

The American University, Cairo, Egypt

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LEARNING OUTCOME

Responding to student requests for **more interactive and engaging study resources**, this university chose to use MyManagementLab with its videos and quizzes. The educators found the system was an **efficient way to set and grade regular homework** and students became more **motivated to learn**.

Course

Organisational Behaviour

Textbook in use

Organizational Behavior, 14th edition, 2011
Robbins and Judge

Type of data collected

Lecturer observation

Data collection period

2011–12

Course design

This Organisational Behaviour course is a social science course that provides students with the tools to understand and evaluate individual, group and organisational processes. Topics covered include: employee behaviours, attitudes and job satisfaction; emotions and moods; personality and values; perception and individual decision making; motivation concepts and applications; understanding work teams; communication; foundations of organisation structure; organisation change and stress management.

Organisational Behaviour is a main course and a part of the Foundation Certificate in Business Administration and the Foundation Certificate in Human Resource Management. I have noticed that students are uneasy about the potential content of this particular course, so it is vital to effectively teach them in more than one method. In my opinion this is what will enable them to not only understand the concepts in this course but to apply them in their professional career as well.

Assessment

Assessment throughout this course includes tests, quizzes, assignments, projects or sometimes other means of evaluation. End-of-term achievement tests measure students' overall performance in the course. The final grade in each course is based on performance on continual assessment measures, along with the final test.

Implementation

The prior practice (before implementing MyManagementLab) did not provide individual attention for every student. My students would approach me wanting more material, videos, information, examples and exercises that they could do individually to enhance their skills and learning. Moreover, in each of my Organisational Behaviour classes, there is a minimum of 18 learners; the grading of regular homework sets, quizzes, assignments and group work was time-consuming.

Pearson approached me with MyManagementLab in 2011, before the beginning of the summer semester. They explained the program to me and showed me how it would be beneficial to both me and my students. Afterwards, I spoke to the department and we decided to introduce this technology to the students in my course. Since this was the first time students were using MyManagementLab, it was a challenge explaining to them how they should use the technology, and both the benefits and the necessity of doing so.

Our overall aim in implementing MyManagementLab was to provide an easy, useful and user-friendly teaching method to suit the students' different learning styles. This was needed to efficiently extend the learning outside of the class, and to better manage the course material. MyManagementLab was also intended to act as a common platform among students to promote

effective online discussions, and engage students in active learning. Once I showed my students how easy MyManagementLab is to use; they were self-motivated to go online and explore it further themselves.

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Of course with new changes come obstacles, barriers, and issues. To me, those challenges were not a problem but an opportunity. In my Organisational Behaviour course I have learners from different ages, different backgrounds, different professional careers, different academic structures, and definitely different lifestyles and personalities. Therefore I have to make sure that I explain the platform of MyManagementLab in an easy, user-friendly and smooth approach. The timeline I am faced with as an instructor differs in every course, as does the group of students, and therefore the barriers differ and in the future the ways of overcoming those barriers will differ.

Course results

I introduced the video tool to my students to show them real life examples of the concepts that we were learning in some of the chapters. I noticed that those videos actually boosted my students' motivation level. It enriched their learning experience with information that they valued and showed me afterwards in their group presentations and assignments. Furthermore, MyManagementLab introduced me to a more efficient and manageable way to grade all of the assignments, exams, quizzes, homework and any other exercises in an easy and quick manner.

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Conclusions

I believe that I have achieved a lot in my course with this platform. Students were provided with extra study resources and course material such as PowerPoint slides, additional exercises to solve, sample chapter tests and videos. Those study tools added value to the course and simplified the content for my students.

Implementing this technology was great for me as an instructor. I was able to set several assignments per semester and to control

when those assignments were hidden from or visible to students, as well as to set their due dates.

Even though this change was sudden to the learners in my class, and therefore obstacles, barriers, and issues arose; I believe that we successfully overcame this hurdle and were able to effectively use and learn from MyManagementLab.

In brief

The benefits of MyManagementLab are that it:

- is easy to use
- is loaded with extra tools for the students' benefit
- provides the instructor with an easy way to grade quizzes, assignments, projects and any other items submitted
- provides the instructor with an easy way to generate quizzes and exams
- provides the instructor with an easy way to post announcements
- provides the instructor with an easy way to hold online discussions, and stay in contact with the class

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