

# Automated Feedback and GenAI in Assessment



# Agenda

**13:45 – 13:50** – Introductory word and housekeeping

**13:50 – 14:15** – Workshop 1. **Automated Feedback**

**14:15 – 14:20** – Break

**14:20 – 15:00** – Workshop 2. **Gen AI in Assessment**

# Who am I?



**"My main focus at RSM is to integrate educational technologies within pedagogical frameworks and instructional design methodologies to modernize teaching practices and enhance learning experiences."**



# Workshop 1

## Automated Feedback



# Workshop 1. Automated Feedback

## **Self-written feedback: (a practical exercise) (15 min.)**

- A practical exercise using a traditional feedback method.

## **Automated Feedback Demo (4 min.)**

- Demo video on automated feedback.

## **Mentimeter Activity (5 min.)**

- Interactive round up activity to compare both feedback approaches.

# Workshop 1. Automated Feedback

## Self-written feedback: (a practical exercise) (15 min.)

- In this exercise, we'll use the traditional feedback method to provide as detailed feedback as possible within our time constraints.

### *The Role of Corporate Social Responsibility in Sustainable Business Practices*

In the contemporary business landscape, the concept of corporate social responsibility (CSR) has garnered significant attention as companies strive to balance profit-making objectives with social and environmental concerns. This essay explores the role of CSR in fostering sustainable business practices and its implications for organizational performance and societal impact.

Firstly, embracing CSR initiatives enables companies to align their operations with ethical principles and stakeholder expectations. By integrating social and environmental considerations into decision-making processes, businesses can mitigate risks, enhance reputation, and build trust among customers, investors, and communities. For instance, sustainability reporting and responsible supply chain management initiatives demonstrate a commitment to transparency and accountability, fostering long-term relationships with stakeholders.

Secondly, CSR initiatives can drive innovation and competitiveness by stimulating product development, process optimization, and market differentiation. Companies that prioritize sustainability not only reduce costs through resource efficiency but also tap into emerging markets and consumer preferences for eco-friendly products and services. Moreover, engaging employees in CSR activities fosters a sense of purpose and engagement, contributing to enhanced productivity and retention.

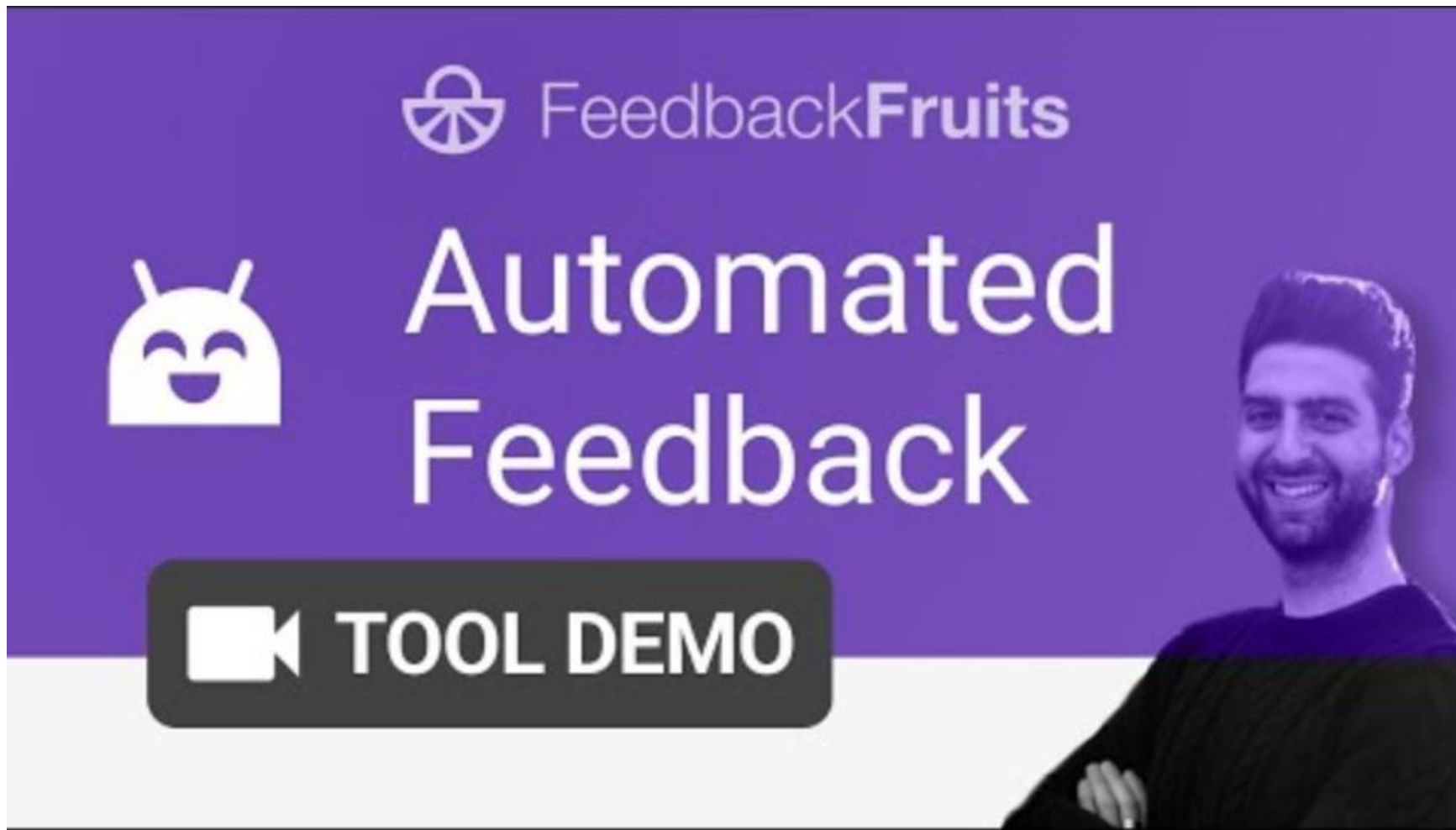
In conclusion, corporate social responsibility serves as a catalyst for sustainable business practices, driving value creation for both organizations and society at large. As businesses navigate complex challenges such as climate change, inequality, and ethical dilemmas, embracing CSR becomes imperative for long-term success and societal well-being.

