

**Case Study**

# **American University of Paris**

International Business  
Administration Department



# About the University



Professor Diane Bonneau

The American University of Paris (AUP) is a private, independent and accredited liberal arts and sciences university in France.

Founded in 1962, the University is one of the oldest American institutions of higher education in Europe and has over 1000 students, with an average student-to-faculty ratio of 12 to one.

## The Challenge

Professor Diane Bonneau wanted to help her students gain a better understanding of the International Business Administration department's Financial Accounting course. Despite attending all the classes and taking the related quizzes, around one third of students still struggled to grasp the material involved and had to repeat the module.

## The Solution

Professor Bonneau learned of McGraw-Hill Education Connect® – a digital teaching and learning environment that saves students and instructors time, while improving performance over a variety of critical outcomes. It supports students by helping them to test their understanding as they go, building confidence and knowledge every step of the way. Sitting within Connect is LearnSmart® – an interactive study tool that adaptively assesses students' conceptual knowledge levels to track which topics students have mastered and which require

further instruction and practice. Based upon student progress, it then adjusts the learning content based on their conceptual knowledge and their strengths and weaknesses, as well as their confidence level around that knowledge. She decided to give Connect and LearnSmart a try.

"I tried Connect and LearnSmart during the fall semester of 2015 to see if it would help students to learn the material better," said Professor Bonneau. "Students are assigned a large number of exercises after each class to reinforce the material covered in that lesson and the LearnSmart questions are assigned immediately upon completion of each chapter. Students are motivated to complete these assignments because together they account for 15% of the final course grade."

**"Students are motivated to complete these assignments because together they account for 15% of the final course grade."**

# The Results

Since using Connect and LearnSmart, the grades for Financial Accounting are now significantly higher overall, with far fewer students needing to repeat the course.

Virtually every student using Connect and LearnSmart now passes the course, with the majority earning either an 'A' or a 'B' grade. Before using Connect, it was rare for students to earn an 'A' grade, and there were many more students who were barely passing the course (i.e., receiving a grade in the C-range).

"Students in Managerial Accounting, the second required accounting course, told me they were really sorry they didn't have Connect and LearnSmart in that class," said Professor Bonneau. "So in fact now, the instructor for that course has adopted Connect during the coming semester.

"The questions in Connect are the same as the questions in the text, so it is easy to use. The students really appreciate the system because they do much better with it."

"The questions in Connect are the same as the questions in the text, so it is easy to use. The students really appreciate the system because they do much better with it."

## Proportion of grades before and after using Connect/LearnSmart

### Before Connect/LearnSmart (2014/2015)

A grade = 10%

B grade = 44%

C grade = 47%

### With Connect/LearnSmart (2015/2016)

A grade = 14%

B grade = 59%

C grade = 28%

The effect of using Connect/LearnSmart was extremely positive, so that a greater proportion of higher grades were achieved overall.