

**The Beckham Effect: Possible questions to promote group discussion; example marking form and criteria for marking individual contributions to the group discussion**

1. How are revenue and sales of shirts related? How are costs and sales of shirts related?
2. You should have constructed a linear function representing monthly production costs. How would you interpret the intercept and slope in practical terms?
3. Can you explain what the term “break-even point” means?
4. What is your “Post-Beckham” profit function?
5. Can you give a practical interpretation of the intercept and slope for your “Post-Beckham” profit function?
6. You have some data on monthly number of shirts sold and monthly profits.
  - a. How might you investigate the relationship between these two variables using the data?
  - b. What is the nature of the relationship between these two variables? How do you think they are *correlated*?
  - c. What techniques do you know about for quantifying or modelling the relationship between these two variables?
  - d. Do the data conform to your “Post-Beckham” profit function?
7. Would it be sensible to use any of your mathematical or statistical models to estimate profit from monthly shirt sales right now, this month?

**Marking form for assessed group discussions**

---

Tutorial group (e.g, A, B, ..., H):

Case study title: \_\_\_\_\_

Group Members:	Mark:
_____	<input type="checkbox"/>

- Criteria for marking the assessed group discussions**
- 
- Make the students feel relaxed – tell them this is an assessed group “chat”, not a *viva voce*!
  - Start off by asking them to tell you anything they like about the case study!
  - Generally, respond in a positive manner to whatever the students might say – don’t forget, they might be shy and self-conscious
  - If a student says something incorrect, politely steer them towards the correct answer/statement
  - Don’t “grill” individual students; use the questions to promote a group discussion
  - Only award a mark of zero if a student says nothing, or consistently says something that is completely wrong, with no persuasion of otherwise
  - Generally, try to adopt the following marking criteria:
    - 0 = no participation
    - 1 = minimal
    - 2 = active
    - 3 = exceeded expectations...