

<b>College</b>	
<b>Name &amp; Role</b>	Lesley, Programme Leader Business
<b>Unit Name(s) &amp; Code(s)</b>	Behavioural Skills for Business (F84L 35) and Business Culture and Strategy (F7J7 35)– Alternative Enhanced Assessment
<b>Contents</b>	
<b>Learners</b> .....	<b>1</b>
<b>The Context</b> .....	<b>1</b>
Target Outcomes, Knowledge and/or Skills, Performance Criteria, Evidence Requirements .....	1
Existing approaches to assessment for the Unit are: .....	3
Staff experience/expertise in technology-enhanced assessment .....	4
<b>The Solution</b> .....	<b>4</b>
Description .....	4
Assessment Type: .....	4
Rationale.....	4
Technology & Delivery Setting .....	4
Resources and Tools Required .....	4
What the Tutor Does (and ICT skills required) .....	4
What the Students Do (and ICT skills required).....	5
<b>Outcomes</b> .....	<b>5</b>
Implementation and effectiveness.....	5
Student feedback .....	5
<b>Reflections &amp; Changes</b> .....	<b>5</b>

## Learners

### Description & Common Characteristics etc.

- HND Business students. They are a mixture of 19 students (6 males, 13 females, ranging from school leavers to mature students in their 30's). A large proportion of these students wish to continue their studies after HND Business and complete a degree/honours degree in Business (options for studying at Napier University and Heriot-Watt University).

## The Context

### ***Target Outcomes, Knowledge and/or Skills, Performance Criteria, Evidence Requirements***

### **BUSINESS CULTURE AND STRATEGY – F7J7 35**

### **Outcomes - Knowledge and/or Skills**

**Outcome 1 ANALYSE THE PROCESS BY WHICH MANAGEMENT CAN ASSESS THE CURRENT RELATIONSHIP BETWEEN THE ORGANISATION AND ITS EXTERNAL ENVIRONMENT.**

Knowledge and/or Skills

- Forces for change influencing organisations
- Relationship between an organisation and its environment
- SWOT analysis

**Assessed by Coursework** (combined with Outcome 5)

**Outcome 2 ASSESS THE RELATIONSHIP BETWEEN ORGANISATIONAL CULTURE AND ORGANISATIONAL BEHAVIOUR.**

Knowledge and/or Skills

- Elements of organisational culture
- Models of organisational culture
- Relationships between organisational culture and organisational behaviour

**Outcome 3 EXPLAIN THE INFLUENCE OF BUSINESS STRATEGY ON ORGANISATIONAL BEHAVIOUR.**

Knowledge and/or Skills

- Business strategies
- Business strategy and “strategic choice”
- Business strategy influences on organisational behaviour

**Outcome 4 EXPLAIN HOW TO MANAGE A BUSINESS STRATEGY.**

Knowledge and/or Skills

- Relationship between changes in business strategy and changes in the organisational environment
- Benefits gained from an effective business strategy
- Key issues when managing and changing a business strategy in an organisation
- Key factors when updating business strategy

**Assessment by Examination for Outcomes 2,3,4**

(NB this is combined with Behavioural Skills for Business F84L 35 see below - all 3 Outcomes)

**Outcome 5 ANALYSE HOW TO MANAGE CHANGE WITHIN AN ORGANISATION.**

Knowledge and/or Skills

- Role of management during the process of change
- Issues to be addressed by management during the process of change
- Influence of other contributing factors on the management of change
- Mechanisms for overcoming resistance to change

**Assessed by Coursework** (combined with Outcome 1)

## **BEHAVIOURAL SKILLS FOR BUSINESS –F84L 35**

**Outcomes - Knowledge and/or Skills**

**Combined Assessment**

**Outcome 1 ANALYSE THE MAIN ASPECTS OF THE MANAGERIAL FUNCTION IN ORGANISATIONS.**

Knowledge and/or Skills

- Role of the Manager
- Differences between manager and leaders
- Approaches to leadership

