

Spotlight on: Qualitative MyLabs

*MyLab means less time grading and more time for lecture preparation.
But how does it benefit your students?*

How do you encourage active participation in lecture?

[Florida A&M University](#) adopted MyLab™ Management to encourage students to read the textbook and complete assignments prior to lecture, allowing a focus on case studies and other experiential applications of the course content in class. **What happened?** Students earning above average MyLab scores earned higher quiz and final course scores (figure 1).

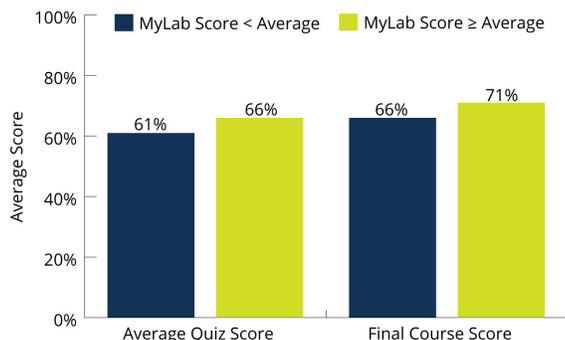


Figure 1. Relationship between Average MyLab Scores and Average Quiz and Final Course Grades, Fall 2016

Would you like to assign writing assessments that encourage your students to apply course concepts to real-world challenges?

At [Oakland University](#), the instructor uses computer-graded Writing Space assignments in MyLab Marketing to assess critical analysis and business writing skills, evaluate content and quality, and provide immediate feedback using a five-point rubric.

Survey says:

- 88% of respondents agreed that writing assignments provided them with an opportunity to improve their critical thinking and business writing skills.
- 75% of respondents agreed that they were initially uncomfortable with the idea of having their writing assignments computer graded.
- At the end of the semester, 75% of respondents agreed that the auto-grading of their writing assignments was fair and reasonable.

How do you help your student apply course concepts to real-world business challenges?

Students at [New Jersey Institute of Technology](#) use MyLab simulations to make a series of business decisions that branch and change based on their choices, building and developing critical thinking skills students are likely to need in future careers.

Students speak:

"The Mini Sims were the greatest benefit for me because they gave a real-life simulation of the concepts learned in the course."

"[Mini Sims} taught me to think in a different way."

"The Mini Sims taught me concepts that helped in other business classes."

"I LOVED the Mini Sim assignments. They were such a great addition."

Can MyLab assignments motivate students and increase retention?

In an Intro to Business class test at [Glendale Community College](#), students in one section used MyLab while students in another section used a traditional print text. **The results?** Retention in the MyLab section was 79% while retention in the section using a print text only was 63%, a difference of 16 percentage points (figure 2).

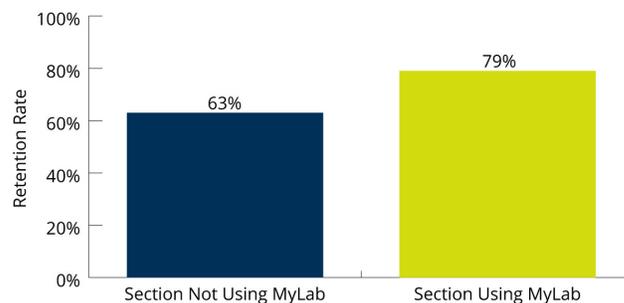


Figure 2. Retention Rate in Section Not Using MyLab Compared to Section Using MyLab, Spring 2018

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