

## PURDUE UNIVERSITY

West Lafayette, IN

Product Name MyEconLab

Course Name Microeconomics / 3 credits

**Key Results** MyEconLab's automatic grading and personalized learning features facilitate teaching courses of 1,400 students without jeopardizing course integrity or the opportunity for hands-on teaching.

### Text

*Microeconomics*, 10e, Michael Parkin

### Implementation

Microeconomics is a required course for management and engineering majors and an option to fulfill requirements for certain other programs of study. The course introduces students to microeconomic theory and its applications in everyday life. Topics include how individual consumers and producers together determine the prices and quantities of goods available in the marketplace, the underlying incentives of consumers to buy goods and of firms to produce products that satisfy consumer demand, and the impact of government regulation on market efficiency.

*“The tremendous benefit of MyEconLab is that I can grade the homework of 1,400 students with ease. I couldn't assign homework without it.”*

For each chapter, I create a homework assignment of approximately 15 questions. I open the homework assignment after each week's lectures, and it is generally due on Monday night prior to Tuesday's lecture. I allow unlimited attempts so students can work on problems until they achieve 100 percent mastery. I do not allow students to make up missed homework assignments, but I do drop the two lowest homework grades. Finally, I encourage students to use the Study Plan and practice exams, although neither contributes to the course grade.

### Assessments

53.3 percent Midterm exams (two)

33.3 percent Comprehensive final exam

13.3 percent MyEconLab homework

### MyLab Benefits

The tremendous benefit of MyEconLab is that I can grade the homework of 1,400 students with ease. I couldn't assign homework without it. I also appreciate the Ask My Instructor link, which provides a direct link to the problem a student is completing and also shows the student's work. It's a very efficient way for me to communicate with students who are having difficulty. In addition, the item analysis shows me which questions were most commonly missed, and which took the most time. With this information I can identify topics and concepts that need additional coverage during lecture.

Students seem to do better on test questions once they've worked through problems in MyEconLab. Most of my students report that the concepts seem simple in lecture, but that it is much harder to connect the dots when working a problem on their own. MyEconLab homework offers them the practice they need to improve their exam performance. For those students who feel as though they do not thoroughly understand a problem they completed, I assign MyEconLab's Study Plan. Because the Study Plan is organized topically, I can easily direct students to additional practice problems.

### Conclusion

MyEconLab makes teaching 1,400 students much easier. My students appreciate the program's homework features both as a way to improve their understanding of the material and as an additional assessment contributing to their course grade.

*Submitted by Kelly Blanchard  
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