

AI-HED
Artificial Intelligence in Higher Education Teaching and Learning

FINAL EVENT

From Improvisation to Effective Integration:
AI in Teaching and Learning in Higher Education

Amsterdam, 6th October 2026

Amsterdam University of Applied Sciences

ESCS SCHOOL OF COMMUNICATION AND MEDIA STUDIES

University of Applied Sciences for Business & Society BFI Vienna

foi UNIVERSITY OF ZAGREB FACULTY OF ORGANIZATION AND INFORMATICS VARAŽDIN

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Assessment in the age of AI

Beyond the cat-and-mouse game

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Main research question

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"How do we design assessment so that, even with AI available, grades provide credible evidence of learning?"

- We'll explore this question split in three roles
- Each role tests the question from a different perspective

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Workshop setup

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- A structured role-play
- All tables work on the same assignment
- Each table works on a different assessment format
- Each table's participants take different perspectives

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The three perspectives

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Three roles per table:

- **Cat:** teacher / assessment designer
- **Mouse:** student using AI strategically
- **Housekeeper:** management / institutional perspective

Choose your roles now

The aim is not for one role to win, but to improve the assessment design

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The Cat

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Guiding question:

- How can I gather credible evidence that the intended learning actually took place?

→ Focus on the link between learning, evidence, and grade
→ Do not simply add more control
→ Make learning visible without creating an assessment monster



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The Mouse

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Guiding question:

- How can I use AI to meet the assessment requirements with minimal learning?

→ Use AI to stress-test the relationship between grade and learning
→ Exploit AI, not unrelated forms of misconduct
→ You do not need to cheat or “*win*”, your goal is to stress-test!



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The Housekeeper

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Guiding question:

- Can this assessment remain feasible, scalable, fair, and compliant within institutional constraints?

→ Challenge excessive workload, complexity, or bureaucracy
→ Keep the focus on AI-related constraints
→ Protect the balance between validity and feasibility



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Game structure

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Total game time: 30 minutes

- Round 1: Understand the assessment (5 minutes)
- Round 2: Mouse stress-tests (7 minutes)
- Round 3: Cat redesigns (8 minutes)
- Round 4: Housekeeper challenges and final redesign (10 minutes)

After the game, debrief

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Course assignment to assess

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- Your task is to develop a strategy to introduce **Glossier**, a beauty brand selling make-up and skincare products, to the Dutch market.

- Find out who would buy its products, what matters to them, and why they would choose **Glossier**. Use these insights to develop a market entry strategy: who to reach, what to tell them, and how to get their attention.

- Bring your ideas to life with an example, such as a social media post or a short advertisement. Create a convincing launch plan and explain why you think it will work.

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Tables will be split in assessment type

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- Written report
- Group presentation with oral defence
- Professional product: storyboard of an online video to support the product launch

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Remember!

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Main research question:

"How do we design assessment so that, even with AI available, grades provide credible evidence of learning?"

- Follow the guidelines from the handout!

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Round 1:
Understand the assessment

- Goal: agree what learning the assessment is meant to evidence, and where AI may affect that evidence

- 5 minutes

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Round 2:
Mouse stress-tests

- Goal: identify how AI could help students meet the assessment requirements with minimal learning

- 7 minutes

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Round 3:
Cat redesigns

- Goal: strengthen the evidence of learning without simply adding controls or banning AI
- 8 minutes

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Round 4:
Housekeeper challenges & final redesign

- Goal: test whether the redesigned assessment is feasible, scalable, fair, compliant, and proportionate

- 10 minutes

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Plenary discussion: debrief

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Return to the main research question

How do we design assessment so that, even with AI available, grades provide credible evidence of learning?

- Each table shares one key lesson from the game

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AI-HED Team

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