

**Course Names** Principles of Macroeconomics, Principles of Microeconomics

**Credit Hours** Three

**Semesters Covered** Spring 2007–Fall 2008

**Types of Data Reported** Success Rates, Retention



## Textbook in Use with MyEconLab

*Foundations of Macroeconomics*, 3e, 2006, Bade and Parkin; *Foundations of Microeconomics*, 3e, 2006, Bade and Parkin

## MyEconLab Course Structure

### Course Design

Jacksonville University offers traditional undergraduate courses lasting 15 weeks in addition to an Accelerated Degree Program (ADP) course that meets for one 3-hour class per week for eight weeks. To satisfy accreditation requirements, the ADP course includes specific out-of-class coursework. MyEconLab was initially used for providing this content and has since been adopted for traditional courses.

### Assessments

Assessment has shifted as the courses have evolved. Initially, in the ADP course, MyEconLab assignments comprised weekly quizzes and counted as 10 percent of the course grade. The quiz format became changed to a lower-stakes homework format to allow for repeated practice, and its contribution to the course grade was increased to first, 20 percent and then 30 percent.

In summer 2008, Principles of Macroeconomics and Principles of Microeconomics were offered as online courses for the first time. Students were required to complete four assignments per week: two homework assignments and two quizzes. In order to take a quiz, students had to have earned at least 70 percent on the relevant homework. Students also took a midterm and a final online. Algorithmic questions and question pooling were used to deter cheating. Students were allowed two attempts per quiz.

## MyEconLab Course Results

Tables 1 and 2 show the grade distributions and time online for the ADP courses. There is a clear and direct association between grades earned and time spent using MyEconLab: students earning As, Bs, and Cs spent more time online using MyEconLab—particularly in the summer 2008 courses, which were presented entirely online (see Table 2).

Initially, for the traditional course, MyEconLab assignments consisted of four homework assignments counting as 5 percent of the course grade. Homework was used as test preparation for the in-class tests. To encourage more participation, homework weight became increased to 20 percent of the course grade. In fall 2008, class time got restructured from a traditional textbook-content lecture approach to one in which class time is used primarily for discussion. Students are required to complete a weekly homework assignment and quiz on MyEconLab that address the main ideas of each chapter. Students are allowed two attempts per quiz. In order to take a quiz, students must have earned at least 70 percent on the relevant homework.

### MyEconLab Implementation

MyEconLab assignments comprise a balance of homework and quizzes. In-class assessment is required for traditional courses; ADP courses use both in-class and online assessments.

Students ask questions via the Ask Your Instructor feature and those items get reviewed in class. Algorithmic questions and question pooling are used to deter cheating. In addition, an online practice test is provided for the in-class midterm and final exams.

### Contribution of MyEconLab to Final Grade

Use of MyEconLab currently contributes 50 percent of the final course grade for traditional courses and 100 percent of the final course grade for online, ADP courses.

The grade distribution figures also provide evidence that cheating or collusion was minimal.

Table 3 shows a relationship between time online and course success in the traditional courses. It is worthy to note that end-of-class surveys indicated that those students who earned grades of D or F spent “no time” online.

*I like the increased student interaction that Ask My Instructor offers. Students can click, explain their question, and it's easy to reply. Students who might never ask a question in class do so now.*

—Carol Dole  
Jacksonville University

Drops and failing grades improved over the implementation and observations of the fall 2008 course reflect a strong relationship between online test preparation and in-class exams.

End-of-class surveys as also indicated that the majority of students felt a high levels of satisfaction with the MyEconLab program and course materials.

Course	Semester	Percentage As / Avg Time Online	Percentage Bs / Avg Time Online	Percentage Cs / Avg Time Online	Percentage Ds / Avg Time Online	Percentage Fs / Avg Time Online	Number of Drops	Notes
Macro-ADP	Fall 2007	19 / 7.5 hrs	33 / 7 hrs	24 / 6 hrs	19 / 4.5 hrs	5 / 5.5 hrs	1	MyEconLab counts 20 percent, required weekly homework
	Spring 2008	7 / 8.5 hrs	33 / 9 hrs	40 / 7.5 hrs	17 / 9 hrs	3 / 1.5 hrs	3	MyEconLab counts 30 percent, required weekly homework
Micro-ADP	Spring 2007	11 / 10.5 hrs	42 / 10 hrs	32 / 5.5 hrs	5 / 1.5 hrs	11 / 4.5 hrs	1	MyEconLab counts 10 percent, required weekly quizzes
	Summer 2007	16 / 1.5 hrs	47 / 6.5 hrs	6 / 6.5 hrs	-	5 / 1.5 hrs	3	MyEconLab counts 20 percent, required weekly quizzes

**Table 1. Principles of Microeconomics ADP and Principles of Macroeconomics ADP, Spring 2007–Spring 2008 Grade Distribution and Average Time Online** (n=375)

Course	Semester	Percentage As / Avg Time Online	Percentage Bs / Avg Time Online	Percentage Cs / Avg Time Online	Percentage Ds / Avg Time Online	Percentage Fs / Avg Time Online	Number of Drops	Notes
Macro-ADP	Summer 2008	32 / 16 hrs	41 / 17 hrs	23 / 14 hrs	5 / 7.5 hrs	-	0	MyEconLab counts 100 percent, required weekly quizzes and homework, online exams, required Study Plan, no lectures
Micro-ADP	Summer 2008	21 / 16 hrs	47 / 20 hrs	16 / 24 hrs	11 / 11 hrs	5 / 6 hrs	2	MyEconLab counts 100 percent, required weekly quizzes and homework, online exams, required Study Plan, no lectures

**Table 2. Principles of Microeconomics ADP and Principles of Macroeconomics ADP, Summer 2008 Grade Distribution and Average Time Online** (n=201)

Course	Semester	Percentage As / Avg Time Online	Percentage Bs / Avg Time Online	Percentage Cs / Avg Time Online	Percentage Ds / Avg Time Online	Percentage Fs / Avg Time Online	Number of Drops	Notes
Macro	Fall 2007	18 / 10 hrs	18 / 7 hrs	29 / 7 hrs	24 / 6 hrs	7 / 3 hrs	6	MyEconLab counts 5 percent, 70 percent of Ds and Fs spent "no time" online
	Spring 2008	33 / 5.5 hrs	26 / 7.5 hrs	19 / 6 hrs	22 / 4.5 hrs	-	2	MyEconLab counts 20 percent, 90 percent of Ds and Fs spent "no time" online
Micro	Fall 2007	19 / 9 hrs	23 / 8 hrs	42 / 9 hrs	11 / 10 hrs	5 / 5 hrs	3	MyEconLab counts 5 percent
	Spring 2008	20 / 8 hrs	38 / 8 hrs	26 / 7.5 hrs	10 / 7 hrs	2 / 4 hrs	1	MyEconLab counts 20 percent, 50 percent of Ds and Fs spent "no time" online

**Table 3. Principles of Microeconomics and Principles of Macroeconomics, Fall 2007–Spring 2008 Grade Distribution and Average Time Online** (n=252)

## Conclusions

Based on her success with MyEconLab in traditional and online ADP Principles of Macroeconomics and Principles of Microeconomics courses, Dole plans on continuing her use of the program. To further explore how increased use might add to student achievement, Dole plans to add to her present

format an increased use of online video resources for more classroom discussion and review of current events.

Submitted by Carol Dole, Assistant Professor  
Jacksonville University