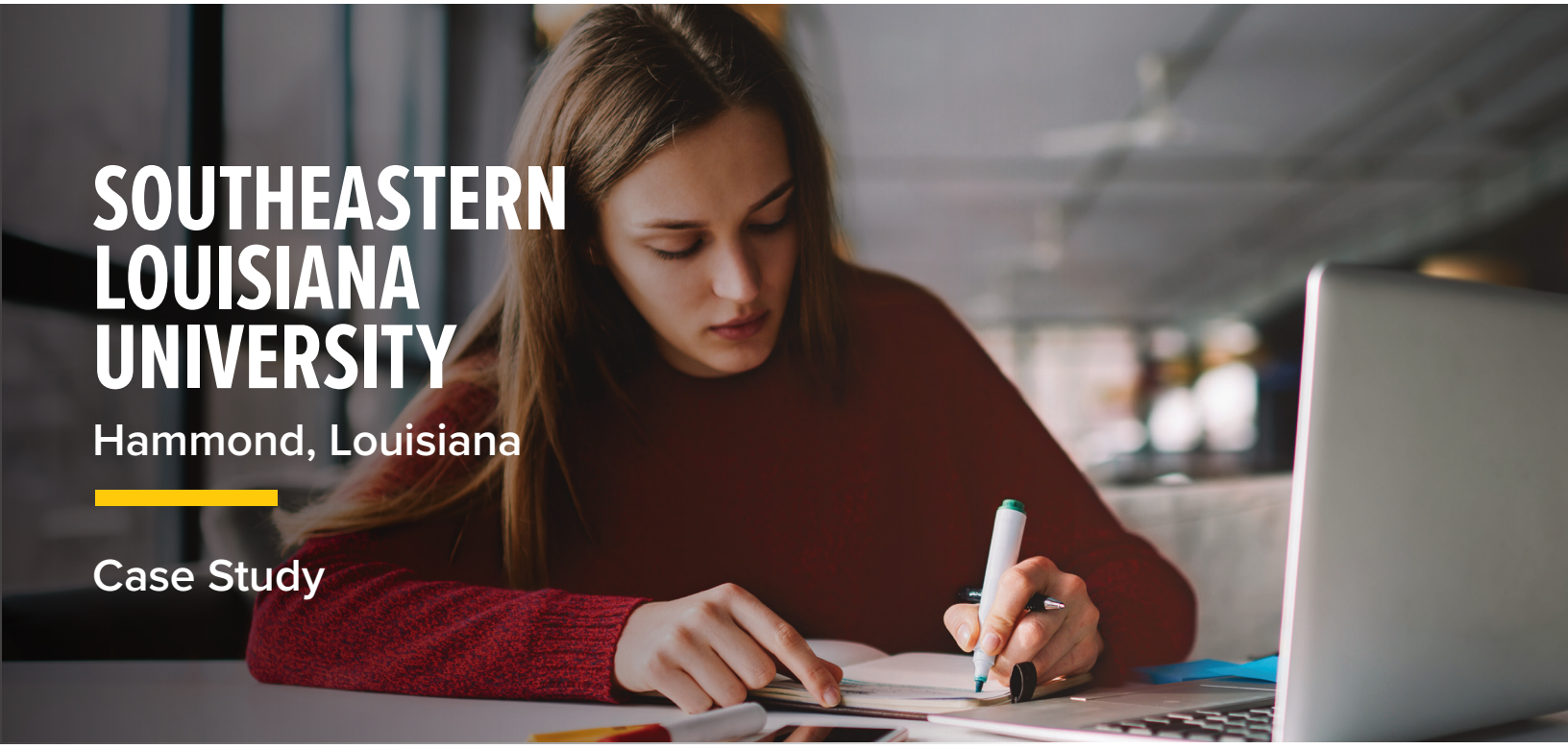
Mc Graw Hill connect® MASTER

Because learning changes everything.®



SOUTHEASTERN LOUISIANA UNIVERSITY

Hammond, Louisiana

Case Study

McGraw Hill Connect Master improves students' performance by half a grade point.

Key Findings:

- Connect Master improves students' performance–18% more students earned As
- Students show steady improvement in exam scores over the semester
- Connect Master and Inclusive Access provide students with the correct course materials on the first day of class at the lowest price, essential for promoting equity for all student populations
- Connect Master is easy to navigate and implement

Setting

Southeastern Louisiana University is the state's third-largest public university, offers over 150 programs of study, and is one of the top national performers in impacting students' social mobility, according to the *U.S. News and World Report*.

Study Specifics

School Name:
Southeastern Louisiana University

Course Name:
Principles of Management 351

Educator:
David C. Wyld, Professor of Management

Enrollment:
40 students per section; 3 sections;
600 (university total)

LMS Integration:
D2L Brightspace

Courseware:
Connect Master: Management

Course Delivery:
Inclusive Access and Hybrid course model

Implementation

Two years ago, Wyld adopted Connect Master Management.

