

MyAccountingLab

School Name Middle Georgia State College, Cochran, GA
Course Name Principles of Accounting I and II
Course Format Lecture

Key Results After implementation of MyAccountingLab, average exam grades increased from 71 to 85 percent. In addition, the percentage of students who earned an A in the course increased from 14 to 50 percent.

Submitted by

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Course materials

Financial and Managerial Accounting, Horngren, Harrison, and Oliver

Challenges

Middle Georgia State College is a four-year college serving 7,000 to 10,000 students across five campuses in both rural and urban middle and central Georgia. It is poised to earn classification as a University and to offer master-level programs. Principles of Accounting, a two-course series required of business administration majors, enrolls approximately 350 students a year and offers both accounting and nonaccounting majors a basic understanding of financial and managerial accounting concepts. Students are introduced to the kind of financial and nonfinancial information used by internal and external decision makers in merchandising, manufacturing, and service organizations, with a focus on the application of concepts to decision making.

Troy Sullivan, professor, began using MyAccountingLab in fall 2011 as a way to integrate computer-based learning aids into his course. He sought a program that would enable students to work at their own pace, plus provide assistance while students worked on problems.

Implementation

All course assignments and assessments are delivered via MyAccountingLab. Homework assignments typically include 12–14 problems or short-answer exercises. Although they do not have due dates and remain open for review all semester, assignments must be completed by the end of the exam period. To enable as much practice as possible, students have access to all learning aids during homework, as well as unlimited attempts to complete it.

Students are offered an optional calendar that outlines how to best manage their time. The suggested weekly schedule is as follows:

- Read, then reread, the chapter in the textbook.
- Review the Chapter Summary problem.
- Complete MyAccountingLab homework.
- If desired, use the optional Study Plan.

Each MyAccountingLab exam covers approximately two chapters, and includes short answer, problem solving, and discussion-based questions. To accommodate the range of student schedules, Sullivan keeps exams open for two days, but requires that they be completed in a single, 150-minute session. Once exams are opened, they must be completed.

Assessments

500 points MyAccountingLab exams (5)

100 points MyAccountingLab homework

Results and Data

Data indicate that after implementation of MyAccountingLab in spring 2014, average exam scores significantly increased—from 71 percent to 85 percent (figure 1).

Final course grades also saw significant improvement after implementation of MyAccountingLab:

- The percentage of students who earned an A increased from an average of 10.5 percent to 50 percent (figure 2).
- The average success rate (A/B/C) increased from 59 percent to 97 percent.
- The percentage of students who earned a D or F decreased from an average of 12 percent to 1.5 percent.

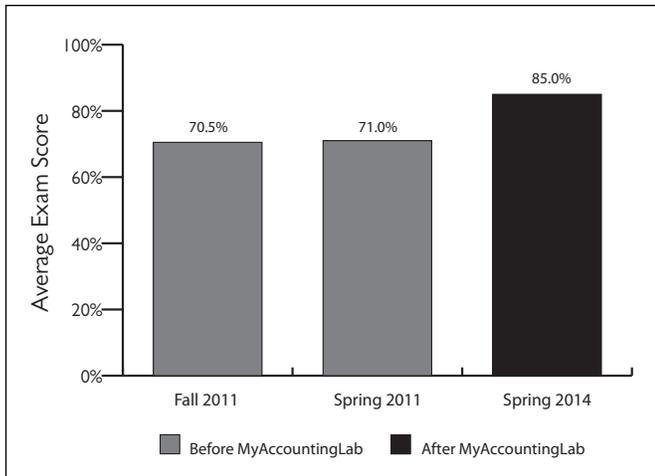


Figure 1. Average Exam Scores before (Fall 2010, $n=18$; Spring 2011, $n=27$) and after (Spring 2014, $n=60$) Implementation of MyAccountingLab

Data also indicate a relationship between MyAccountingLab homework scores and both exam scores and course grades:

- Students who earned an average of A on their exams scored an average of 94 percent on their MyAccountingLab homework.
- Students who earned an A in the course scored an average of 96 percent on their MyAccountingLab Homework.

The Student Experience

MyAccountingLab provides students with a variety of benefits, including immediate automatic feedback and learning aids like the Help Me Solve This button. Results from a spring 2014 student survey indicate that Sullivan's students appreciate the program and recognize the support it offers them.

87% Strongly agree/agree that use of MyAccountingLab positively impacted their exam scores.

73% Strongly agree/agree that their understanding of course material increased as a result of using MyAccountingLab.

When asked what they like best about MyAccountingLab, students replied with the following comments:

- "It provided test practice and reinforced what I learned."
- "It was very easy to use. I liked that doing homework many times—it helped me understand it better."
- "The Help Me Solve This button! It helped me step-by-step solve homework problems."

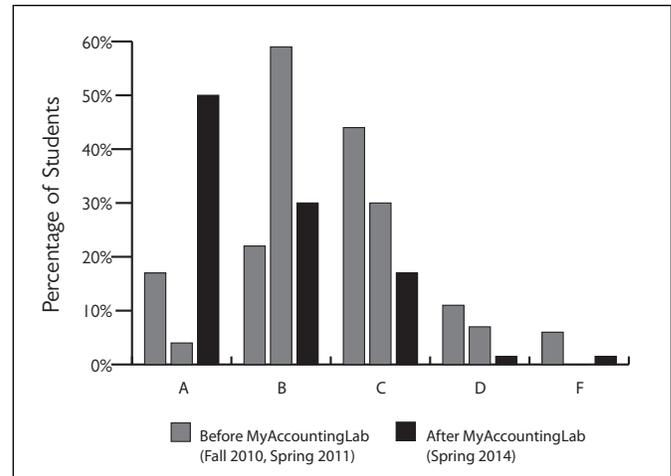


Figure 2. Grade Distribution before (Fall 2010, $n=18$; Spring 2011, $n=27$) and after (Spring 2014, $n=60$) Implementation of MyAccountingLab

- "I can replay the instructor videos to reinforce what I read in the book and self-check examples."
- "Homework assignments helped me grasp the concepts easier. When I didn't understand something, it showed me how to come to the right answer."

Conclusion

According to Sullivan, MyAccountingLab has both "transformed how students work homework problems and revolutionized the way accounting is taught." By using MyAccountingLab for exams, Sullivan gains five additional lecture days, which enables him to cover more material in lecture and devote more time to working through challenging topics and problems. Students now come to class better prepared to discuss homework assignments, thereby making better use of class time. In addition, using MyAccountingLab for exams means students can test in a comfortable environment with less stress. And MyAccountingLab's gradebook enables Sullivan to see what each student is doing over the course of the semester, which helps him identify at-risk students. Finally, by scrambling questions and enabling him to create enforceable time limits, MyAccountingLab helps Sullivan ensure the rigor of his online courses, where he used to have concerns about academic dishonesty. The result of these and other MyAccountingLab benefits are the higher exam scores and course letter grades that students are now earning.