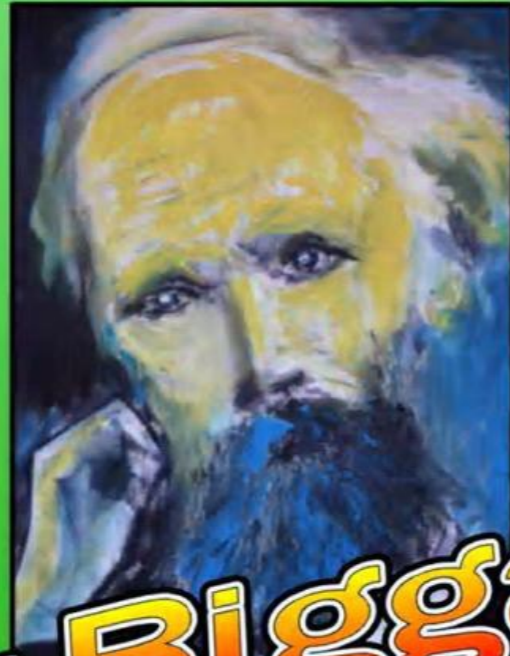


THE AMAZING ADVENTURES OF



Dr Biggam and his...

AUTOMATED FEEDBACK SYSTEM!!!

THE PROBLEM.... GIVING FEEDBACK TO OVER 500 STUDENTS

LEVE 2 UNDERGRADUATE MODULE: "MANAGEMENT & ORGANISATIONS"



OH NO, NO, NOOOOO!! IT'S TIME TO GIVE WRITTEN ASSESSMENT FEEDBACK!



IT TAKES SO LONG TO DO!

I WISH I KNEW WHAT MY COLLEAGUES WERE WRITING!

AND AS FOR STUDENTS...



I DON'T UNDERSTAND THIS FEEDBACK

SO MANY PROBLEMS...

- FEEDBACK WAS TIME-CONSUMING FOR STAFF
- DIFFICULTY THINKING UP COMMENTS
- INCONSISTENCY OF FEEDBACK
- POOR HANDWRITING
- FEEDBACK LACKING IN MEANINGFUL DETAIL
- NOT LINKED TO ASSESSMENT CRITERIA



NO, NOT ROBERT MITCHUM...BUT

THE SOLUTION...

IT WAS CUNNINGLY --- SIMPLE!



--- HE USED... WORD MACRO

INSTEAD...

DR BIGGAM AUTOMATED THE COMMENTS FOR EACH SET OF MARKING CRITERIA!!

AT THE TOUCH OF THE KEYBOARD - CTRL A1, A2, A3...CTRL B1, B2, B3... CTRL C1, C2, C3, ETC. - STAFF COULD CALL UP RELEVANT COMMENTS!!

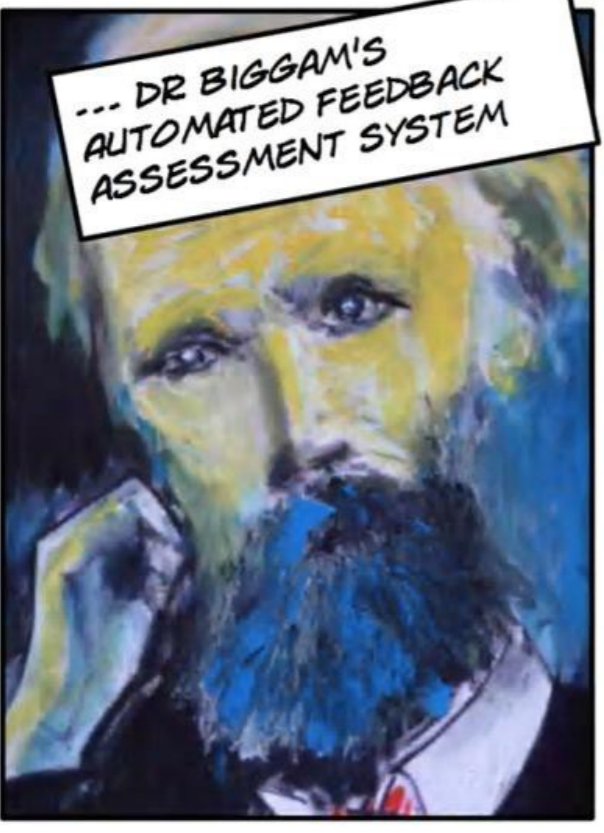
Area/Criteria	Mark Allocated	Mark Awarded
A. Introduction	15%	14
B. Introduction to chosen organisation	10%	6
C. Main Body	40%	12
D. Conclusion	15%	12
E. Structure, Presentation & Writing Style	10%	5
F. References	10%	7
Total	100%	56

Comments:
 Excellent, you have written a clear introduction to your report, explicitly identifying the purpose of the report, the importance of goals and mission planning to organizations, ending with an informative outline of the scope and structure of the rest of the report.
 You have given a satisfactory description of the organization but not included full details on all of the following: background information, mission, goals and environmental factors.
 Though meeting minimum requirements, your main body has a number of deficiencies. Theoretical discussion only touches upon key areas. The application to your chosen organization is nominally addressed, as is the impact of planning on your organization. You should provide more sources and take greater care when referencing.
 A very good conclusion, covering main findings and key issues.
 A satisfactory presentation that could be enhanced by more careful attention to structure, style of writing and report layout.
 Very good standard of referencing throughout. Harvard style used with only occasional lapses. More variety of sources required to support discussions in report.

THE RESULT? BETTER FEEDBACK... AND LESS STRESSED STAFF.



ALL THANKS TO... DR BIGGAM AND HIS AMAZING AUTOMATED FEEDBACK SYSTEM!!!



--- DR BIGGAM'S AUTOMATED FEEDBACK ASSESSMENT SYSTEM

NO MORE VAGUE FEEDBACK: Not a bad effort

OR POOR HANDWRITING: not your own ver 1 given words found maybe get dev. to send