

Product Name **MyAccountingLab**

Course Name **Principles of Accounting I**

Credit Hours **Three**

Key Results After the course was redesigned so that MyAccountingLab homework contributed 20 percent to the course grade, average homework completion rates skyrocketed from 20 percent to 95 percent, and student gains—A/B rates, retention, and test grades—all increased.

Text

Accounting, 9e, Charles Horngren, Tom Harrison, and Suzanne Oliver

Implementation

In order to master accounting, its skills must be practiced. For this reason, I want my students to do a lot of homework, but the majority of them won't do the work unless it's collected and graded. Unfortunately, the time it takes to grade the amount of homework necessary to make a difference is prohibitive. When I tried assigning homework but not collecting it, the result was a lot of low exam grades and a high dropout rate.

In 2008, the grade point average for accounting courses was 2.3 (out of 4.0), compared with a departmental average of 2.7 and a college average of 2.8. Furthermore, students were not progressing through the Principles of Accounting course sequence: close to 35 percent of students dropped or failed Principles of Accounting. I knew we had a problem, and I started actively looking for a solution. While attending a conference, I saw a MyAccountingLab demonstration. When I saw the tutorials, the level of support, and the immediate feedback, a whole world opened up. I piloted the program in summer 2008 and was convinced enough to implement it immediately.

With MyAccountingLab, instructors can quickly mine homework data to learn where students are having problems and to customize instruction. Instead of looking out at a room of students who have no idea what we're talking about, my instructors now see a room of students with the lightbulb on in their heads.

The program particularly has made a difference in our online sections. Our classes used to be solely one-dimensional: read the book, do the problems. Now we have DemoDocs, videos, and a host of other interactive and multimedia content. In addition, multimedia resources can be used during class or outside of class for a quick review of the concepts.

Assessments

75 percent	Tests
20 percent	MyAccountingLab homework
5 percent	Participation

Results and Data

Within the first year, it became clear that the MyAccountingLab course redesign was effective. The A/B rate increased from 37 percent to 49 percent, and the drop/fail rate decreased from 34 percent to 23 percent (figure 1).

Test grades improved after adoption of MyAccountingLab. However, most of the improvement was on the problem section of the tests, with a much smaller improvement on the multiple-choice portion. To address the disparity, I added multiple-choice questions to the homework. After this change, I saw a significant increase in performance on the multiple-choice portion of the exams, with performance increasing from the first test through to the last (figure 2).

I used to have about 20 percent of my students doing homework. Now I have 95 percent. Those students who don't do well in the class simply aren't using the program.

“With MyAccountingLab, I can complete homework anywhere I have Internet access. Although I still consult my text frequently, I can learn just about everything in the text by using MyAccountingLab and its resources.”

—Student

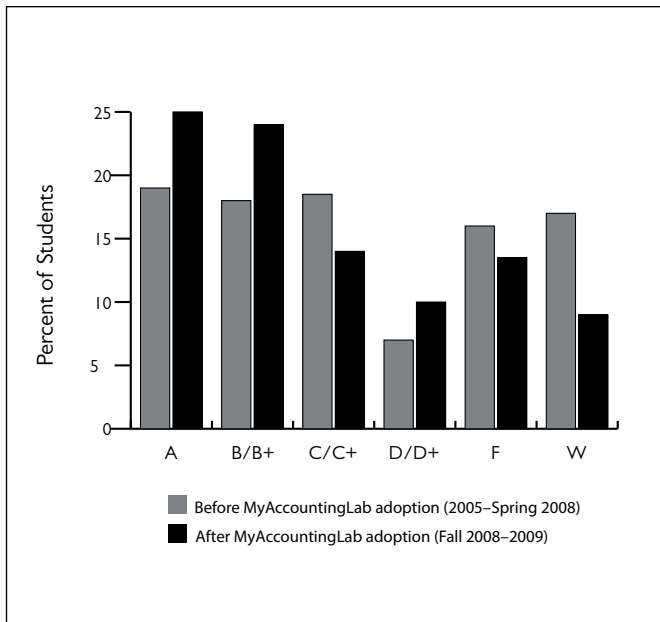


Figure 1. Principles of Accounting I Grade Distribution before and after MyAccountingLab Adoption, 2005–2009

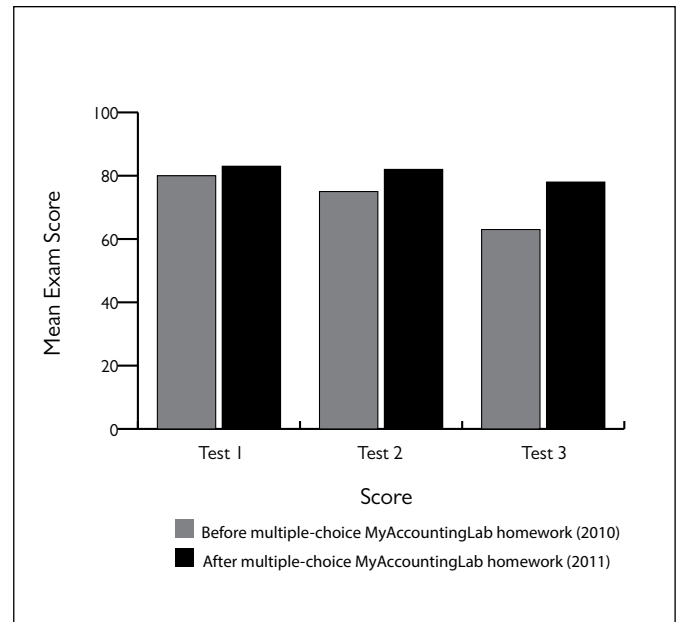


Figure 2. Average Principles of Accounting I Scores on Multiple-choice Test Questions before and after Addition of Multiple-choice Homework Questions, 2010–2011

“At the end of every semester, student survey responses unanimously indicate that students believe that the program is absolutely worth it and that they would spend the money again.”

The Student Experience

At the end of every semester, student survey responses unanimously indicate that students believe the program is absolutely worth it and that they would spend the money again.

MyAccountingLab provides students with enough practice that they understand the bigger picture and can build a solid foundation on which to build more and more knowledge. The interactive nature of the program keeps students engaged by making learning exciting for them: students think it’s more fun to work online than it is with paper and pencil, and they perceive

that MyAccountingLab and the skills they learn from the program are more relevant to how they’d work in a real-world work environment.

Conclusion

With MyAccountingLab, students are much more successful in Principles of Accounting, as well as in other accounting courses. In addition, instruction has become much more interactive and learner centered.

Based on the successful redesign of the Principles sequence, MyAccountingLab is now also in use in the school’s cost accounting, auditing, and tax classes.

*Submitted by Kate Demarest
Carroll Community College*