

Strategic Playbook: Innovative Assessments that Drive Engagement

Introductions



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Objectives



1. Discuss innovative assessment strategies for increasing student engagement.



2. Design a modified version of an experiential learning assignment that can be adapted for their own online courses.



3. Identify at least one specific change they plan to make to their course.

Case Based Learning (CBL)

- What is it?
 - Students apply knowledge in realistic scenarios
 - Active, student-centered decision-making
 - Connects theory to practice
- What does CBL do?
 - Builds critical thinking & problem-solving
 - Supports knowledge transfer to real contexts
- Key to success
 - Well-designed cases: relevant, engaging, challenging, purposeful



Our Playbook

Student Feedback

- Completed an anonymous survey via Qualtrics.
- Offered extra credit to complete the survey.
- 55 out of 65 students completed the survey, though question response rates vary.

SmartBook Assignments

Read. Practice. Check understanding



Practice learning activity



Help students engage with and comprehend key text content



Graded to support accountability and consistent preparation

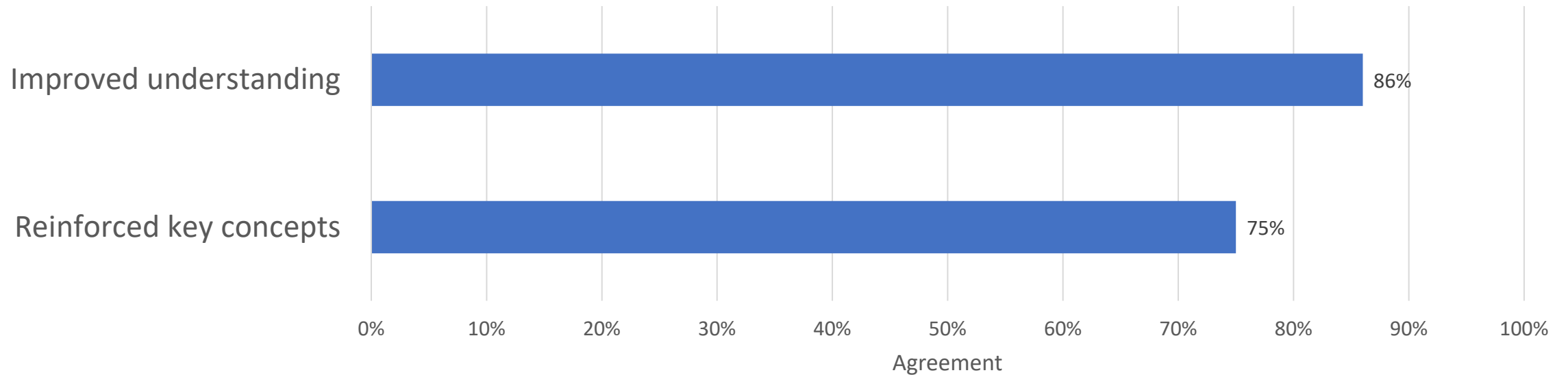
SmartBook Feedback

"Gave me the fundamentals for each chapter."

"Made learning easy and effective."

"Helped me apply concepts in role plays and discussions."

Effectiveness & Engagement



Mini Case Analysis

Analyze real companies. Apply strategy.



