

# ***Planning and Designing Effective Projects***

**Frontiers in Services  
Doctoral Consortium  
October 23, 2003**

**Amy R. Rodie, Ph.D.  
Interim Associate Dean  
Associate Professor of Marketing  
University of Nebraska at Omaha**

## Value of Projects

- ❑ The one(s) who do the work, earn the learning !!
- ❑ Students do the work when held accountable for it
- ❑ Students accept accountability when there are consequences (scores, grades)
- ❑ Learning requires grading (sorry.....)

# Purpose of Project

- ❑ Identify and verbalize the purpose
- ❑ Incorporate your own values

## Example:

- Focus on customer
  - Ask the customer
  - Skill development
- 
- ❑ Apply course concepts
  - ❑ Integrate concepts into broader context

# The Project

- Be innovative
- Make it interesting and fun
- Engage students' creativity
- Make cheating difficult

## Facilitate Student Success

- Team size (3-members)
- Consider assigning the teams
- Students respond to accountability
- Incorporate peer accountability
  
- Respond promptly
- Be flexible should need(s) become apparent

# Grading Issues

- ❑ Assess your own style and comfort zone
- ❑ Assess level and needs of students
- ❑ Plan your measures up-front
- ❑ Return graded material in class
  - BEFORE making grades available on-line

## Develop Grading Templates

- ❑ Encourages grading consistency
- ❑ Provides more specific feedback
  - Clarifies importance of content and presentation
- ❑ Speeds grading process (yea!!)

## Extra-Credit ??

- Develop your policy before the course begins
- Include your policy on the syllabus
- Stick to your guns

**Examples...**