

Spotlight on: Simulations

MyLab simulations are designed to help students develop critical-thinking skills and apply course concepts to real-world business challenges.

How do you help students apply course concepts to real-world situations?

[Colorado Mesa University](#) adopted MyLab™

Management and assigned simulation exercises to offer students more opportunities for experiential learning and real-world application. What happened? Students earning simulation scores above average also earned exam scores 10 percentage points higher than students scoring below average on simulations (figure 1).

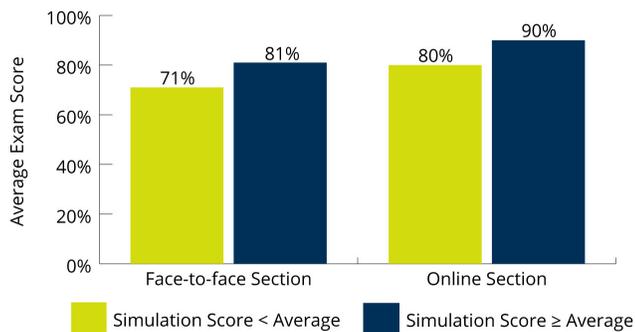


Figure 1. Relationship between Average Exam Scores and Average MyLab Simulation Scores, Fall 2016, face-to-face (n=31); online (n=26)

Can MyLab help you incorporate critical analysis — a key 21st century employability skill — in your course?

MyLab Operations Management was adopted at [DePaul University](#) to help students link course concepts to on-the-job application. Students were assigned the critical analysis and branching simulation assignments covering core topics. Their response was off the charts.

Survey says:

- 94 percent of students agreed that the MyLab simulations were a real-world application of the chapter material that allowed them to gain hands-on experience with OM decision making.
- 96 percent of students agreed that the simulations were a different and engaging way of working with the chapter concepts.
- 95 percent of students agreed that MyLab provided additional resources that helped them learn more than they would have from traditional paper-and-pencil homework.

Do your students ask, “Why am I studying this, and how does it apply to me?”

Students at [Ohio State University](#) used the MyLab Operations Management simulations as a key assignment, moving away from memorization and content definition to understand how course concepts fit into a realistic business context. What did they think?

Students speak:

“Everything I learned from each one of the MyLab simulations were linked with in-class concepts.”

“Simulations were what I liked most because it connected [what we were learning] to the real world where we are going to use this knowledge.”

“The simulations were very realistic and helped me to have a better understanding of how this course relates to the world outside of class.”

Can MyLab assignments help students improve their communication and decision-making skills?

Simulations in MyLab Marketing put students in the role of a manager as they made decisions based on a realistic business challenge. At [Sacred Heart University](#), students who scored above average on simulations were able to apply this practice with critical analysis to their writing assignments and earned writing scores 8 percentage points higher than students who scored below average on the simulations (figure 2).

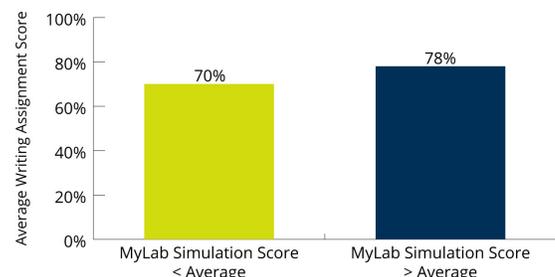


Figure 2. Relationship between MyLab Simulation Scores and MyLab Writing Assignment Scores, Fall 2016 (n=28)

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