forum is no longer available. Available until: Sunday, October 27, 2013 11:00:00 PM CDT.	91	0	41
Group Case Presentation 4	Forum is no longer available. Available until: Sunday, November 3, 2013 11:00:00 PM CST.	52	0	39
Group Case Presentation 5	Forum is no longer available. Available until: Sunday, November 10, 2013 11:00:00 PM CST.	68	0	36
Group Case Presentation 6	Forum is no longer available. Available until: Sunday, November 17, 2013 11:00:00 PM CST.	66	0	39

Properties of various discussions

Displaying 1 to 12 of 12 items | [Show All](#) | [Edit Paging...](#)



A. Introduction

D. E

D. Evaluation/Feedback

Rubrics and Feedback

For all assignments, deliverables

Grade Structure

Monitoring Discussion Boards

At least twice a week

Peer Evaluation

Create an assignment link

Assignments

Create an assignment link

'My Grades'

C. Engagem

Stude

Discuss

Private Dis

Questio

Course

Bonus Conte

Moni

treaser

ure

m

s



Student name : *Stu Dent*

Marketing Plan Grading Rubric

Executive Summary/Table of contents	04/05
Overall Situation Analysis	18/20
Demand Analysis	
Environmental Climate	
Competitive Analysis	
SWOT Analysis	13/15
Use of Financials & Data Analysis	10/10
Conclusions/Recommendations/ Plan of Action, etc.	18/20
Use of graphics, charts, analytical formats	9/10
<u>Overall report structure, readability, clarity, thoroughness, additional insights, references</u>	<u>16/20</u>

TOTAL 88/100

Student name : *Stu Dent*

Comments/suggestions

Overall the marketing plan was very well developed and carefully written using all the relevant components.

Situation analysis, SWOT analysis and competitive analysis were well explained and thoroughly done- however Ansoff's Matrix could have also been used.

Financials and the various tables and charts used, all conveyed meaningful interpretations of the plan.

Data visualization excellent.

Overall structure was adequate, however recommendations were not as clearly presented(should have been backed by breakeven analysis) as the rest of the marketing plan.

Grading Feedback

The screenshot shows a web browser window displaying the Blackboard Learn eLearning portal. The browser address bar shows the URL: https://elearning.utdallas.edu/webapps/portal/frameset.jsp?tab_tab_group_id=_105_1&url=%2Fwebapps%2Fblackboard%2F. The page header includes the UT Dallas logo, the text "eLearning", and "eLearning Helpdesk: 866-588-3192". A user profile for "Abhijit Biswas" is visible in the top right corner.

The main content area is titled "Quizzes and Exams" and features a navigation bar with tabs: "Build Content", "Assessments", "Tools", "Partner Content", and "Discover Content". The "Assessments" tab is selected. Below the navigation bar, there is a list of assessment items:

- Online Quiz and Exam Time Windows**
Syllabus Quiz: Complete by Sun. June 1, 11:59 PM
Module Quizzes: Monday 12:00 AM - Sunday 11:59 PM
Online Midterm: Sun. July 6, 12:00 AM - Mon. July 7, 11:59 PM
Items will become available below during the scheduled time windows. Please be sure to complete them on time.
- Syllabus Quiz**
Please complete this quiz by the due date with a 100% score in order to proceed to Module 1.
- Module01 Quiz**
Availability: Item is no longer available. It was last available on Jun 12, 2014 11:59 PM.
- Module02 Quiz**
Availability: Item is no longer available. It was last available on Jun 15, 2014 11:59 PM.
- Module03 Quiz**
Availability: Item is no longer available. It was last available on Jun 22, 2014 11:59 PM.
- Module04 Quiz**
Availability: Item is no longer available. It was last available on Jun 22, 2014 11:59 PM.
- Module05 Quiz**
Availability: Item is no longer available. It was last available on Jul 2, 2014 11:59 PM.

A blue arrow with the text "Quizzes and online exams" points to the "Quizzes and Exams" section of the page.

Quizzes and online exams

TEACH

The screenshot shows a Blackboard eLearning interface. The top navigation bar includes the UT Dallas logo, 'eLearning', and 'My eLearning'. A left sidebar contains navigation options like 'Chat', 'My Grades', and 'COURSE MANAGEMENT'. The main content area displays a discussion board post titled 'Class Topic Discussion: Sept 30 - Oct 15' with an attached PDF 'Time Article.pdf'. Below the post is a list of other discussion boards, including 'Group Case Presentation 1' through '6'. A blue arrow labeled 'Discussion Boards' points to the list. The bottom of the browser window shows the Windows taskbar with several open applications and the system clock at 6:02 PM.