One case per chapter, based on original research



Students apply key strategy concepts to real business situations



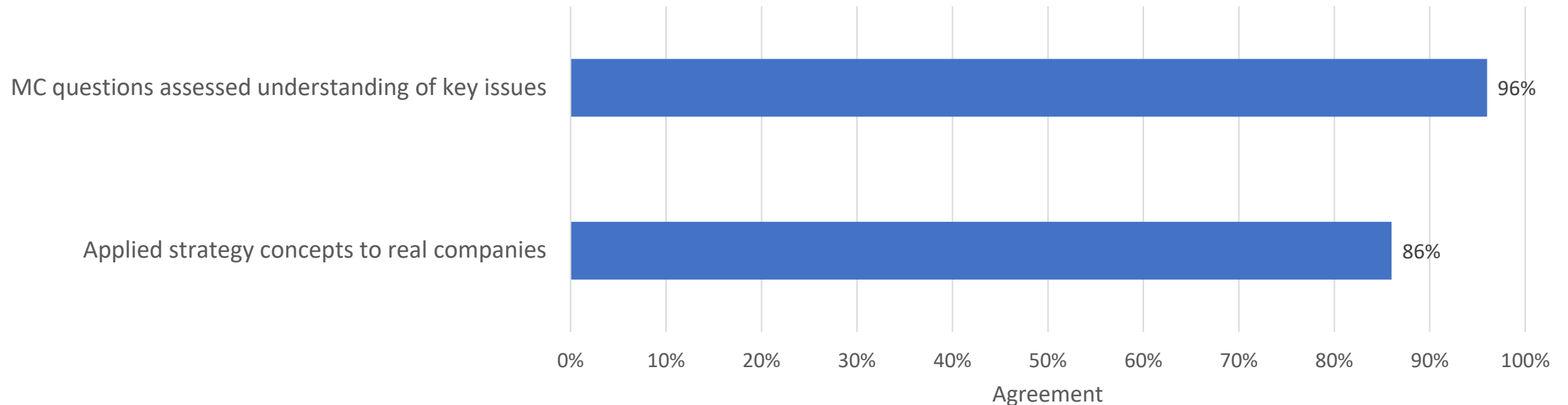
Follow-up multiple-choice questions check understanding of core issues

Mini Case Analysis Feedback

“Case Studies helped me apply strategic frameworks to real companies.”

“They improved my ability to make data-driven decisions.”

Effectiveness & Engagement



Role Play Assignments

Practice. Decide. See impact.



Learners engage in
realistic, decision-based
scenarios



Learners take roles to
complete strategy-focused
tasks



Multiple paths show
immediate consequence &
feedback



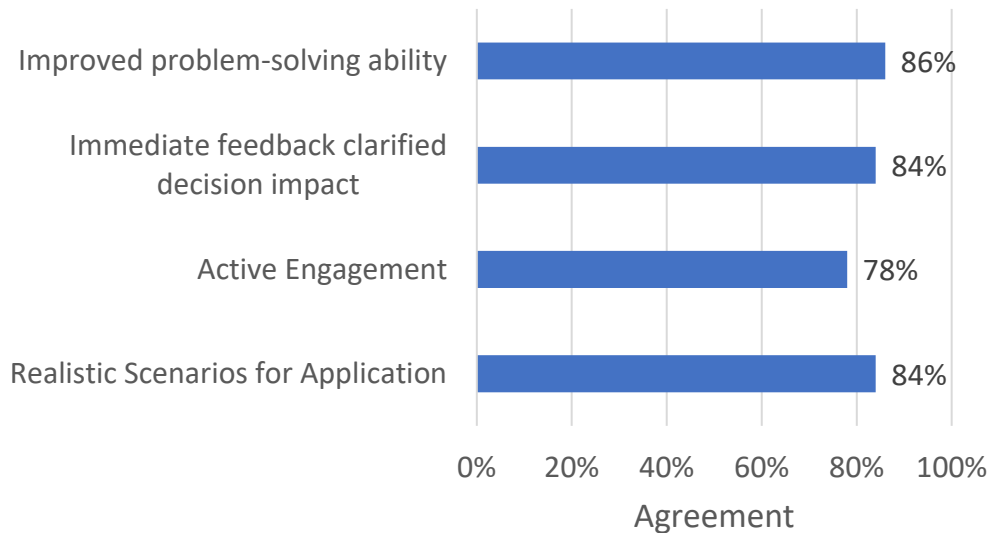
After – post a reflection to
the discussion board

