

MyBizLab

School Name [Napa Valley College, Napa, CA](#)
Course Name [Introduction to Business](#)
Course Format [Lecture](#)

Key Results After implementing MyBizLab in a flipped classroom environment, students completed more homework assignments and were better prepared for class. Data indicates a positive correlation between completion of MyBizLab homework and both final exam and final course grades.

Submitted by

Julie Hall, PhD, Professor and Business Administration Program Coordinator

Course materials

Better Business, Solomon, Poatsy, and Martin

Challenges

Napa Valley College is a two-year, public college in the Napa Valley region of California. The college serves approximately 7,000 students per semester, many of whom are part-time and working toward Associate degrees. Introduction to Business is an overview of contemporary American business, including private enterprise, entrepreneurship, management, marketing, finance, securities, business law, and information systems. It is a three-credit course designed for Business and Accounting majors, as well as Office Administration students.

Julie Hall, instructor and business administration program coordinator, successfully used Pearson MyLabs to teach her Excel and Introduction to Marketing courses. In fall 2013, she chose MyBizLab for her Introduction to Business course with the anticipation of repeating that success. She used a flipped-classroom model to further enable student preparation for group work and other classroom activities that reinforce course concepts.

Implementation

Required MyBizLab homework assignments are due before the beginning of each class meeting. Late homework is accepted with a penalty for three days after the due date, after which it is no longer accepted. “Students are held accountable for their preparatory work,” says Hall, “so they are better prepared for in-class activities.”

Students are assigned chapters to read in the textbook or the MyBizLab ebook. They then view the Interactive Lectures for the chapters and take 10-question Knowledge Check quizzes to confirm their understanding of key ideas. Use of MyBizPlan Study Plans and Flashcards help them prepare for classroom discussions, quizzes, and exams. Finally, they view the video for each chapter and answer approximately five Video Quiz questions at the end of it.

All course activities are designed to encourage students to spend a significant amount of time in MyBizLab—thereby helping them understand the more difficult and important course content.

Assessments

30 percent	Final exam
30 percent	Midterm exam
20 percent	MyBizLab homework
15 percent	Business plan project/presentation
5 percent	Class participation

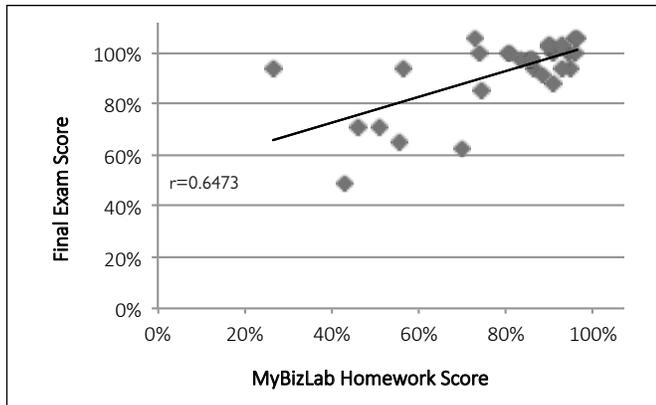


Figure 1. Correlation between Average MyBizLab Homework Scores and Final Exam Scores, Fall 2013 (n=36)

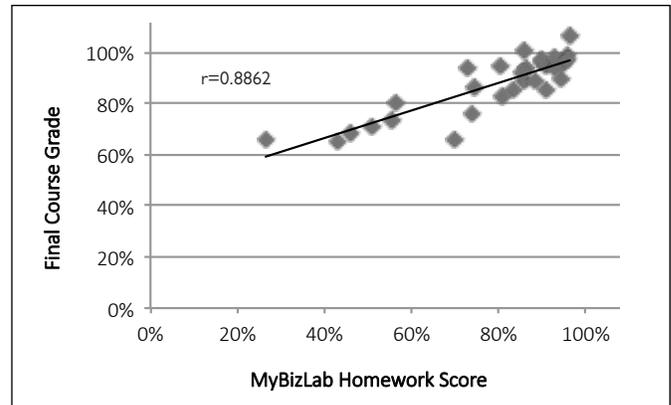


Figure 2. Correlation between Average MyBizLab Homework Scores and Final Course Grades, Fall 2013 (n=36)

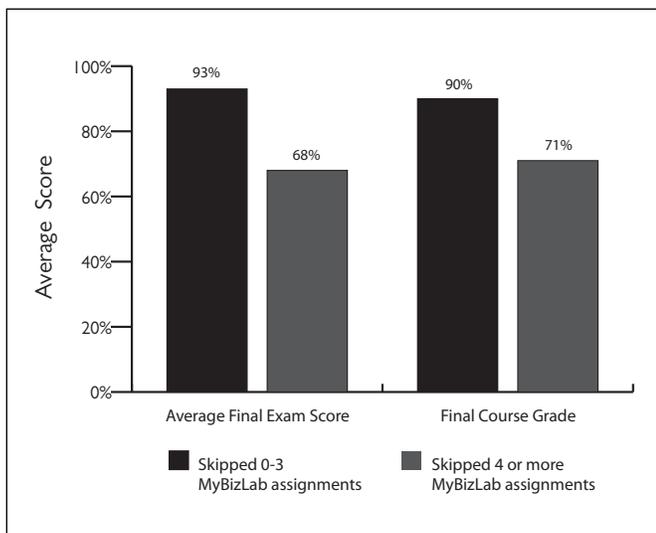


Figure 3. Comparison of Number of Skipped MyBizLab Assignments to Average Final Exam Scores and Final Course Grades, Fall, 2013 (n=36)

Results and Data

A review of student performance indicates a positive correlation between MyBizLab homework scores and both final exam scores and final course grades (figures 1 and 2). “Students are applying what they learn in MyBizLab to succeed on the final exam and the course as a whole,” says Hall.

Similarly, data indicate that students who completed most or all of their MyBizLab assignments both scored higher on their final exams and earned higher final course grades than students who skipped four or more MyBizLab assignments (figure 3).

The Student Experience

End-of-semester survey results suggest that students value MyBizLab and see it as a key component to their success in the course.

- 68%** Strongly agree or agree that their understanding of course material increased due to their use of MyBizLab
- 68%** Strongly agree or agree that their use of MyBizLab positively impacted their exam scores.

Conclusion

Since implementing MyBizLab in a flipped-lecture format, Hall’s students come to class prepared to participate and apply the concepts they’ve independently worked on in homework assignments. Further, students report they enjoy the flipped format with MyBizLab and believe that they are learning more because of it. And they’re right—data indicates that students who complete most or all of their MyBizLab assignments score better on their final exams and achieve higher final course grades.

For fall 2014, Hall looks forward to proposed changes to the MyBizLab platform that will enable assignment modifications and additions, as well as more interesting ways to analyze and improve student success.