

Product Name **MyFinanceLab**
Course Name **Financial Management**
Credit Hours **Three**

Key Results MyFinanceLab facilitates greater student engagement in course material. Students are more prepared for lectures and participate more during class. As a result, failure/withdrawal rates decreased more than five percentage points.

Text

Financial Management: Principles & Applications, 11e,
Sheridan Titman, John D. Martin, and Arthur J. Keown

Implementation

Financial Management is a required course for all business majors. It covers basic financial management skills and presents a survey of basic financial markets and institutions, thereby offering students an understanding of the role of finance in their potential careers and their lives.

In fall 2011, after previously using a different online program, I adopted MyFinanceLab. What impressed me most was its user-friendly interface and server reliability.

MyFinanceLab provides me with an administratively simple means to regularly assign homework in a class with more than 500 students. It also enables me to identify gaps in student outcomes so I can determine exactly which concepts need additional coverage during lecture.

I use MyFinanceLab to create chapter quizzes—questions are pulled from both MyFinanceLab and the test bank. Students are allowed two attempts at each quiz, and their higher score is recorded. They may drop one quiz grade each semester. In addition, I encourage students to use the Study Plan to identify their levels of content mastery.

Assessments

80 percent Exams (four)
20 percent MyFinanceLab quizzes

Results and Data

Since implementation of MyFinanceLab, my failure/withdrawal rate has decreased more than five percentage points (figure 1). In addition, after reviewing data from spring 2013, I found a statistically significant correlation between students' performance on MyFinanceLab quizzes and their exam grades (figure 2).

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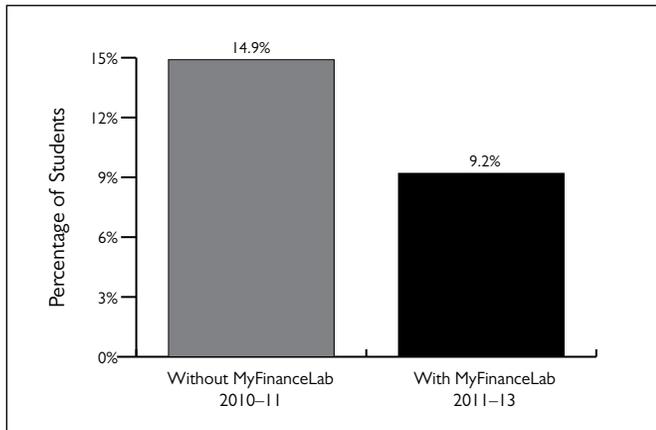


Figure 1. Failure/Withdrawal Rates before and after MyFinanceLab Implementation, 2010-13

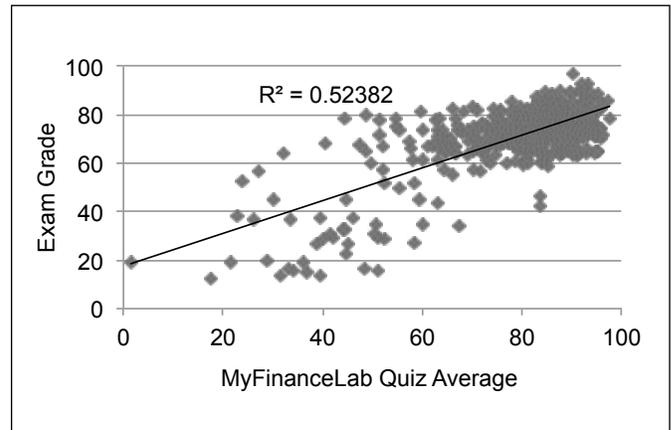


Figure 2. Correlation between Quiz Scores and Exam Grades, Spring 2013

The Student Experience

MyFinanceLab facilitates student engagement in course material. As a result, students are more prepared for and engaged in my lectures. They also appreciate receiving timely feedback on homework and gaining exposure to exam-based questions.

MyFinanceLab is particularly helpful to marketing, management, and international business majors, who frequently find this course to be difficult. In fall 2012, one of my students (a marketing major) was in a national marketing competition sponsored by a major beverage company. As a result of what he learned through MyFinanceLab, he was able to include a financial analysis in his presentation. He won the competition and secured a position with the company after graduation.

Today, MyFinanceLab is an accepted part of the business-major culture. Students know what is expected and are better prepared to start their journey through finance.

Conclusion

Incorporating MyFinanceLab into my mass lecture class has been beneficial; student outcomes have improved. Today, MyFinanceLab is an expected part of the business-major culture. Students know what is expected and are better prepared to start their journey through finance.

*Submitted by Mark Moore
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