

Assessment Briefing Project

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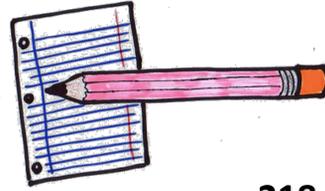
Executive Summary

Our project aims to improve the communication between students and staff regarding the assessment briefings provided at Westminster Business School. Various assessment briefings were analysed. Overall, WBS students seem to be satisfied with the information provided in current assessment briefings, but they are convinced there is space for improvement.

Every opinion counts!

Methods

Desk research



218 students completed
A 12-question survey

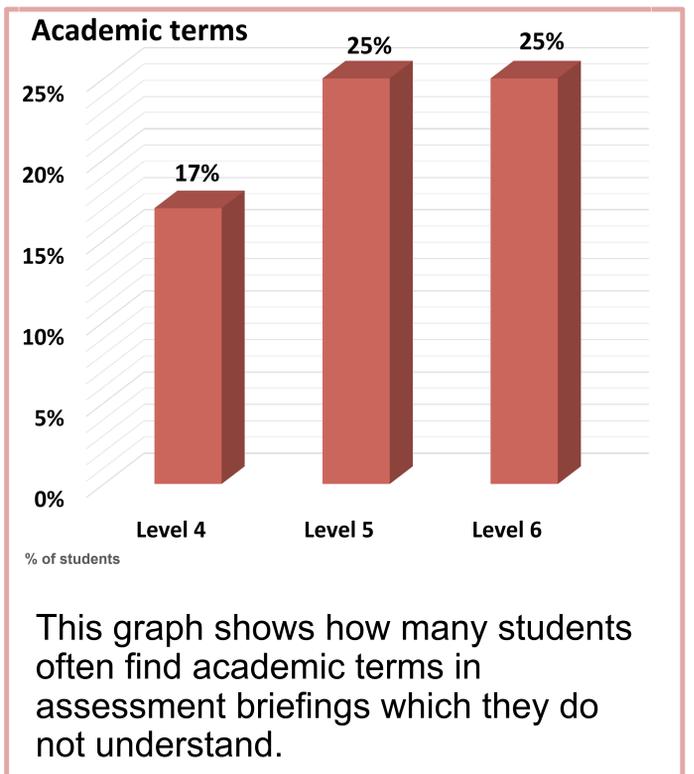
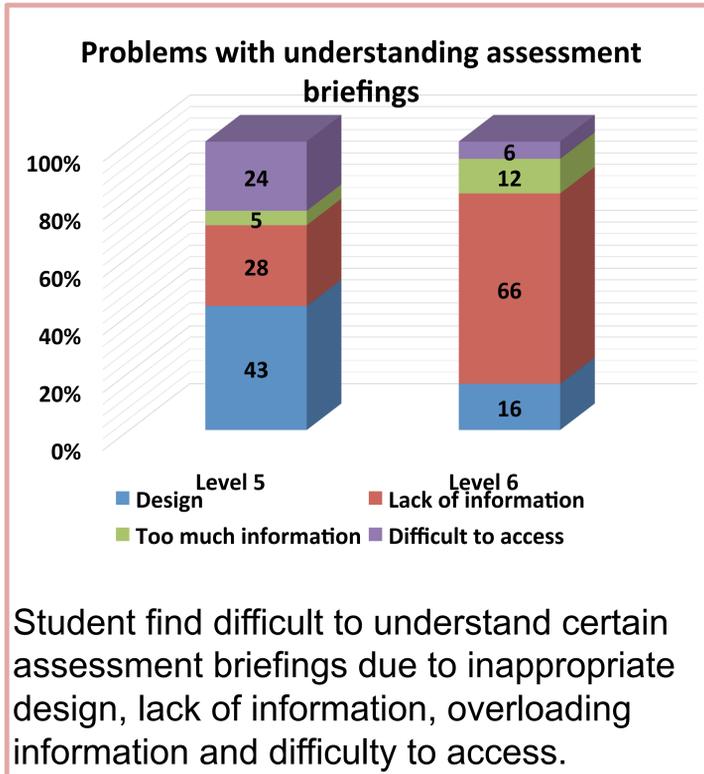
A focus group:
5 students



Results

Students suggest

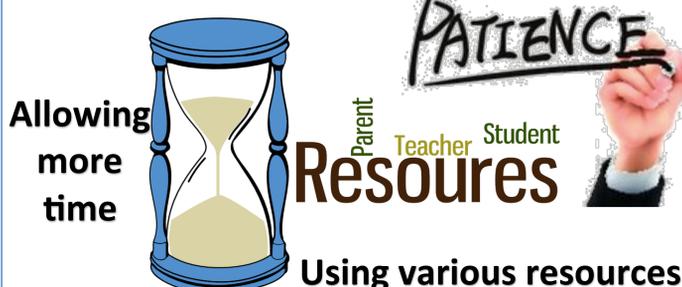
- The deadline and the task should be visible and on the first page
- The assessment briefing should not be longer than 2-3 pages
- Any additional information which cannot fit within 2-3 pages should be in a separate 'assessment guide'
- The students would prefer for all assessment briefings to be based on **the same template**, which all modules would follow to prevent unnecessary confusion



- 21%** of all questioned students do not always read assessment briefings whilst preparing for the assessment
- 75%** of level 5 students received lower marks due to misunderstanding of the assessment briefing
- 43%** of all questioned students read the assessment briefing more than 3 time until they fully understand it

Recommendations

Our recommendations for future research would be:



To create a WBS assessment briefing template; and let the students participate in the design

Acknowledgements

We would like to sincerely thank every single person that helped our project succeed.



All 218 students

The whole academic staff



especially *Evgeniya Macleod*