

## MyEconLab

School Name Campbell University, Lundy-Fetterman School of Business, Buies Creek, NC

Course Names Principles of Macroeconomics, Intermediate Macroeconomics, International Trade

Course Format Lecture

- **Key Results** Across three levels of Economics course offerings, there is a positive and linear correlation between results from required MyEconLab Study Plans with adaptive learning (powered by the Knewton adaptive learning engine) and MyEconLab quiz scores.

### Submitted by

Shahriar Mostashari, Professor

### Course materials

Economics, Hubbard and O'Brien; *Macroeconomics: Policy and Practice*, Mishkin; *International Economics*, Krugman and Obstfeld

### Challenges

Campbell University is a Level VI, five-campus, Baptist university enrolling approximately 6,000 students, including 4,000 students on its main campus. Within their ACBSP-accredited business school, the following three courses use MyEconLab:

- Principles of Macroeconomics, taken by all business majors, is a study of the national economy with an emphasis on institutions, economic fluctuations and growth, and the role of government.
- Intermediate Macroeconomics, required of economics majors/minors and an upper-level elective for business majors, is the study of national income analysis and the role of monetary and fiscal policy.
- International Economics, required of international business majors, economics minors, and an upper-level elective for business majors, is the study of international trade.

Shahriar Mostashari, professor, began using MyEconLab in 2007. He sought a way to improve assessment scores and increase student exposure to online-learning and self-assessment technology. He updates his courses as new features of MyEconLab are developed.

In spring 2014, Mostashari began requiring the Study Plan with Knewton adaptive learning engaged. Based on their MyEconLab homework results, the Knewton engine determines where students need remediation and recommends next steps.

### Implementation

Students are required to complete the MyEconLab's Tours & Trainings modules prior to attempting graded assignments. They are then expected to read the assigned chapter in the textbook and complete the following in MyEconLab:

1. Five bimonthly Study Plan assignments worth 20 points each. Mastery is set at 80 percent for homework, quizzes, and study plans.
2. Five bimonthly homework sets worth 20 points each. (No time limit.)
3. Five bimonthly quizzes worth 20 points each. (No time limit, may be attempted twice.)
4. Assignments are posted Monday at 8am and remain posted until the third Friday at 8pm, at which time feedback becomes available. Late submissions receive a 0.

There are two midterm exams, each after four weeks of class. The in-class final exam is comprehensive, nationally normed, and standardized.

### Assessments

*Principles of Macroeconomics, Intermediate Macroeconomics*

- |            |                           |
|------------|---------------------------|
| 40 percent | Midterm exams (2)         |
| 30 percent | Final exam                |
| 10 percent | MyEconLab homework (5)    |
| 10 percent | MyEconLab Study Plans (5) |
| 10 percent | MyEconLab quizzes (5)     |

*International Trade*

- |            |   |
|------------|---|
| 30 percent | Midterms exams (2)                      |
| 30 percent | Final exam                              |
| 10 percent | MyEconLab homework (5)                  |
| 10 percent | MyEconLab Study Plans (5)               |
| 10 percent | MyEconLab quizzes (5)                   |
| 10 percent | Group research project and presentation |

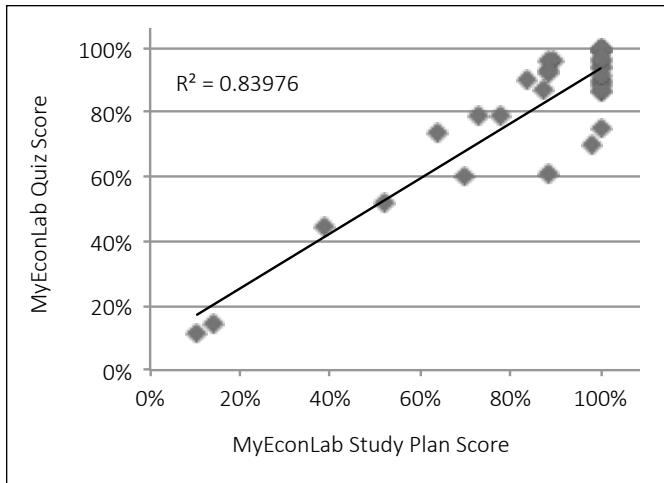


Figure 1. Correlation of MyEconLab Quiz Scores and MyEcon Lab Study Plan Scores, Principles of Macroeconomics, Spring 2014 (n=31)