Discussion Board Title	Views	Replies	Participants
Class Topic Discussion: Sept 30 - Oct 15	103	0	47
Group Case Presentation 1	62	0	32
Group Case Presentation 7	35	35	18
Group Case Presentation 2	65	0	39
Group Case Presentation 3	91	0	41
Group Case Presentation 4	92	0	39
Group Case Presentation 5	68	0	36
Group Case Presentation 6	66	0	39

Discussion Boards

Properties of various discussions

TEACHING USING ELEARNING

The screenshot shows the Blackboard Learn interface for a course. The top navigation bar includes the UT Dallas logo, the course name 'eLearning', and the user's name 'Abhijit Biswas'. The main content area is titled 'Assignments' and features a sidebar with course navigation options like 'Course Homepage', 'Syllabus', and 'Learning Modules'. The main content lists three assignments:

- Group Topic Presentation**: Availability: Item is no longer available. It was last available on Jul 28, 2014 11:59 PM. Please submit a copy of the group presentation here by the due date of the each group presentation as scheduled in the syllabus. Also please be sure to post your presentation for class discussion under the designated topic area on the Discussion board.
- Group Written Assignment**: Attached Files: [MKT 6332 Gp assignmnt.doc](#) (27 KB). Please see the attached assignment sheet for details. The answers to the questions are to be submitted in the form of a 15-20 slides PPT presentation (no additional written report is needed).
- Peer Evaluation**: Attached Files: [Peer evaluation form.doc](#) (28 KB). Each student please complete and submit the Peer Evaluation Form by the due date.

A blue arrow points from the text 'Assignments Submission Page' to the 'Assignments' section of the page.

TEACHING USING ELEARNING

Needs Grading
Instructors can view attempts ready for grading or review on the **Needs Grading** page. Click **Grade All** to begin grading and reviewing immediately, or sort columns or apply filters to narrow the list. [More Help](#)

Grade All **Filter**

Category: All Categories | Item: All Items | User: All Users | Date Submitted: Any Date | **Go**
Enter dates as mm/dd/yyyy

11 total items to grade.

Category	Item Name	User Attempt	Date Submitted	Due Date
Test	Syllabus Quiz	[blurred]	June 4, 2014 4:14:51 PM LATE	June 3, 2014
Test	Syllabus Quiz	[blurred]	June 4, 2014 5:47:38 PM LATE	June 3, 2014
Test	Syllabus Quiz	[blurred]	June 4, 2014 5:58:28 PM LATE	June 3, 2014
Test	Syllabus Quiz	[blurred]	June 9, 2014 11:59:20 PM LATE	June 3, 2014
Assignment	Group Topic Presentation	Group 1	June 23, 2014 1:22:55 PM	
Assignment	Group Topic Presentation	Group 2	June 29, 2014 10:19:12 PM	
Assignment	Group Topic Presentation	Group 3	July 7, 2014 1:45:59 PM	
Assignment	Group Topic Presentation	Group 4	July 14, 2014 11:13:35 AM	
Assignment	Group Topic Presentation	Group 5	July 21, 2014 12:09:34 PM	
Assignment	Group Topic Presentation	Group 7	July 27, 2014 9:11:21 PM	
Assignment	Peer Evaluation	[blurred]	July 29, 2014 1:07:02 PM	August 4, 2014

Displaying 1 to 11 of 11 items | [Show All](#) | [Edit Paging...](#)

'Needs Grading' page

Peer Evaluation Form for Group Case Presentation & Assignments

Strictly Confidential

The purpose of this evaluation is to fairly assess the contribution of each member to the group effort, both towards the gp presentation as well as towards the gp assignment.

Each member will rate the relative contribution of all members in his/her group on a 10 pt scale. The average of these ratings will determine each students' "peer evaluation score". For instance, if you rate your own contribution 8, & the other members rate you 6, 7, 5 & 9, then your score will be 7.0.

If a member receives an average peer eval score of less than 7.0 that member will receive only PARTIAL credit for all group work

It is hoped that each member will be honest, impartial & objective in his/her evaluations.

The professor reserves the right to correct &/or discard evaluations that are questionable.

This form should be used for a combined peer evaluation for BOTH the Group case presentation as well as the Group written assignment.

