

Building Confident Financial Decision-Makers Through Continuous Practice

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Aligning course content, assessment and feedback with Pearson MyLab.

Before the initiative, the textbook, course outline, learning objectives and assessments did not always direct students toward the same competencies. Some students could recall financial formulas for an examination but struggled to apply them in practical situations. The lecture-led model also provided limited opportunities for continuous practice and immediate feedback before major assessments.

These challenges were particularly important in the Principles of Finance course, which covers financial statements, financing methods, financial markets, the time value of money, bonds, stocks and capital budgeting. Students are assessed through examinations, online assignments, short quizzes, applied exercises, classroom discussion and practical problem-solving.



Challenge

Students struggled to connect essential financial concepts and formulas with practical situations, while limited ongoing practice delayed the identification of misunderstandings.



Solution

The department aligned a redesigned interactive eBook with MyLab homework, short quizzes and feedback, creating a connected weekly learning cycle.



Impact

Students engaged more regularly, had more opportunities to practice and appeared more confident when solving financial problems.

A connected weekly cycle of preparation, practice and feedback

The department revised the Principles of Finance textbook around the official course outcomes, then worked with Pearson to transform the material into an interactive eBook connected to digital activities, quizzes and homework. The goal was a more focused, coherent and student-centred experience, not simply less content.

1. Prepare

Students review the relevant sections of the Pearson eBook before class.

2. Engage

Lectures, examples, questions and applied activities introduce and discuss key concepts

3. Practice

Students complete online homework and financial problem-solving activities through MyLab

4. Assess

Short quizzes allow students to check their understanding regularly.

5. Respond

Timely feedback highlights areas that require further study.

6. Apply

Students connect financial principles to business and personal finance situations.

Why the integrated experience mattered

The integration of the eBook with interactive homework and short quizzes gave students access across devices, added repeated opportunities to practise calculations and encouraged regular preparation instead of last-minute study. Online activities also helped students recognise misunderstandings earlier and engage with the course more actively.

For educators, online assignments and quizzes supported a more efficient workflow by helping organise the course, monitor participation and identify topics requiring further explanation. Pearson was selected because it connected content, practice, assessment and feedback within one learning environment while supporting closer alignment with the course outcomes.



Dr. Dina Gabbori

Head of Banking and Finance Department,



Pearson was selected because it provided more than digital access to a textbook. It offered an integrated learning environment that connected content, practice, assessment, and feedback.

More regular engagement and clearer evidence of progress

Since the redesigned eBook and digital activities were introduced, the teaching team observed a more focused and consistent approach to learning. Students engaged with content more regularly, had more opportunities to practise before examinations and appeared more confident when solving financial problems. They were also increasingly willing to review mistakes and seek clarification.



Dr. Waleed Raafi
Professor at IAU



Since implementing the redesigned Pearson eBook and digital activities, students have demonstrated a more focused and consistent approach to learning.



90% of enrolled students participated in online quizzes

The Outcome

The redesigned experience supports students throughout the learning journey, not only at examination time. Focused content reflects the course outcomes, while guided examples, online assignments and short quizzes reinforce understanding. Practice and feedback help students identify gaps before those gaps become barriers to later learning.

This progression supports movement from basic understanding toward application and analysis. Students are encouraged to see finance not as a collection of formulas, but as a way of interpreting information and making evidence-based decisions. Classroom time can then be used more effectively for explanation, discussion and practical application.

Educator Reflection

The initiative encouraged a more intentional approach to course design, beginning with learning outcomes and ensuring that chapters, activities, assignments and assessments contribute directly to them. It also helped shift the educator role from delivering content toward designing a complete learning experience supported by purposeful technology.

Looking ahead, the department plans to expand applied financial cases and real-world scenarios, increase opportunities to interpret financial data, use platform analytics to identify students needing early support, strengthen links between online practice and classroom discussion, and continue refining the eBook in response to performance and feedback.