



Pearson

# A MyLab Management Story:

Western Sydney University

Dr. Nadine Campbell

Academic Course Advisor, Human Resource Management



## Key Findings

**Dr Nadine Campbell, a lecturer and academic course advisor at Western Sydney University, found utilizing MyLab Management in her Organisational Behaviour course was very beneficial in many ways including:**

- **Reducing administrative and teaching workload**
- **Keeping track of and improving student engagement**
- **Helping students to better understand their own motivations**

## Summary

Western Sydney University is located in the state of New South Wales of Australia. It offers a range of study options within the arts and humanities, social sciences, cultural studies, computing, and entrepreneurial business and management. As of 2018 Western Sydney University enrolled over 48,000 students and employs over 1,600 academic staff and 1,700 professional staff. It is ranked in the top 2% of universities worldwide (QS World University Rankings 2018). Over 60% of the students are first in their family to attend university.

Dr Nadine Campbell has been teaching at Western Sydney University for over 20 years, and she has been using MyLab Management since 2009. Currently, Campbell is coordinating a first-year course, *200585 - Organisational Behaviour*, which she has been teaching since late 2017.

## Description of course

*Organisational Behaviour* is a semester-long course, which runs for 14 weeks (including a one-week break). The course is offered across 3 campuses and the enrolment is approximately 350 - 400 students each semester.

The majority of students in this course are full-time, first-year students, as the course is the first prerequisite for students wishing to pursue a major in Management. Approximately 90 out of the 350 or 400 students take this course part-time in the evening. The rest of the students are full-time, and they usually take this course during the daytime. There are also a number of second- and third-year students who take this course as an elective.

Many students in this course are exploring their interests; determining if management is the right path for them. Students on this campus are often the first person in their family to attend university, and many of them tend not to complete the required reading, or have a low level of comprehension.



Pearson

Therefore, to help boost the level of student engagement in the course, Campbell takes a “reflective approach” to teaching. In addition to the theoretical content, Campbell also prompts students to examine the reasons why they are taking the course, and if they would like to pursue a major, and indeed a career in Management.

This course is delivered via a blended learning format in a flipped model, with online lectures followed by a 2-hour face-to-face workshop tutorial each week. The prescribed textbook for this course is the 8th edition of *Organisational Behaviour* by Robbins, Judge, Millett and Boyle.

## Product Implementation

Campbell has been using MyLab for many years to teach other courses, and she felt that it was a natural progression for her to use MyLab Management for this course.

Students are required to complete their pre-tutorial activities, including online lectures, online quizzes and simulations delivered through MyLab, and some curated videos from external sources such as TED talks. Campbell merges the voiceover recordings, and lecture slides from the Educator Resources that accompany the MyLab, into one unit. She also tracks students to see if they are accessing the units as the course progresses.

The assessment for the course is based on the online quizzes (worth 20%, comprising the top 80% of quiz scores), a group presentation (20%), individual report (30%) and three reflection assignments based on Personal Inventory Assessments (30%).

The online quizzes using MyLab are due the Sunday night preceding each tutorial. As these quiz results contribute to their grade, students generally complete them. The students are allowed a single attempt, and where hints are available for questions, these are switched on.

At the start of each weekly face-to-face tutorial, Campbell and her tutors administer an online quiz through Quizizz for about 10 minutes to refamiliarise students with the topics of the week. During the tutorial, Campbell utilises the instructor resources in MyLab Management with some augmentations. For example, Campbell uses the ‘Myth vs. Fact’ and ‘Personal Inventory Assessment’ resources as stimuli for tutorial activities and class discussions about the outcomes. She also discusses case studies from the text in these tutorials.

In week 4, the students are given a case study to work on a group presentation. The students are asked to identify and summarise the advantages and disadvantages of different approaches to the topic. Then they need to design a creative activity for the class to do to explore and solve the issues presented in the case study.

## Instructor Experience and Perception



Pearson

One of Campbell's main goals is to help her students to find purpose and meaning in the learning topics, and subsequently decide if Management is the right area of study for them. In her opinion, the Personal Inventory Assessments are exceptional in achieving that goal, because among the various reflective assessments, there are some that relate to motivation.

*"I love the Personal Inventory Assessment. I think they are amazing! The students really get into them as well, so they are enjoyable. They are kind of the reason why I had to go with MyLab Management, and there are other resources too."*

The combination of the students' background and the uncertainty of what future direction they want to take forms part of the challenge for Campbell to help struggling students. Even though she sets aside additional time to answer questions for students, and makes herself accessible via email, phone and discussion board, her efforts are not always met with the same level of interest from students. Therefore, getting students to engage with learning materials is essential.

By looking at the online quiz data, she can see that her students are working with the *Organisational Behaviour* content and attempting the questions. No matter how they perform on the quizzes, they are engaging with their learning.

*"It might not be at the theoretical level that I would like, but it is an introduction and being a first-year unit, that's all I'm really after. So I think the MyLab Management has done really well for doing all of that for me."*

Campbell further mentioned that MyLab Management has helped her overcome another challenge, by frequently adding new information and databases. This reduces the time and effort required of her to create questions and activities.

*"I love the MyLab products. I've written multiple-choice questions for another unit and [writing] a thousand questions per week is very painful. I had 5000 students in that class. So having the instructor resources with a database of questions organised by topic and by learning outcomes is fantastic."*

*"I like the flexibility to pick and choose the questions and to customise my course."*

Campbell is pleased to learn that there will be a database of case studies as well as new simulations and Personal Inventory Assessments added into the instructor resources. The additional resources will give her more options to choose from and allow her to further customise the course for her students.

Overall, Campbell is very satisfied with this product. She finds the features such as Assignment Manager, Mini-Simulations and Gradebook extremely useful. She strongly agrees that MyLab



Pearson

Management adds value to her course and the customer support has been excellent. She would also recommend this product to other instructors teaching similar courses.

*“I have been using MyLab a long time, and Pearson has been consistently improving the products, and especially now focusing they are on the learning outcomes.”*

She is planning to continue to use the MyLab Management, but having piloted Revel recently, is also keen to utilise Revel in her courses (once Personal Inventory Assessments are incorporated), as she likes the level of interactivity in Revel.

## Conclusion

When it comes to student engagement, the mentality of the students plays a significant part in how engaged a student may be. In Campbell’s experience, the students who know the reason why they want to be in the course tend to be more engaged. Moreover, they are easier to engage as they are motivated. From Campbell’s perspective, MyLab Management is a great product, not only because it supports her teaching in this course and it helps to reduce her workload, but also because it assists her in managing other challenges such as monitoring student engagement and helping students to learn about their own motivations.