Blended Learning with Pearson MyLab.

Why technology?
Because Economics is something students learn by doing.
- Christensen

Why MyLab Economics?
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?
• The option to include his own questions (in Danish) in MyLab Economics, making it more personalized 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.

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

Why Professor Christensen loved MyLab Economics!
• The option to include his own questions (in Danish) in MyLab Economics, making it more personalized 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.
• 452 students.
• Theoretical learning.
Study Cafés
• 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.

What professor Christensen found:
• 56% 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 tasks.
• Motivated students - Professor Christensen uses the administrator’s function within MyLab Economics to send personalised emails to students based on their results and participation that helped strengthen learner’s motivation.

CBS Denmark
• 20,000 students
• Undergraduate Degrees
Ranks #10 in the world & #6 in Europe.

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

Why MyLab Economics?
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?
• The option to include his own questions (in Danish) in MyLab Economics, making it more personalized 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.

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

Why Professor Christensen loved MyLab Economics!
• The option to include his own questions (in Danish) in MyLab Economics, making it more personalized 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.
• 452 students.
• Theoretical learning.
Study Cafés
• 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.

What professor Christensen found:
• 56% 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 tasks.
• Motivated students - Professor Christensen uses the administrator’s function within MyLab Economics to send personalised emails to students based on their results and participation that helped strengthen learner’s motivation.

CBS Denmark
• 20,000 students
• Undergraduate Degrees
Ranks #10 in the world & #6 in Europe.

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

Why MyLab Economics?
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?
• The option to include his own questions (in Danish) in MyLab Economics, making it more personalized 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.

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

Why Professor Christensen loved MyLab Economics!
• The option to include his own questions (in Danish) in MyLab Economics, making it more personalized 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.
• 452 students.
• Theoretical learning.
Study Cafés
• 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.

What professor Christensen found:
• 56% 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 tasks.
• Motivated students - Professor Christensen uses the administrator’s function within MyLab Economics to send personalised emails to students based on their results and participation that helped strengthen learner’s motivation.

CBS Denmark
• 20,000 students
• Undergraduate Degrees
Ranks #10 in the world & #6 in Europe.

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

Why MyLab Economics?
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?
• The option to include his own questions (in Danish) in MyLab Economics, making it more personalized 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.

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

Why Professor Christensen loved MyLab Economics!
• The option to include his own questions (in Danish) in MyLab Economics, making it more personalized 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.
• 452 students.
• Theoretical learning.
Study Cafés
• 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.

What professor Christensen found:
• 56% 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 tasks.
• Motivated students - Professor Christensen uses the administrator’s function within MyLab Economics to send personalised emails to students based on their results and participation that helped strengthen learner’s motivation.

CBS Denmark
• 20,000 students
• Undergraduate Degrees
Ranks #10 in the world & #6 in Europe.

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

Why MyLab Economics?
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?
• The option to include his own questions (in Danish) in MyLab Economics, making it more personalized 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.

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

Why Professor Christensen loved MyLab Economics!
• The option to include his own questions (in Danish) in MyLab Economics, making it more personalized 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.
• 452 students.
• Theoretical learning.
Study Cafés
• 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.

What professor Christensen found:
• 56% 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 tasks.
• Motivated students - Professor Christensen uses the administrator’s function within MyLab Economics to send personalised emails to students based on their results and participation that helped strengthen learner’s motivation.

CBS Denmark
• 20,000 students
• Undergraduate Degrees
Ranks #10 in the world & #6 in Europe.

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.