

CARDIFF BUSINESS SCHOOL

Logistics & Operations Management Section

Innovation Case Study

The Feedback Fortnight Initiative

Applied to Programmes:

MSc Logistics and Operations Management

MSc International Transport

MSc Marine Policy

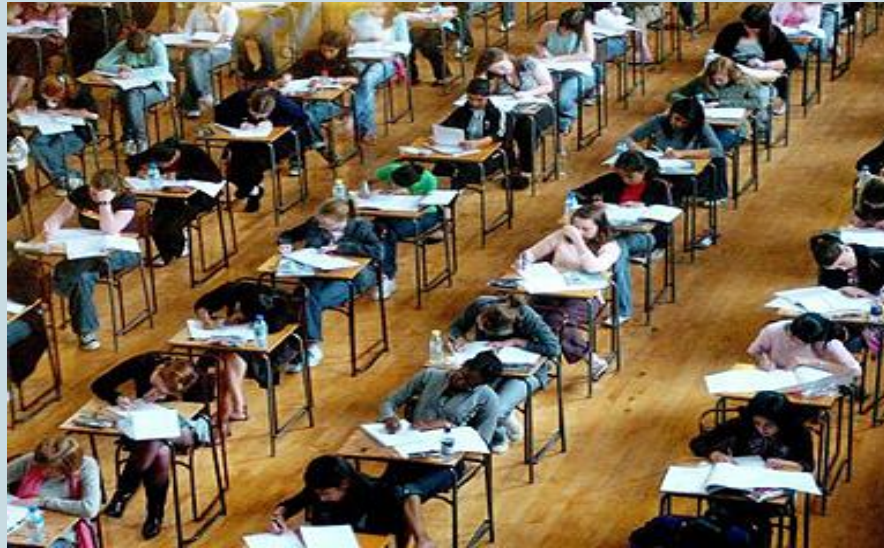
Logistics and Operations Mgt.

Perhaps not surprisingly,
we believe in:



**Continuous
Improvement
achieved
by
applying:**



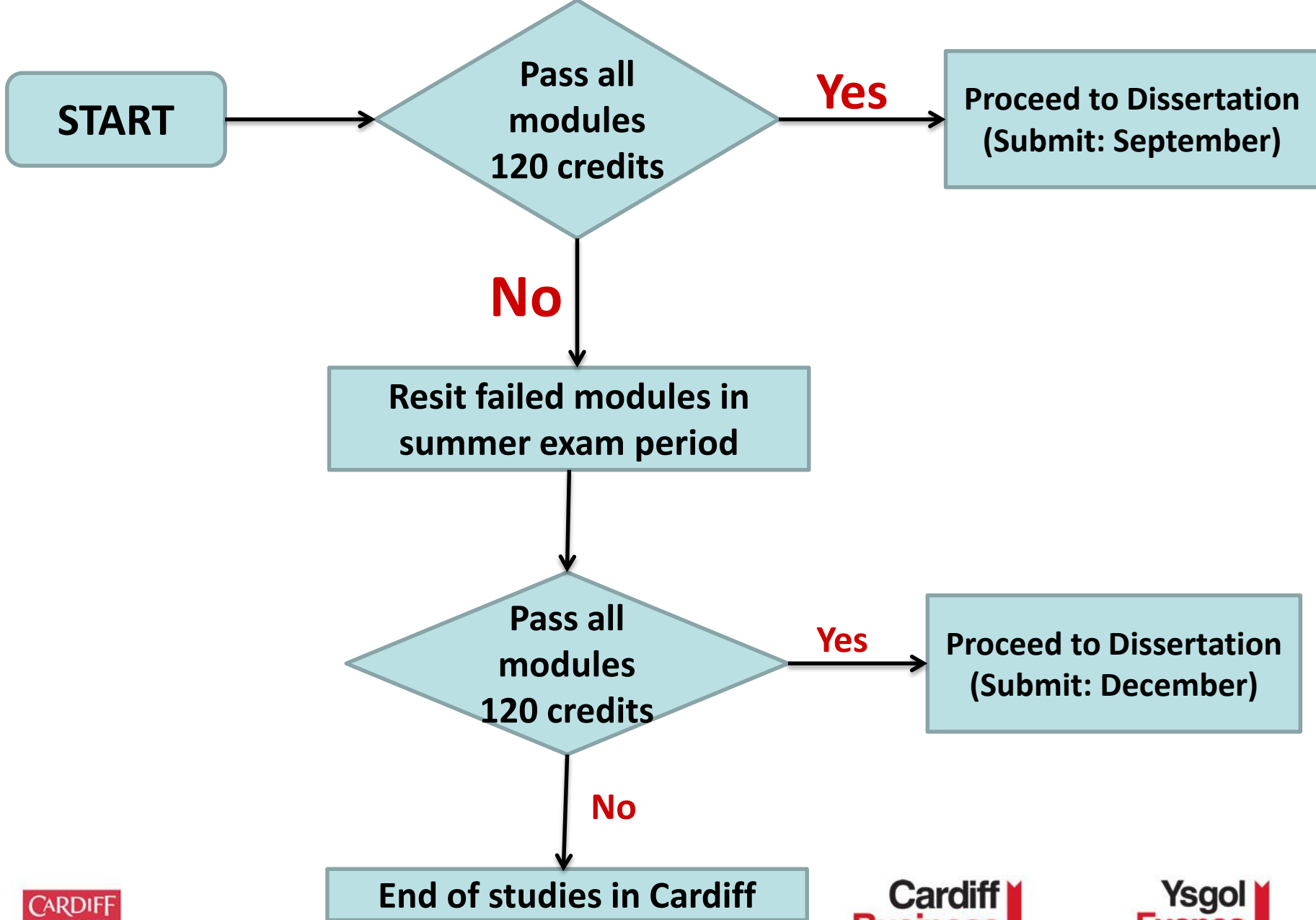


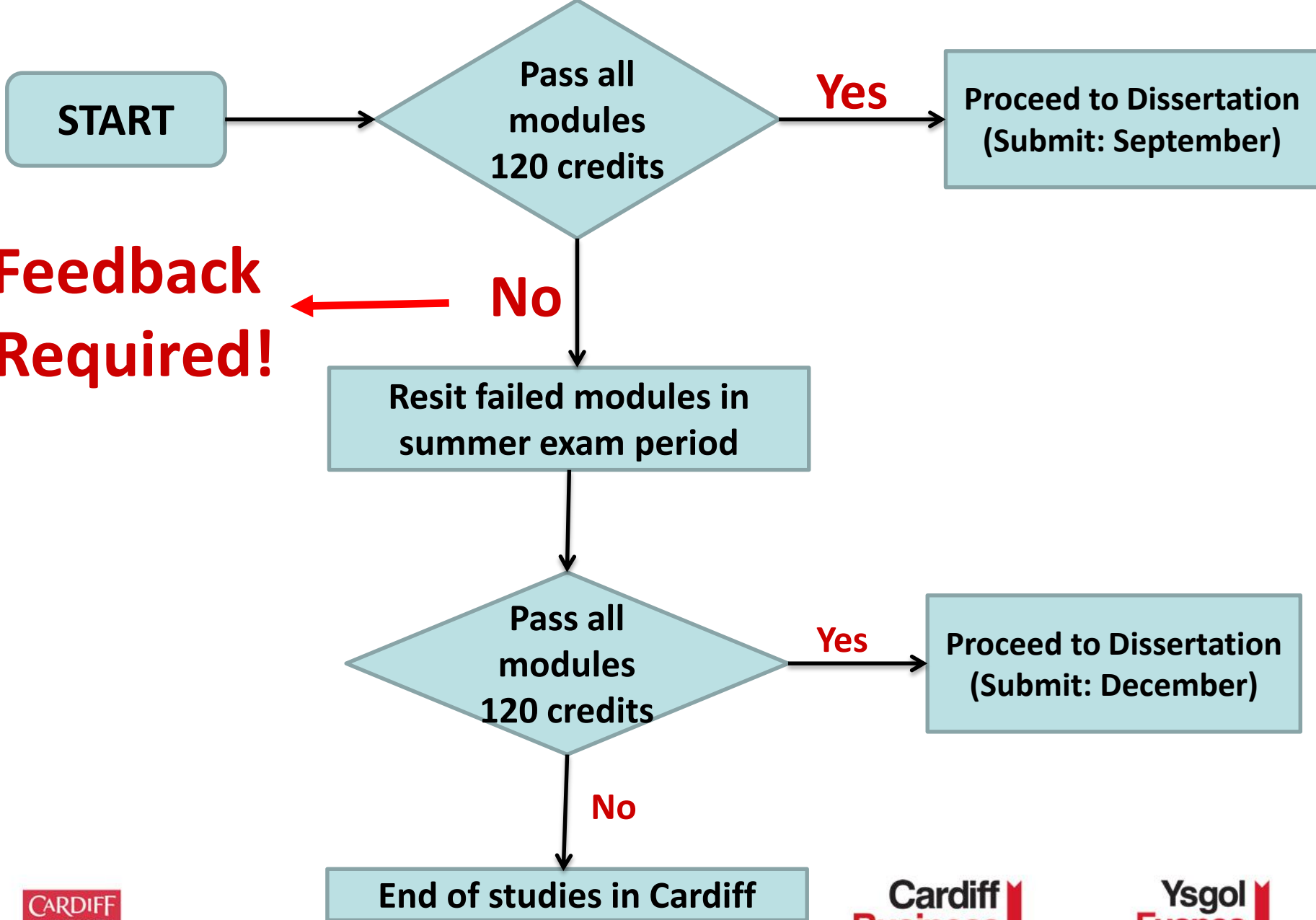
BUT!

After the exams the Continuous Improvement Cycle was Broken.

Feedback was:

- Haphazard**
- Ad hoc**
- Inconsistent**
- Inefficient**





Feedback Fortnight

Introduced with the Aim:

***To Streamline and Rebrand the Exam Feedback
Process for all Students who had Failed one
Module or More***

Steps Taken

1. **Agree** with Registry a results publication date
2. **Plan** in lecturers' diaries dates over a two week window to see students with exam scripts
3. **Establish** processes with the student hub to obtain exam papers for student/staff meetings
4. **Communicate** the processes to students



Exam Feedback

- We anticipate exam results will be sent to you around **Wednesday 1st July**
- From this date we will be running:

FEEDBACK FORTNIGHT

Wednesday 1st July – Wednesday 15th July

(supported by a video from the Programme Director)

Feedback Fortnight

Message to Students

If you fail a module, we recommend that you take up the opportunity to request individual feedback on your exam:

- Please contact lecturers during this period
- Lecturers will be available on selected dates to review the marked exam script with you
- You can then identify what you did well and **where you could improve to pass the module at the resit exam**
- Please note: you are not able to take the exam script away

Value of Feedback Fortnight

- Well received by all (**students, faculty, support staff**)
- Majority of students took up the offer
- Feedback system was more:
 - **Efficient**
 - **Effective**
- Reinforced our positive reputation for Feedback and Student Support



Feedback Fortnight

A Simple, Scalable Idea

that Fully Supports our

Continuous Improvement Philosophy



Thank You for Your Attention

Any Questions?