

Assessment SWOT analysis: resource overview

Collection: Assessment

Learning outcomes

After this activity, you will

1. be aware of a range of different types of assessment that are used in English Studies.
2. have thought in detail about the relationship between assessment method and a particular module.
3. be aware of the importance of tailoring assessment methods to particular modules.

Overview

'SWOT analysis' is a technique developed by management consultants at Harvard in the 1960s. It involves making lists for a given plan of action under four headings that together make up the acronym 'SWOT': 'Strengths', 'Weaknesses', 'Opportunities' and 'Threats'. In this activity, you will be using a SWOT analysis to evaluate the relationship between assessment and the content of a specific module.

Choosing a new assessment method for a module--whether just new to the particular module or new to your whole experience of teaching--is a process requiring a considerable amount of planning and care. It is easy to decide enthusiastically to use an innovative assessment method (perhaps after hearing about it at an educational development event), and plough on regardless. Assessment methods, though, will vary in their 'reusability': what worked for a lecturer in another institution, teaching on a very different type of course, might not work for you. This might be for all sorts of different reasons: it might simply prove too costly in terms of physical, human or financial



1 | This resource is part of a set of professional development resources for Higher Education English (including English Literature, English Language & Creative Writing) called 'The Pool'. The resources were developed by the English Subject Centre in 2011 as part of a JISC/HEA Open Educational Resources (OER) Project.

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resources; it might come at the wrong stage in the degree, requiring qualities or skills your students have yet to develop; it might simply conflict with institutional or departmental priorities. Not all of the obstacles there will necessarily be insuperable. But it will be good to get them clearly to the front of your mind so that when planning your teaching you can think of ways of circumventing them.

These activities are designed to help you to think in detail about some of these considerations. As well as encouraging you to look critically at new types of assessment, it might also help you to come up with fresh, better assessment methods yourself.

Activities within this resource

- SWOT analysis: group activity
 - SWOT analysis: individual activity
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Resources in the Assessment Collection

- Assessment: introduction to the collection
- Assessment audit: resource overview
 - Auditing English: individual activity
 - Auditing English: group activity
- Designing and running innovative assessments: resource overview
 - Creative assessments in Literature: outcomes, criteria: individual activity
 - Creative assessments in Literature: outcomes, criteria: group activity
- **Assessment SWOT analysis: resource overview (*you are here)**
 - SWOT analysis: individual activity
 - SWOT analysis: group activity
- Mix and match: resource overview
 - Matching assessment to outcome: individual activity
 - Matching assessment to outcome: group activity
- Creative assessment: resource overview
 - Creative criticism
- Feedback and marking strategies: resource overview
 - Marking exercise: individual activity



- Marking exercise: group activity
- Computer-aided assessment: resource overview
 - Writing multiple-choice questionnaires: individual activity
 - Writing multiple-choice questionnaires: group activity
- What is assessment for? : resource overview
 - Balancing the interest groups: individual activity
 - Balancing the interest groups: group activity



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