Please use the scale shown below:

No contribution at all Max. contribution
1 2 3 4 5 6 7 8 9 10

Enter name of each group member:

Rate members on scale of 1 to 10:

Provide comments or justification for ratings(optional)

1. Your name here(yes, evaluate yourself):

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

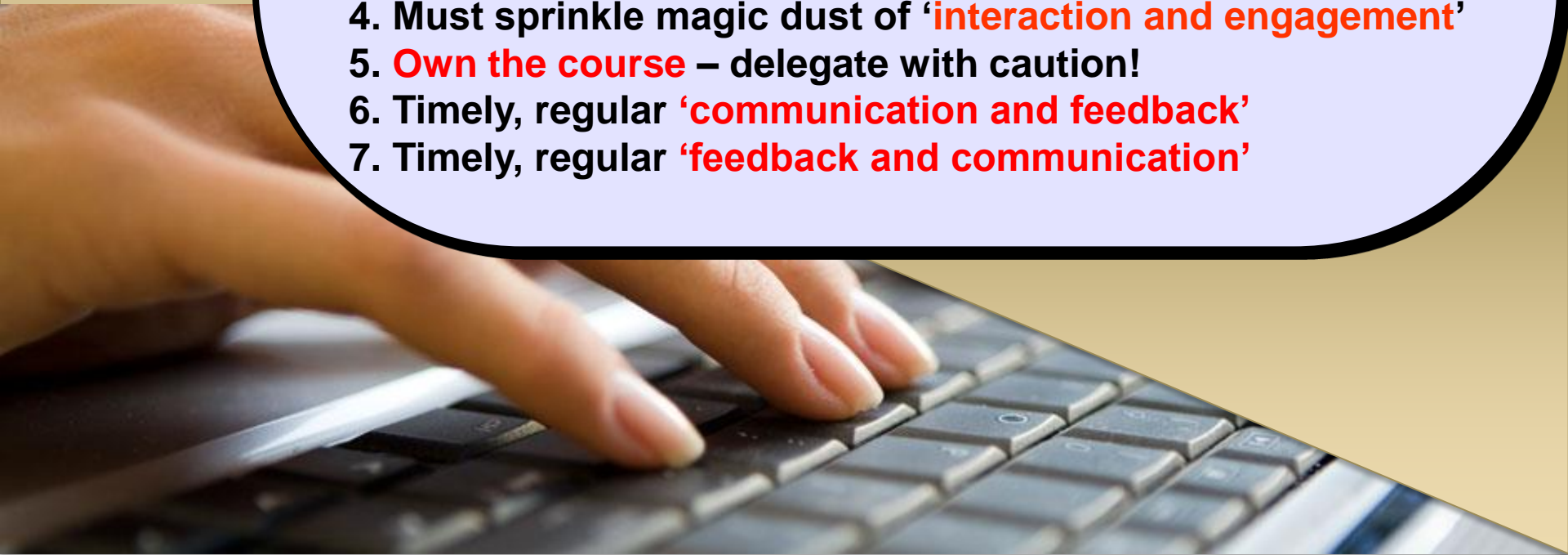
Please fill in this form & submit online by Friday, Apr 26 or in class on Apr 23.



Vital Lessons Learnt

Vital Lessons Learnt (The 'Big Seven')

