

Why your students may be unprepared

It can really impact your classroom when your students come to class underprepared to learn course content. When this happens, you end up cutting into valuable class time to help bring them up to speed.

Get some insights into the challenges your business and economics students are facing so you can help them navigate these barriers and start your semester strong.



It might be difficult to hear how many of your students feel underprepared.

When classes start **80%** of students said they felt unprepared for class at least occasionally



The top 3 reasons why students felt underprepared are:



there were important concepts they didn't understand



their instructor expected them to have knowledge they didn't have



they didn't fully understand how to identify what was important to know, and what wasn't



Two of the top areas students felt were unfamiliar or tough obstacles:



use of business terminology that they didn't understand



advanced use of software like MS office, especially Excel

Meet your students where they are

In today's fast paced world of technology, digital learning tools can help your students get the most out of their courses. Instructors are using these tools more deeply than ever to deliver course content that helps students prepare for class, stay engaged during class, and receive actionable insights to help them succeed.



How to help your Business & Economics students



Consider what students are thinking about when they enter your classroom:



think incorporating interesting news and topics can make material more relevant



want more videos or animations to explain complex topics



need more focus on why the content matters to them



Ways your students are learning outside of the classroom:



videos



visuals



interactive learning



resources (textbooks, online materials, etc.)



Thoughts and suggestions on better preparation:

“Business and/or economics courses would be more interesting to me if I knew the base knowledge for the course that the professor expected students to know beforehand. It makes it hard to pay attention when it feels like you do not know much of the knowledge to fully understand the material.”

“It would be great to have access to extra materials to understand the topics before class starts.”



Source: Pearson Student Survey - Student Preparedness & Engagement: B&E/IT

Interested in how you can incorporate these digital solutions? Learn more at pearson.com/mylab/business and pearson.com/mylab/economics.

Dare to learn. Dare to change.

Digital learning removes limits and gives us the freedom to provide education anytime and anywhere, empowering us to overcome our most difficult challenges.