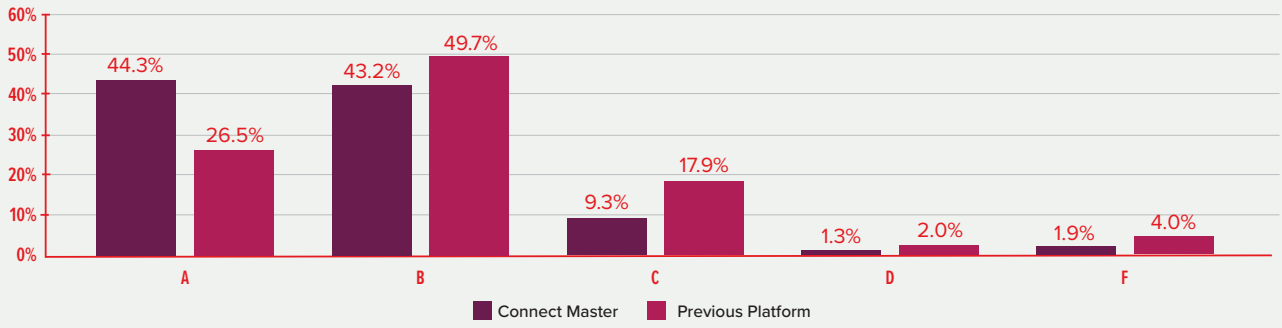
Students' grades consist of: 80% Exams and Comprehensive Final Exam; 10% Connect Master Chapter Quizzes, and 10% Connect Master Homework. As homework, Wyld uses Adaptive Learning Assignments, Application-Based Activities, and Reading Assignments, and includes Topic-level Quizzes and Tests/Exams from the Connect Master Question Banks. He strongly encourages students to complete the Connect homework activities and says,

"CONNECT ACTIVITIES AID IN THE LEARNING OF CHAPTER MATERIAL AND PROVIDE GREAT REINFORCEMENT AND PREPARATION FOR TESTS."

Results Achieved

The results prove that Connect Master helps students learn and succeed. After switching to Connect Master, on average 18% more students earned an "A" when compared to the platform used in the previous term (Figure 1).

Figure 1:
Comparison of Total Grades for Course

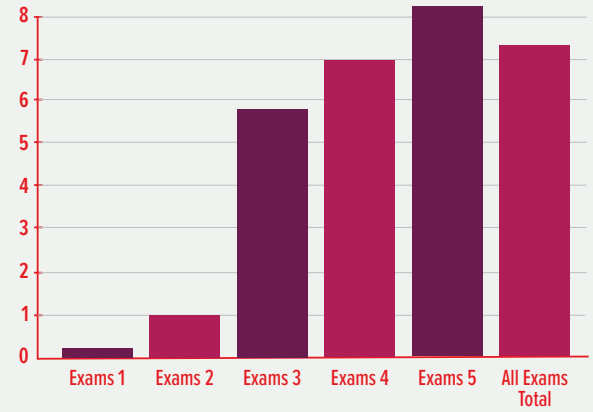


"Connect Master produces improvement in course outcomes."

– David C. Wyld, Professor of Management at Southeastern Louisiana University

As the semester progresses, the impact of Connect Master on student learning gets more and more evident. At the start of the semester, in exams 1 and 2, student grades are similar. However, starting from exam 3, on average, students are getting 7 points more on the exams. Overall, the exam scores with Connect Master are 7.4% points better than with the previous platform (Figure 2). In fact, 100% of the students surveyed say Connect Master was effective and helped them to acquire knowledge and skills necessary for future courses as well as for their careers.

Figure 2:
Difference in Means



Conclusion

Connect Master improves students' overall grades by half a grade point by providing students with the opportunities to complete homework assignments and increase exam scores consistently throughout the semester.



Instructor Biography

Dr. Wyld is founding editor of the International Journal of Managing Information Technology and a frequent contributor to both academic journals and trade publications. He has established himself as one of the leading academic experts on emerging applications of technology in both the public and private sector. Dr. Wyld continues to be an active consultant, a qualified expert witness, and an invited speaker on the strategic management of technology to trade, governmental, and academic audiences. He has made appearances on technology issues on The Discovery Channel, Federal News Radio, and other media outlets. Dr. Wyld presently serves as the executive director of the Reverse Auction Research Center. He is also the head of Good Advice Publishing Company, a media/PR/content marketing firm based in Hammond. Dr. Wyld has earned Southeastern's President's Award for both Excellence in Teaching and Research, making him one of a select group of faculty who have been awarded campus-wide recognition for more than one aspect of the professorial role.