**Outcome 2 ANALYSE BEHAVIOURAL SKILLS/STRATEGIES USED BY MANAGERS.**

Knowledge and/or Skills

- Assertiveness skills
- Influencing strategies
- Negotiation strategies
- Meetings and briefings
- Conflict management

**Outcome 3 ANALYSE A SELECTION OF TECHNIQUES USED BY MANAGERS TO MANAGE THEMSELVES AND OTHERS.**

Knowledge and/or Skills

- Problem solving and decision-making
- Time management
- Dealing with stress

**Assessment by Examination for Outcomes 1, 2, 3**  
(combined with Business Culture and Strategy - Outcomes 2, 3 and 4)

***Existing approaches to assessment for the Unit are:***

- There is a new Alternative Assessment for the HN units Behavioural Skills for Business and Business Culture and Strategy that is being piloted 2014-2016. This combined assessment involves the students undertaking coursework (worth 40%) and an examination (worth 60% of the total marks) in order to pass the 2 units. Students must achieve a minimum of 50% in **each** assessment (i.e., coursework and examination) to pass the combined units.
- The examination consists of 2 parts (worth 80 marks in total):

- Part A consists of 20 multiple choice questions worth 20 marks
- Part B consists of 2 essays (each worth 30 marks) from a choice of 3 essays.
- This examination is currently paper-based.

### ***Staff experience/expertise in technology-enhanced assessment***

- Lesley– Programme Leader for Business, familiar with using Moodle and Turnitin as well as word-processing, spreadsheets and PowerPoint software.
- Russell - Computing Graduate, member of Technology Enhanced Learning team, Computing Lecturer.

## **The Solution**

### ***Description***

- Proposed that the multiple-choice Part A of the existing examination be made into a Moodle quiz. This will be automatically marked to ensure 100% accuracy and consistency of marking across all papers and across all Centres undertaking the exam.
- Part B of the examination allows the students to upload their electronic submission through Turnitin in Moodle. Students can type up their responses to Part B and when completed, submit this electronically. This means that the entire exam is computer-based. Students can also see check their originality of their submission.
- Students will be given 2 hours to complete the examination with an extra 15 minutes to upload their work. At any time during the examination they may upload their essays and they also have the option of re-uploading if they make changes, provided this is within the assessment time.

### ***Assessment Type:***

- Summative

### ***Rationale***

- This will enable Centres to use the online quiz rather than issue questions in paper form and have to manually mark the paper. This reduces time spent marking and also reduces the risk of human error in the marking of the students' answers.

### ***Technology & Delivery Setting***

- Computer access for each student for the examination. Would need to allow students the opportunity to use the Quiz feature of Moodle prior to the assessment. It is suggested that Lecturers arrange for students to have examination Logins that only give them access to the Moodle assessment site and Word (this ensures that they do not have access to the Internet or their own files).

### ***Resources and Tools Required***

- Students require access to computers with Moodle and Word software.

### ***What the Tutor Does (and ICT skills required)***

- Able to access Moodle and manage the Quiz tool to support and assess students.

### ***What the Students Do (and ICT skills required)***

- Ability to access and use Moodle.
- Familiarity with Online Quiz facility in Moodle to answer questions and submit their attempt.
- Ability to use Word software and upload their submission through Turnitin.

### **Outcomes**

#### ***Implementation and effectiveness***

##### Part A Quiz and MCQ

Converting the existing paper MCQ to a Moodle Quiz is relatively straightforward as the hard work in creating the MCQ has already been done and there is dedicated technical support so that took the load off the lecturer

##### Part B Essay in exam conditions

Exam questions are in Moodle – released to students who then have access to Word software and 2 hours to type their essay and submit it through Turnitin / Moodle

#### ***Student feedback***

##### Quiz and MCQ

Exams not scheduled until next year so feedback was not available

#### **Reflections & Changes**

Exams not scheduled until next year so feedback was not available at time of writing.