Role Play Feedback

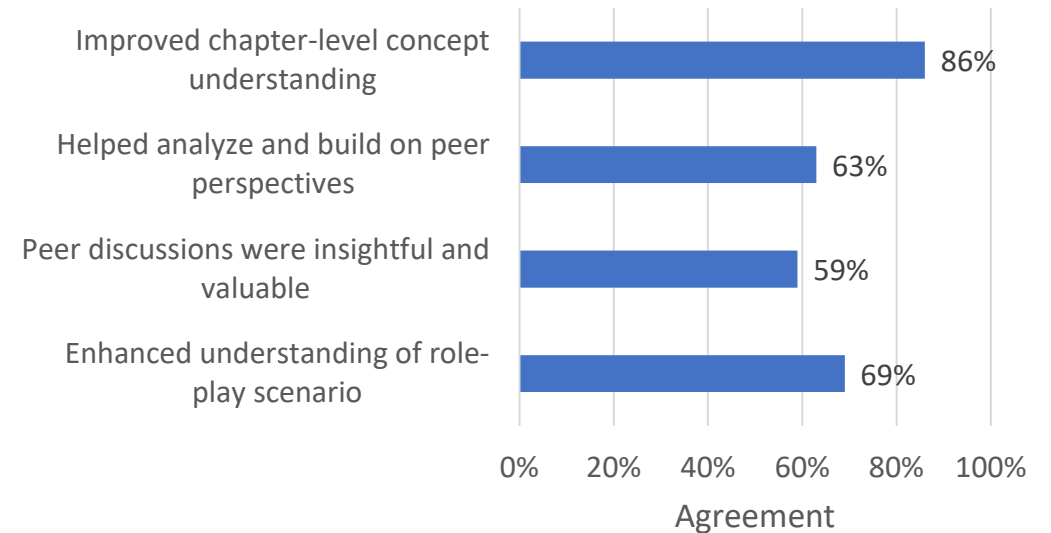
“Role plays put me in real business situations where I had to think critically under pressure.”

“Reflection helped me refine my decisions and learn from different perspectives.”

Effectiveness & Engagement



Follow-Up Discussions



Experiential Simulation

Decide under pressure. Learn by doing.



Immerses students in realistic
business strategy scenarios



Requires applying course concepts
to make informed decisions



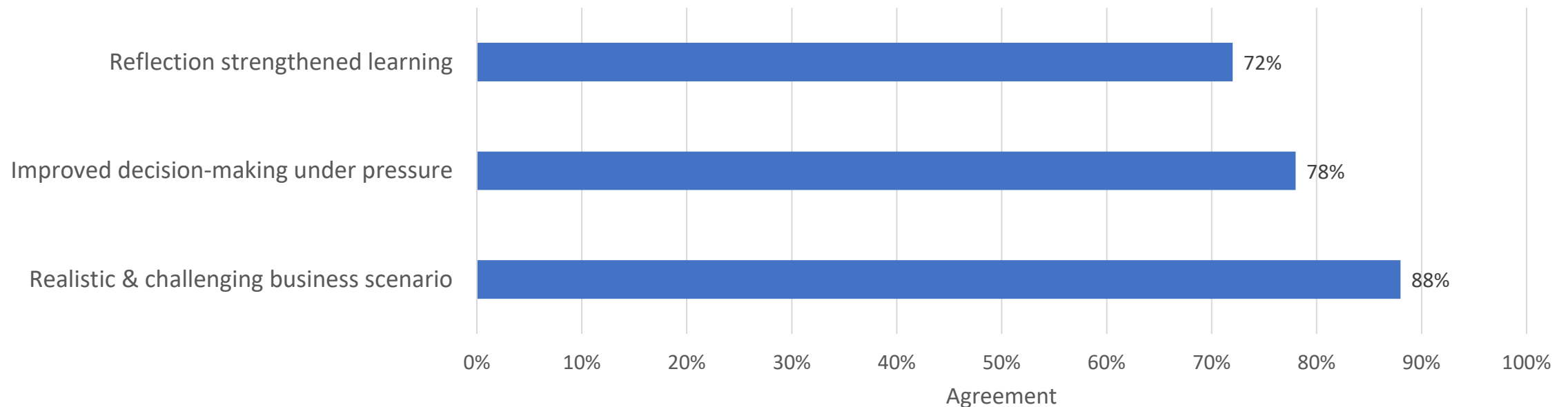
Post-simulation reflection deepens
learning and strategic insight

Experiential Simulation Feedback

“Helped me analyze real business situations and justify decisions using data.”

