

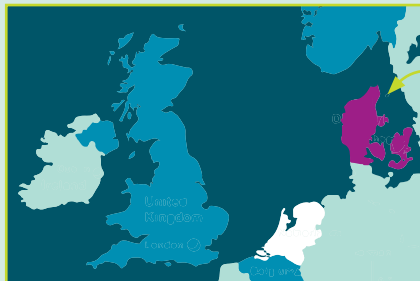
# Blended Learning with Pearson MyLab.

Technology-Enhanced Teaching with MyLab Economics at Copenhagen Business School.

Professor: Leslie Christensen  
 School: Copenhagen Business School  
 Course: Microeconomics



Leslie Christensen has an extensive portfolio of implementing new technology-enhanced teaching methods since 2006.



Copenhagen Business School is one of the world's top universities for Business & Management.

- CBS Denmark
- 20.000 students
- Undergraduate Degrees
- Ranks #10 in the world & #6 in Europe.

## Why technology?

“Because Economics is something students learn by doing.”

- Christensen

Professor Christensen relied on technology-enhanced teaching in his course in 2006 to:

- meet the needs and requirements of the contemporary students;
- enable personalisation of instruction within larger groups;
- provide students with both adequate theoretical and practical input;
- help students progress in their academic career.

after running a 1-year pilot

## Why MyLab Economics?



The immediate benefits professor Christensen found after a 1-year pilot:

### It is cost-effective:

- Less paper administration.
- Reduction in teaching assistant staff.
- Cost reduction & better time allocation.

### Better way of learning:

- Relevant content, reference to theory and types of exercises.
- Prepares students with lack of adequate Math knowledge.
- Improved grades.

## Why students loved MyLab Economics!



1. Instant feedback.

2. Possibility of working on the same exercises with different data points.



3. Unlimited access on various devices.

“Great structure of the course: brush up, student café, workshop & MyEconLab.”

- Student

“Personalised emails to students on their achievement is a great motivational tool.”

- Leslie Christensen



## Why Professor Christensen loved MyLab Economics!

- The option to include his own questions (in Danish) in MyLab Economics, making it more personalised for his students.
- Extended number of student contact hours with the subject, which means more and regular practice.
- Personalised instructions and feedback on assignments and as well as on performance for large cohorts of students.

## How MyLab Economics is integrated into the course?

### Lectures



- 2 hours per week.
- 450 students.
- Theoretical learning.



- Focus on individual and group progress.
- Assignments, homework & mock exam practice.
- Facilitated by teaching assistants.



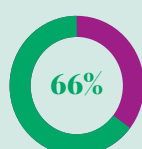
- 2 hours per week
- 30 students
- Practical Application
- Personalised questions from the professor in Danish.



of Study Café time is spent on MyLab Economics

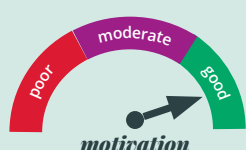


## What professor Christensen found:



of students agree that they have obtained higher academic achievement due to their use of MyLab Economics

Highly engaged students - Even though MyLab Economics is not obligatory but recommended, the majority of students complete assigned asks.



Motivated students - Professor Christensen uses the administrator's function within MyLab Economics to send personalised emails and participation that helped strengthen learner's motivation.