* 3 steps in value delivery process
* Choosing which value is most important to customers
* Delivering the value
* Communicating the value
* 10 Types of Assessment
* Summative comes from the word summary. The summative assessment arrives at the very end of the learning sequence and is used to record the students overall achievement at the end of learning. The primary objective summative assessment is to measure a student’s achievement post instructions or learnings.
* Examples of summative assessment II midterms and final papers and examinations which give overall knowledge test of the student at the end of the learning. The summative assessment gives an insight into an overall scenario of the understanding of the student regarding particular learning or a topic. Summative assessment helps to answer the questions like what happened and what went wrong at the end of the learning.
* The United States uses summative assessment all over their educational institutes. Summative assessments have more weight compared to formative assessments. Questionnaire service interviews testing’s and projects are few of the methods used to measure Summative assessment.
* Formative Assessment
* Formative assessment includes a variety of formal and informal assessment procedures which are used by teachers in the classroom so that they can modify the teaching an improve the student’s attention retention and his learning activity.
* The primary objective of formative assessments is to involve the attention of the students and help them achieve their goals. It is performed in the classroom and determines the strengths and weaknesses of students. The routine question during the teaching of a lesson is an example of formative assessment.