



**Copenhagen  
Business School**  
HANDELSHØJSKOLEN

# CBS Spring 2022 Accounting Trial

## Case study by Anastasiia Borisova with MyLab Accounting

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Resources: MyLab Accounting, Harrison: Financial Accounting, 11th GE

### Background

At Copenhagen Business School we want to challenge students and give them the experience of doing more than a general business school student. In this case review of MyLab Accounting 77 students from the second year participated. This was in the Business and Sociology Bachelor program which means these students' focus was not accounting. Therefore, we wanted to use games and digital practice to work on engagement.

### Learning Outcomes

We have a limited number of hours, so I reduced the number of learning objectives covered in the full textbook. However, I did follow the book structure, which was very helpful, and I encourage students to explore further on their own.

### Assessment

We give a mid-term exam based on the Pearson test bank questions. I also use questions in MyLab to practice before the mid-term. I like the consistency between the book, the exercises, and the materials.

Our final exam is a 24-hour open-book exam. The challenge is I make individualized exams and need to make sure students understand the topics, before the exam. The exam is based on the Accounting Cycle exercises presented in MyLab Accounting – students need to create a company, fill in the numbers based on their results and compare with industry peers.

### Challenges and solutions

My main objective is to give students an individual experience which I could not get from this other platform. I often needed to intervene and provide extra office hours.

The Study Plan in MyLab Accounting, however, makes students more responsible for their own success. The platform offers hints, and the exercises are guided. Students do not just get the answers – they need to make sure they understand how a problem works.

### Implementation

This term MyLab Accounting was non-compulsory, and so far, no incentives are needed because we have motivated students and they liked MyLab from the beginning. We used the Study Plan, auto-graded assignments, and the Accounting Cycle.



**Pearson**

## Training and support

I received initial training with the Pearson team, as well as ongoing support and a "First Day of Class" presentation was offered to us, too. I posted the 1-page registration instructions for students before the class started and then showed the Accounting Cycle exercises - how to open and where to find them. (Important aspect of the instructor opening MyLab in the classroom.)

## Results

### Lecturer

We have had a lot of positive feedback. Students thanked me for taking the time to go through the exercises in the Accounting Cycle and the exercises in the book. They liked that I could take my time to focus on a few exercises (selected in MyLab) knowing that if some of them want more, they can always get it by themselves (in the Study Plan).

I could prioritize quality versus quantity. I could choose a few quality exercises knowing that MyLab Accounting has my back.

All that adds to the flexibility in how I organize my course. The choice and availability of multiple exercises in the book and MyLab Accounting make my work more efficient. I don't spend hours creating my own exercises, but I can pick the relevant ones because I always have the exercises linked to the learning objectives and the solution.

I also really liked that the exercises show the estimation of time needed for solving a problem.

### Students

MyLab Accounting contributed to the overall pass grade, engagement, and high success of the mid-term test. My observation is that during this semester students are more engaged - not only with theory but they take more time to practice. We had no failures, all students achieved at least 50% with the standardized test bank questions, which is a good rate, as they have no background in accounting.

*“ I could choose a few quality exercises knowing that MyLab Accounting has my back to offer extra practice. ”*

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## Reflecting on teaching and learning

In the beginning, there are a lot of things to think about. I found the algorithmic exercises great.

Next year, I will venture into creating my own exercises. I will keep on improving the selection of my assignments to match the material.

## Best-practice tips

Properly and actively introduce MyLab by showing and going through some exercises together with your students in a class session.

Show how cool it is to practice on their own without pressure, and how well it fits in the program and gives them the feeling of progressing in their understanding. Point out that there is no gap between your expectations and what the students are practicing on the platform, otherwise, they don't see the added value.

The timing of issuing the assignments is also important because it keeps students on track. Not all of them are assigned at the beginning of the course, and later they are lost when they try to do things. It is important to open the assignments close to the lecture.

### Main messages

- Individualized learning approach
- Support of feedback and hints – guidance to the students while going through the exercises
- Simplifies the instructor's job and reduces students' need to contact with questions
- The interactive format of the exercise gives a feeling of gaming versus struggling with complex financial concepts