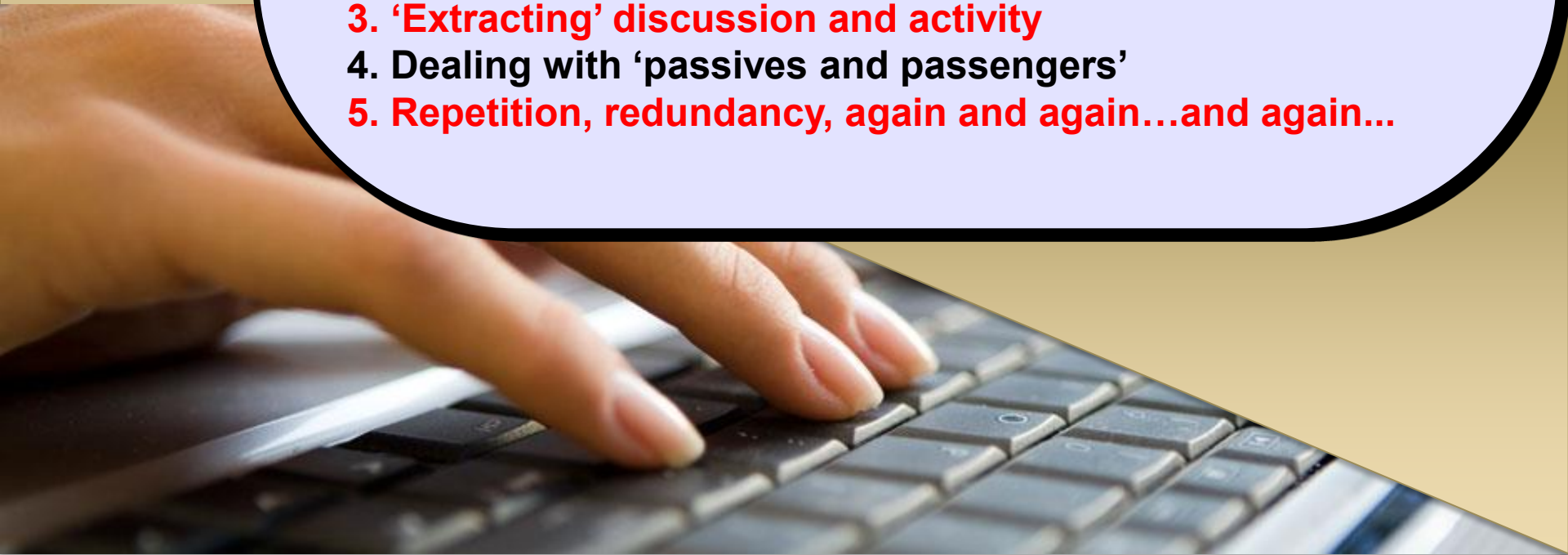
1. **'Structure'** is key
2. Solid **syllabus** is an absolute must
3. **Deliverables and evaluation** should be explicit and clear
4. Must sprinkle magic dust of **'interaction and engagement'**
5. **Own the course** – delegate with caution!
6. Timely, regular **'communication and feedback'**
7. Timely, regular **'feedback and communication'**



'Hurdles...not obstacles'

Challenges

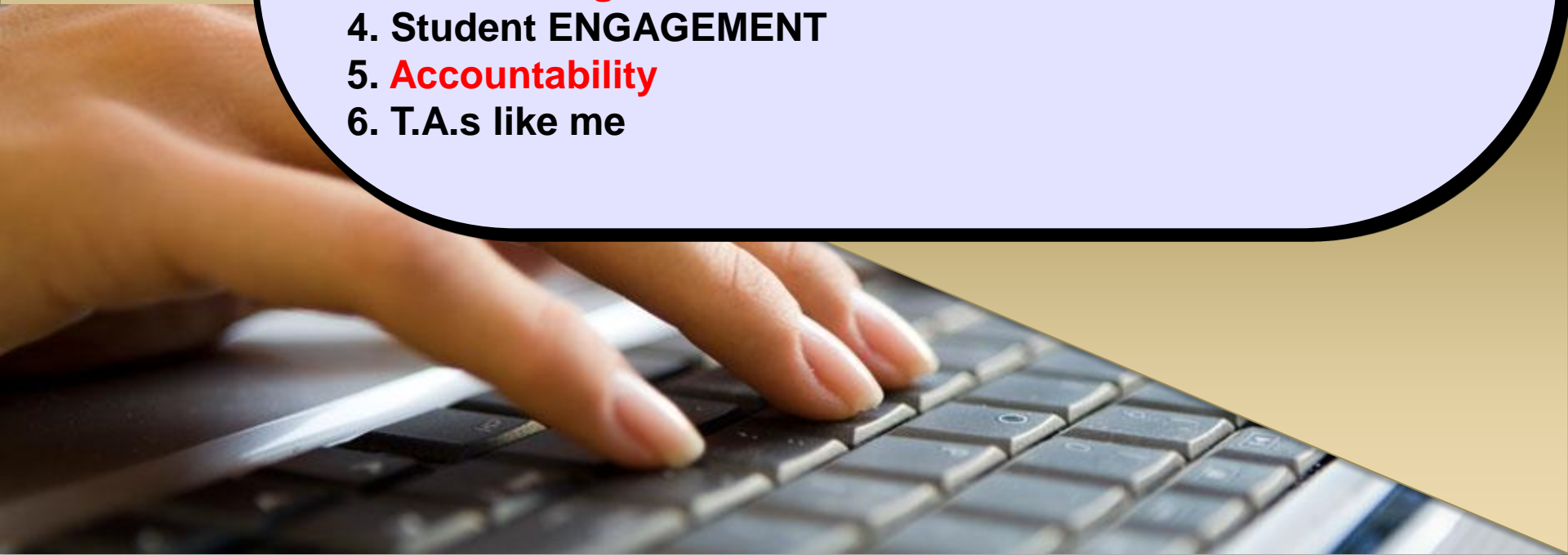
1. **Keeping students on track- week to week**
2. **Handling missed deadlines**
3. **'Extracting' discussion and activity**
4. **Dealing with 'passives and passengers'**
5. **Repetition, redundancy, again and again...and again...**



