

Product Name **MyAccountingLab**

Course Name **Managerial Accounting**

Credit Hours **Three**

Key Results MyAccountingLab saves time previously spent on grading and leaves more time for developing and implementing learning activities and assisting individual students. As a result, students become more engaged in the course content and score higher on the exams.

Text

Managerial Accounting, 2e, Karen Braun, Wendy Tietz, and Walter Harrison Jr.

Implementation

Managerial Accounting is required of all business majors at Salt Lake Community College—approximately 600 students a year. The goal of the course is to introduce students to managerial accounting and begin providing them with the skills they will need to evaluate manufacturing costs within a company. Topics include job, activity-based, and process costing; fixed- and variable-costing tools; break-even analysis; budgeting; balancing scorecards; and the time value of money.

I adopted MyAccountingLab in fall 2009 mostly because of the program's immediate feedback on homework problems. I was also very impressed with the Study Plan and its ability to build student understanding of concepts with which they have the most difficulty.

I assign required homework for 20 percent of the final course grade, as well as media assignments and recommended homework assignments that do not contribute to the course grade. I also strongly recommend that students use the Study Plan, through which they can earn extra credit. In my opinion, the Study Plan is a magical tool that gives students the additional practice they need to master the concepts.

With the time I save grading homework, I develop learning activities for my students and give them more individualized attention. In addition, when students email me with problems in a particular homework assignment, I can see exactly where they are running into difficulty. This helps me respond more appropriately to each student. What's more, makeup exams are now easier to administer.

Assessments

- 60 percent MyAccountingLab exams (seven)
- 20 percent Final exam (proctored in testing center)
- 20 percent MyAccountingLab homework

Students may earn up to 25 extra-credit points (approximately 2 percent of the course grade) based on their percentage completion of the Study Plan.

Results and Data

It's very clear to me that MyAccountingLab is an effective learning resource that measurably impacts our students' success.

- We give a standardized Managerial Accounting final exam. Initially, we used MyAccountingLab in some sections but not all. When we compared final exam scores in the sections in which MyAccountingLab was fully deployed with sections in which it was not, the final exam scores were 3 to 10 percent higher in sections using MyAccountingLab.

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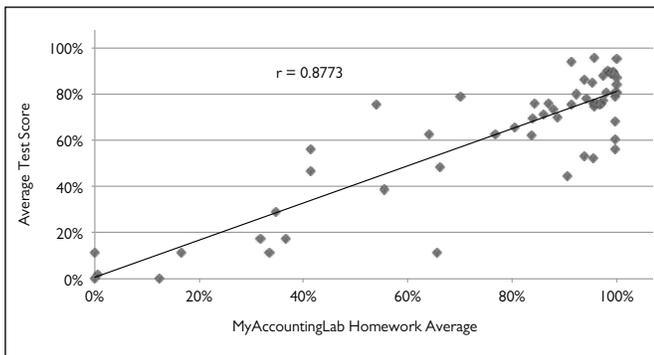


Figure 1. Correlation of Average Test Scores and Average MyAccountingLab Homework Scores, Summer 2012 (n=59)

- A review of student performance from the summer 2012 Managerial Accounting sections showed a strong correlation between average MyAccountingLab homework scores and average exam grades (figure 1).

Since we performed these analyses and reported the results, all instructors have been requiring MyAccountingLab for their sections.

The Student Experience

Students benefit from MyAccountingLab’s interactive features. The program enables them to listen to a lecture for a second time if they need reinforcement, and they can receive immediate, in-context help with homework problems—through the Help Me Solve This feature, from the textbook page, or by using Ask My Instructor, which provides an email link to the problem.

The students who embrace MyAccountingLab also use its features to preview chapter materials prior to the lecture, which engages them in the topic from the first moment of class. In one situation, a student reported working in the program from 8pm until 2am. When asked why he worked so late, he replied, “I just got so involved that I didn’t want to stop!”

“I just got so involved [in MyAccountingLab] that I didn’t want to stop!”

—Student

Conclusion

Student engagement in any course is vital to student success. MyAccountingLab is a valuable tool to get students engaged in the accounting course content: it provides immediate feedback for students when they are doing homework, and it offers interactive exercises and videos that a student can access 24/7 for explanations of difficult concepts.

*Submitted by Bob Burdette
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