“Pressure make me think strategically about what was best for the firm.”

Effectiveness & Engagement

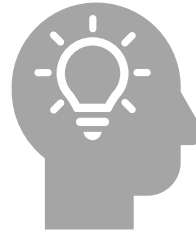


Collaborative Capstone

Analyze, recommend, defend



Two consulting teams propose
different strategic recommendations



Part I: Written report demonstrating
strategy analysis & formulation



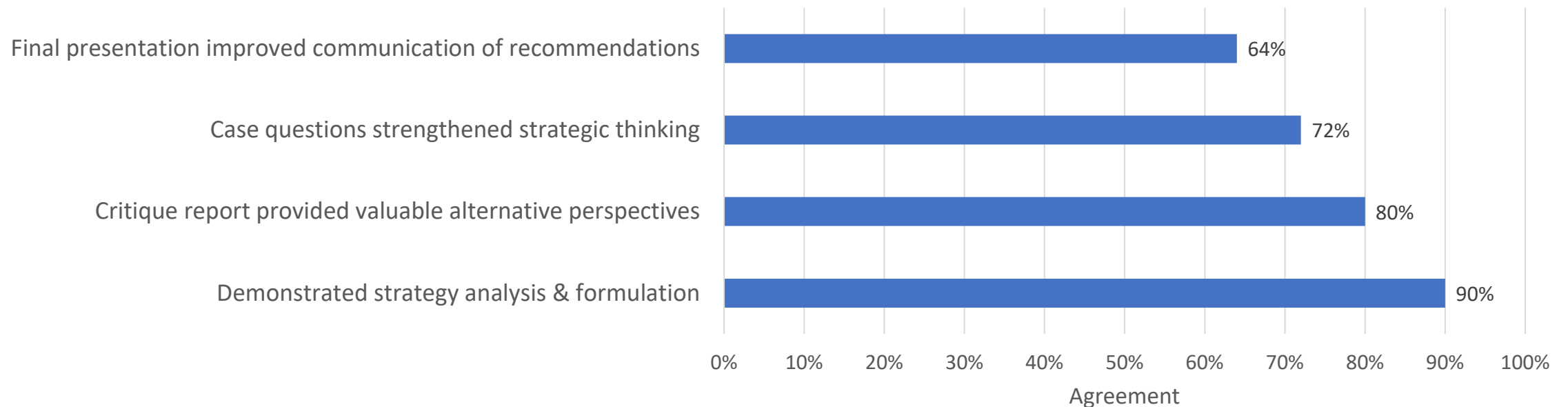
Part II: Class acts as executives,
questioning teams on
implementation

Capstone Feedback

“We had to weigh-term impacts, competitive position, and resources – like real managers.”

