

**IED07**

## **USE OF PHOTOGRAPHIC IMAGES FOR ASSESSMENT IN APPLIED BUSINESS DISCIPLINES**

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### **Abstract**

In business schools, test questions are rarely based on photographic images. Yet, photography is not only a powerful tool for learning but also for assessment of learning. Authenticity, richness of detail and other features make photographic images a viable tool to create a context for asking a variety of questions on different levels of Bloom's taxonomy of educational objectives, not only about what is in the picture but also what is not. In this pedagogical presentation, the possibilities that photography opens for use in tests are explored based on several years of teaching experience in the supply chain program.

### **Conference Track**

Innovative Education