Criteria	Excellent	Good	Needs Improvement
<b>Content &amp; Depth</b>	Exceptional understanding of strategic management principles in the digital age. Comprehensive analysis with insightful examples and relevant scholarly sources.	Solid grasp of strategic management concepts in the digital era. Adequate analysis supported by examples and references.	Adequate understanding of strategic management principles but lacks depth in analysis or examples. Limited scholarly references.
<b>Clarity &amp; Structure</b>	Exceptionally clear and well-structured essay. Logical flow of ideas, with seamless transitions between paragraphs.	Clear and well-organized essay. Coherent structure with evident transitions between sections.	Mostly clear and adequately structured essay. Some sections may lack coherence or smooth transitions.
<b>Argument &amp; Analysis</b>	Persuasive argumentation supported by thorough analysis and critical thinking. Demonstrates a nuanced understanding of the topic.	Strong argumentation with insightful analysis. Presents logical reasoning and evidence to support claims.	Presents a coherent argument with adequate analysis. Some gaps in reasoning or evidence may be present.
<b>Language &amp; Mechanics</b>	Exemplary command of language. Writing is articulate, precise, and free of errors.	Writing is clear and mostly free of errors. Language is appropriate and effectively communicates ideas.	Writing is generally clear but may contain occasional errors or awkward phrasing. Language usage is adequate. <sup>6</sup>