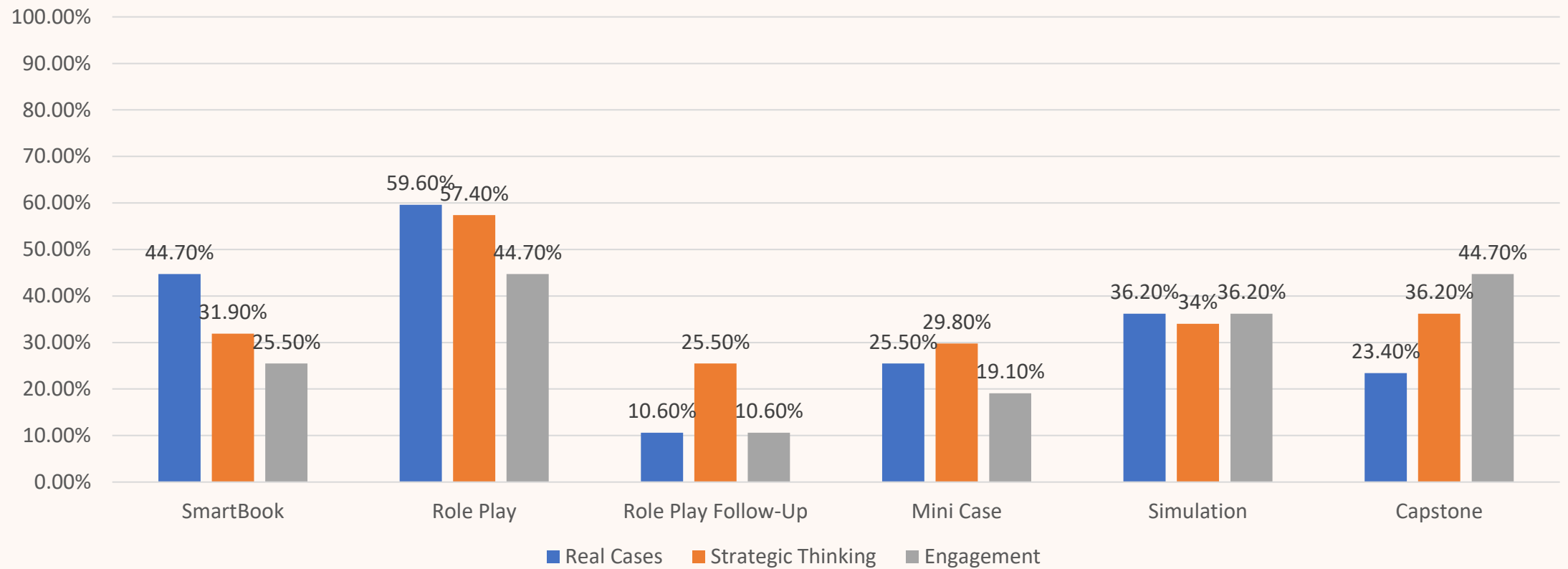
“Teamwork and peer reviews helped us benchmark and take new strategic perspectives.”

Effectiveness & Engagement



Student Feedback Insights

Top 2 Ranking Percentages by Activity



Active Learning




Collaborative Activity: Case Writing

- “Rules” for Case Writing (adapted from Herried 2007 & Lane 2007)
 - Identify the instructional role of the case
 - What objectives can be met through this assignment?
 - Where in the instructional sequence should the case be?
 - Identify your learners
 - How much do they know about the subject?
 - What do you want students to accomplish/achieve through the case?
 - Is this something that would benefit from group or individual work?
 - If groups, consider the following:
 - How many learners should be in each group?
 - Do you want them to set up group norms?
 - Group evaluations?
 - Focus on an issue and tailor to the learners
 - Make it relevant to the learner
 - Decide what information is necessary for the case
 - Case should be conflict provoking and/or decision forcing
 - Remember the case should justify the intention/purpose for the assignment but require students to think critically

Collaborative Activity: Template

- Scan this QR Code to access the template!
- You'll have 15 minutes to really think through your case.
- Try to be creative!





Let's Hear It:
We're here
for you!

- What did you come up with?
- Where did you struggle?
- What questions do you have about your case?



Actionable Steps

- Ways to incorporate case-based assessments in your course:
 - Identify which concepts in a course could benefit from case-based activities
 - Start small! Try mini-cases
 - Use existing OER repositories or modify real world events for your needs
 - Foster collaboration with discussions and/or group work
 - Ask students to reflect

Conclusion

- Efficacy of case-based learning
- Engagement building
- Utilizing multiple types of case-based assignments has proven beneficial from student perspectives



Questions

Thank you!