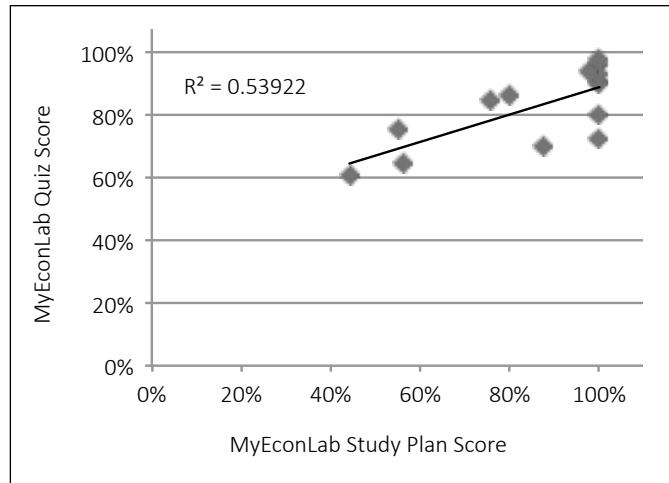


Figure 2. Correlation of MyEconLab Quiz Scores and MyEcon Lab Study Plan Scores, Intermediate Macroeconomics, Spring 2014 (n=14)

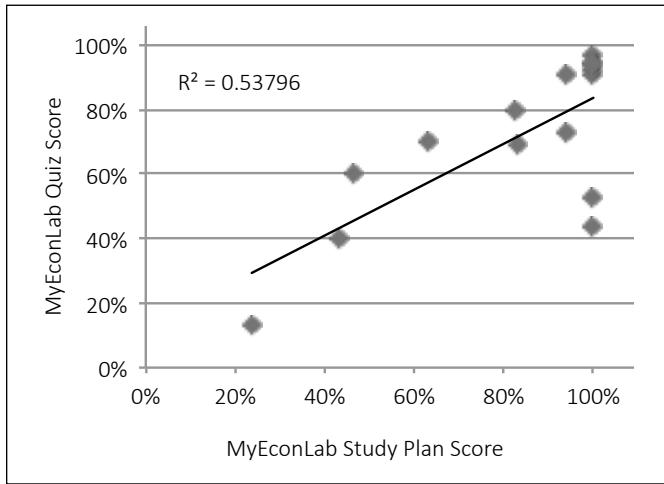


Figure 3. Correlation of MyEconLab Quiz Scores and MyEcon Lab Study Plan Scores, International Trade, Spring 2014 (n=15)

## Results and Data

Data indicate that the correlation between MyEconLab Study Plan and quiz scores in Principles of Macroeconomics is positive and linear: students who earn higher scores on MyEconLab Study Plan assignments also earn higher quiz scores (figure 1). It is confirmed by the correlation value,  $r=.92^*$  which is significant at  $p\text{-value}<.0001$ , and indicates that MyEconLab Study Plan scores are significant predictors for MyEconLab quiz scores. This analysis holds true for Intermediate Macroeconomics (figure 2) and International Trade (figure 3), as well.

There is also a significant correlation of MyEconLab homework to quiz scores for each course—the specific Knewton recommendations help student pinpoint weaknesses and focus on these areas for quiz and exam preparation.

## The Student Experience

MyEconLab enables students to practice solving problems until they master the material. As a result, students are better prepared for exams and their anxiety around test taking is reduced. In addition, Mostashari reports that his students appreciate MyEconLab's real-time feedback and how both the temporary access at the beginning of the semester and the ebook options accommodate financial challenges.

## Conclusion

In addition to student success, Mostashari finds an added benefit with MyEconLab: more frequent assessments via MyEconLab enable him to monitor student performance and identify students in need of individual attention or tutoring support. He also uses the gradebook to identify concepts deemed difficult by a majority of students, and can cover those topics in greater depth during lecture. Because students are now more prepared and better informed, they ask more-specific questions that lead to increased comprehension.