'Small Pains, Big Gains'

Benefits/Rewards

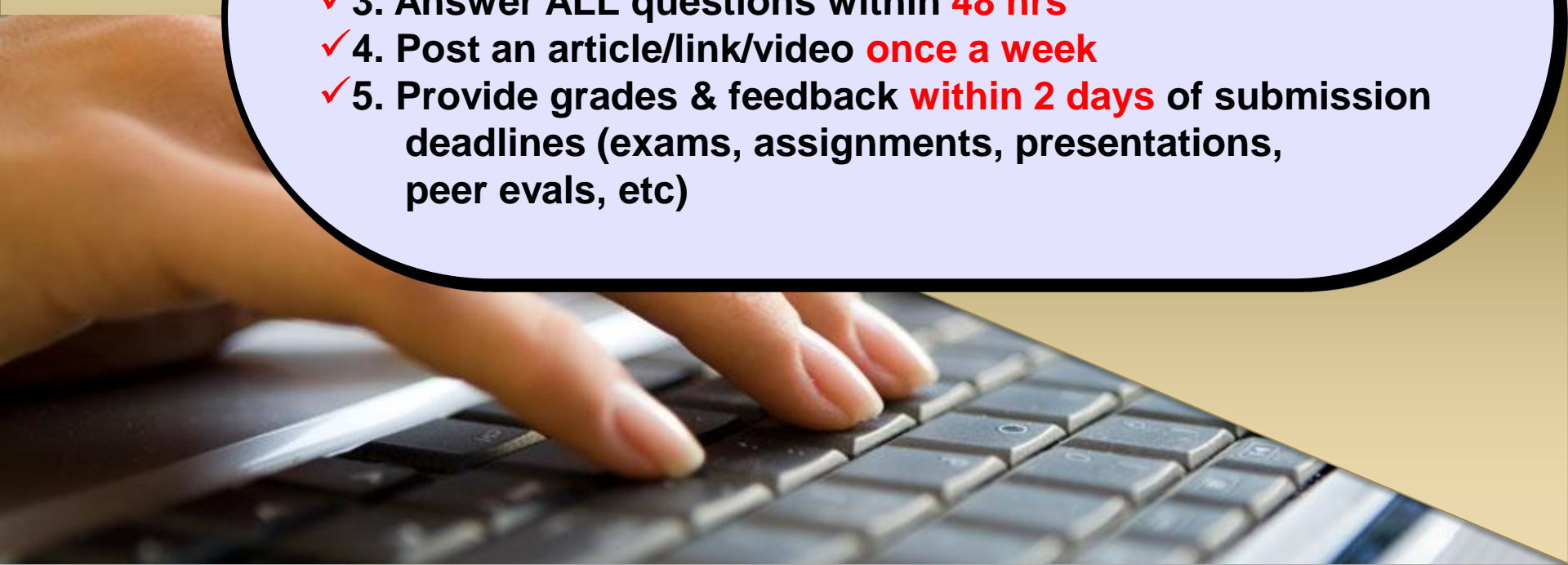
1. **Flexibility**
2. Easier Housekeeping
3. **Time savings**
4. Student **ENGAGEMENT**
5. **Accountability**
6. T.A.s like me



'Low Hanging Fruit'

My Course Checklist (not so 'secret sauce')

- ✓ 1. Monitor course site at least **once a day**
- ✓ 2. Post comments/announcements at least **once in 3 days**
- ✓ 3. Answer ALL questions within **48 hrs**
- ✓ 4. Post an article/link/video **once a week**
- ✓ 5. Provide grades & feedback **within 2 days** of submission deadlines (exams, assignments, presentations, peer evals, etc)



Future Possibilities?





Questions?

