

Product Name **MyAccountingLab**

Course Name **Principles of Accounting I and II**

Credit Hours **Three**

**Key Results** After implementing MyAccountingLab, homework completion rates, mean final exam scores, and the percentage of students earning a final course grade of A all increased.

### Text

*Financial and Managerial Accounting, 4e*, by Charles Horngren, Tom Harrison, and Suzanne Oliver

### Implementation

Principles of Accounting is a two-course sequence required for all business majors. Principles of Accounting I covers financial accounting concepts as they relate to transaction and financial statement analysis. Topics include accounting vocabulary, steps and procedures in the accounting cycle, accounting theories and concepts involving internal control, inventory, assets, liabilities, and stockholders' equity. Principles of Accounting II provides a basic understanding of managerial accounting concepts, including cost behavior, budgeting, responsibility accounting, cost control, and product costing.

I initially implemented MyAccountingLab in my online sections as a way to offer feedback on homework assignments and as a venue for student interaction. Today I use it for homework in my traditional sections and for homework and all assessment in my online sections. As coordinator of accounting programs, I encourage my colleagues to utilize MyAccountingLab, and most of them follow my lead.

I allow students an unlimited number of attempts on homework and encourage them to practice until they earn a score of 100 percent. In addition, I strongly recommend the Study Plan, although it does not contribute to the course grade.

### Assessments

60 percent	Exams ( <i>in MyAccountingLab for online sections</i> )
20 percent	Quizzes ( <i>in MyAccountingLab for online sections</i> )
15 percent	MyAccountingLab homework
5 percent	Discussion board/in-class activities

### Results and Data

Prior to implementing MyAccountingLab, I assigned homework, but did not grade it—I simply didn't have the time. I found that the stronger students did their homework, but other students did not. Once students began actually doing their homework—MyAccountingLab helped me hold them accountable—their exam grades improved from 77.4 percent to 84.3 percent in the first course (figure 1) and from 81.1 percent to 86.3 percent in the second course (figure 2). In addition, the grade distribution in both courses improved significantly (figures 3 and 4).

*“The grade distribution in both courses significantly improved.”*

### The Student Experience

MyAccountingLab offers students immediate feedback and targeted help. As a result, more students complete their homework. They also like the other tools in MyAccountingLab, including the “Help Me Solve This.” In fall 2012, I surveyed the students to gain their feedback about MyAccountingLab. Students overwhelmingly agreed that MyAccountingLab helped them to understand course concepts and earn a good grade (figure 5).

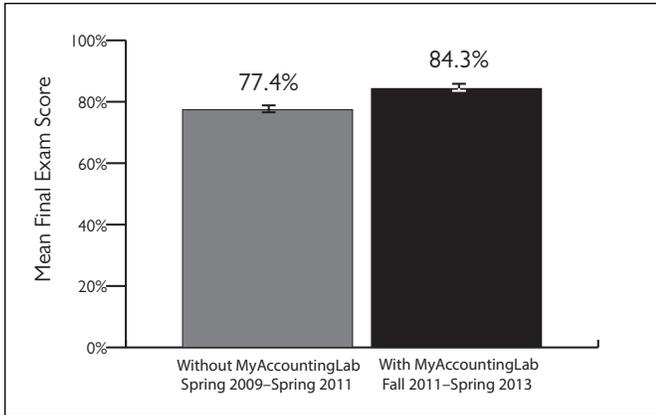


Figure 1. Mean Final Exam Scores in Principles of Accounting I with and without MyAccountingLab, Spring 2009–Spring 2013 (without MyAccountingLab n=133, with MyAccountingLab n=80)

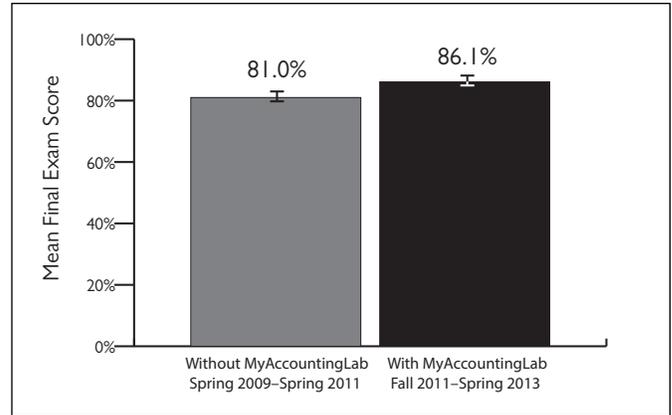


Figure 2. Mean Final Exam Scores in Principles of Accounting II with and without MyAccountingLab, Spring 2009–Spring 2013 (without MyAccountingLab n=93, with MyAccountingLab n=80)

