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Combining OER and McGraw Hill Content to Ensure Student Success in Business at Front Range Community College

Institution: Front Range Community College
Course: Intro to Business
Enrollment: 1,500
Solution: Creation of an engaging student learning experience that includes an OER eBook combined with adaptive McGraw Hill assignments and question bank delivered at an affordable price

Faculty at Front Range Community College were faced with the dilemma of being encouraged to move to OER but not wanting students to lose out on learning tools that would ensure their success in the Intro to Business course. After meeting with the Custom Courseware Solutions team at McGraw Hill, the solution emerged for the perfect blend of OER and McGraw Hill assets to be delivered via the Connect platform.

The Front Range CC faculty selected an OpenStax OER Intro to Business textbook. They also wanted a question bank built around the OpenStax book, as well as some Application-Based Activities, iSee It Video Cases, and popular Manager's Hot Seat Videos from McGraw Hill's Connect® Master Intro to Business product. Since this custom project was delivered at an affordable price point given the use of the OpenStax eBook, the administration at Front Range CC was happy and the faculty were able to incorporate some engaging activities for students through Connect. The project combined the efficient and dedicated effort of the Custom Coursware Solutions team with the flexibility of the faculty at Front Range Community College. The final project was delivered for use in Summer 2021.

More than 1,500 students at Front Range Community College were given the opportunity to succeed in their Intro to Business course thanks to the creativity of both faculty and the Custom Courseware Solutions team at McGraw Hill.