# Workshop 1. Automated Feedback

## Automated Feedback Demo (4 min.)

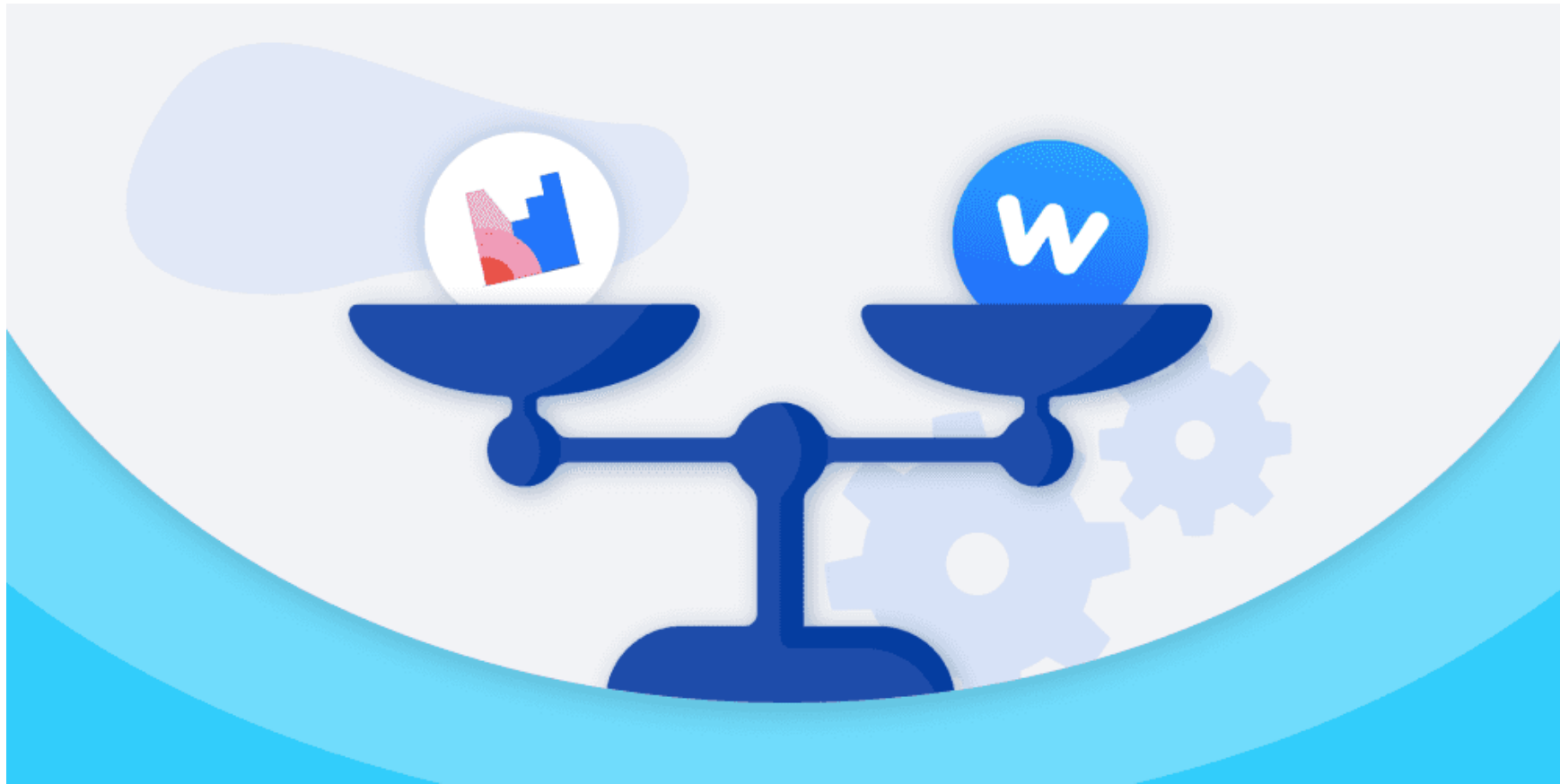
- In this video, we will witness firsthand how automated feedback systems can revolutionize how educators engage with their students' work.



# Workshop 1. Automated Feedback

## Mentimeter Activity (5 min.)

- We will conclude this workshop by comparing and evaluating the usefulness and workload reduction of self-written and automated feedback approaches.





# BREAK



# Workshop 2

## Gen AI in Assessment



# Workshop 2. Gen AI in Assessment

## Brainstorming Prompts and Curating Output: (a practical exercise) (20 min.)

- Work in groups, pairs or individually.

## Discussion (20 min.)

- Sharing prompts' outcomes and insights and the rationale behind choices and the potential effectiveness of prompts.

# Workshop 2. Gen AI in Assessment

## Brainstorming Prompts and Curating Output: (a practical exercise) (20 min.)

- Work in groups, pairs or individually.
- Based on the assigned criterion, generate **three prompts**.
- **If in the role of a student**: These prompts should help generate clear, original, and relevant information/output to refine a particular area/topic of their thesis.
- **If in the role of a teacher**: These prompts should help evaluate student work (thesis) and provide constructive feedback.
- Curate the desired output; adjust or rework the prompt if you think the result is not what you were seeking.

# Workshop 2. Gen AI in Assessment

## Discussion (20 min.)

- Sharing prompts' outcomes and insights and the rationale behind choices and the potential effectiveness of prompts.

## Guiding Questions:

- What challenges did you face while creating the prompts?
- How can these prompts aid students in improving their thesis work?
- How can these prompts help teachers in providing more effective and quicker feedback?
- What are the potential benefits and limitations of using AI-generated prompts in assessment?



# Thank You for Your participation!