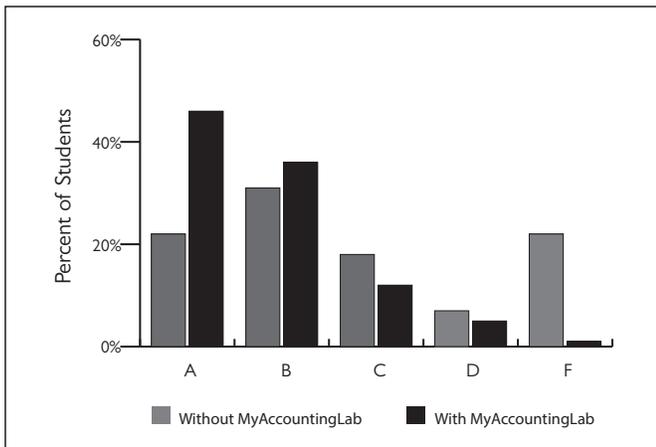


Figure 3. Principles of Accounting I Grade Distribution with and without Required MyAccountingLab Homework, Spring 2009–Spring 2013.

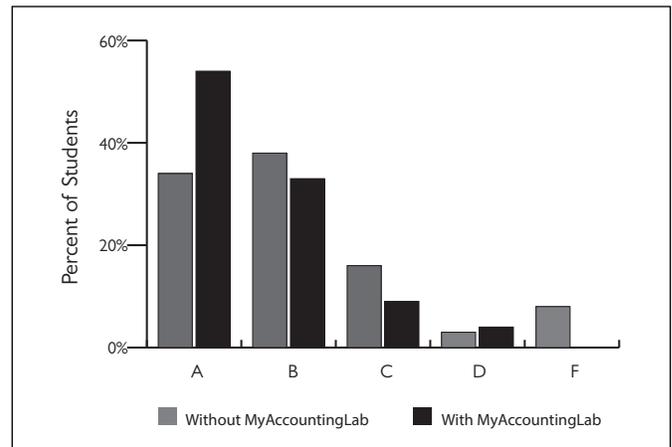


Figure 4. Principles of Accounting II Grade Distribution with and without Required MyAccountingLab Homework, Spring 2009–Spring 2013.

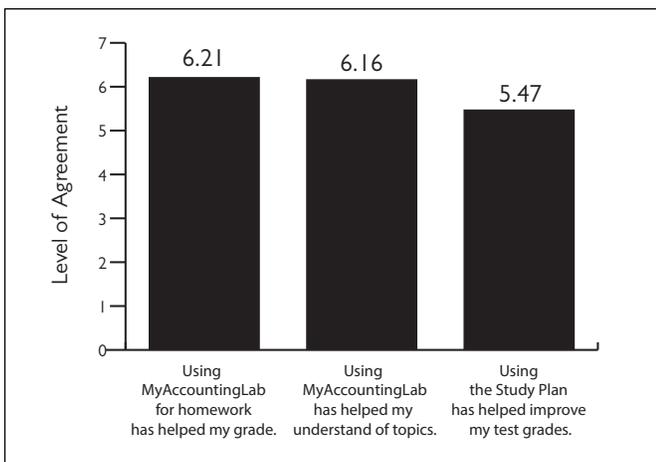


Figure 5. Level of Agreement with Statements in Student Survey, Fall 2012. (1=Strongly disagree, 7=Strongly Agree)

## Conclusion

MyAccountingLab is a very useful tool in my course. Going forward, I plan to investigate ways that I can integrate it further into my course, such as offering bonus points for study plan completion. Additionally, I plan to experiment with the number of allowed homework attempts to see if allowing fewer attempts encourages students to do more preparation for their homework. For new users, I recommend starting slowly—begin with just homework, and add the other tools and assessments over time.

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