CENGAGE | MINDTAP

DRIVING STUDENT EMPLOYABILITY AT CASS BUSINESS SCHOOL WITH MINDTAP

ABOUT CASS BUSINESS SCHOOL, CITY UNIVERSITY LONDON

Cass Business School is one of City, University of London's five Schools. It's among Europe's leading business schools and in the global elite of business schools that hold the gold standard of 'triple-crown' accreditation. Producing some of the world's most employable graduates, Cass Business School is dedicated to ensuring students have up-to-date and relevant skills to secure some of the city's best jobs upon graduation. As part of this initiative, Programming languages, especially VBA and Python, have presented themselves as an essential skill for students.

"During a work placement, my boss told me that if you want to learn anything, learn a coding language, especially Python." – Student, Cass Business School
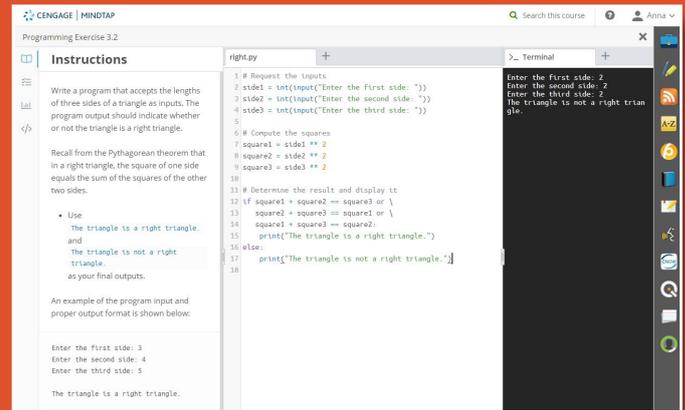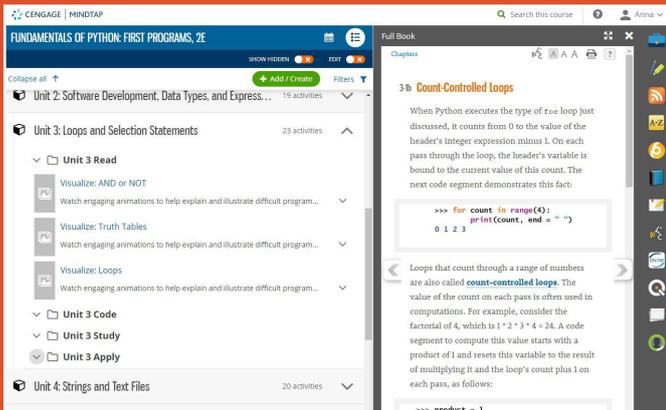
WHAT IS MINDTAP?

MindTap is a fully customisable online teaching and assessment tool with content spanning over 60 disciplines. MindTap: Fundamentals of Python, teaches students how to code with Python. Features such as whiteboard videos, an eReader, quizzes and an Integrated Development Environment allow students to learn theory and to practice, all in one place. Class analytics and insights and instant grading aim to save instructors' time and provide students with valuable feedback.

"The practical coding exercises were my go-to, I wanted to get that practical understanding of what to do, but I also liked the video that introduces the topic so I watched that, then I would read the eBook, and then I would go into the coding."
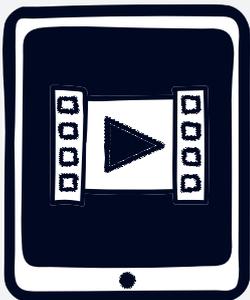*– Student Cass Business School*

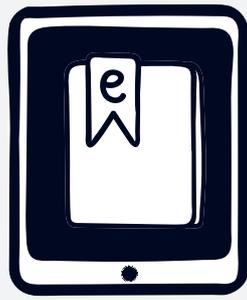*"I found it [MindTap] really helpful because it has a nice balance of theory and practice."*
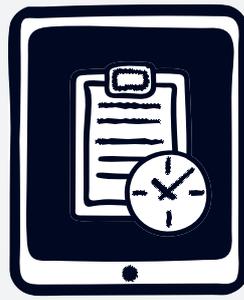*- Student, Cass Business School*

MindTap: Fundamentals of Python includes

Whiteboard videos

eReader

Quizzes

Integrated Development Environment

KEY FINDINGS

Cengage surveyed students using MindTap: Fundamentals of Python and spoke to a select group of students from the Business School. These students were from a range of degree programmes, studying subjects such as Business Studies, Investment and Financial Risk Management and Actuarial Science. Despite being an elective module, many students were drawn to MindTap: Fundamentals of Python due to the relevance of Python in the industry:

"In a recent phone interview, they asked specifically about my knowledge of VBA and Python."

"One of my managers at my placement told me 'if you back to University and if you have the chance to learn an additional coding language, please do so."

Most students surveyed had little to no prior knowledge of Python before using MindTap and many had not used an online learning solution before. When asked what they thought of MindTap, 83% of students agreed it is an effective learning tool for Programming and said it increased their confidence in the subject matter. Further to this, 66% of students agreed that learning Python with MindTap would help to enhance their graduate employability skills.

When asked what they liked most about MindTap, students emphasised that it is particularly effective for self-study purposes. "It definitely helps anyone who wants to understand more about Python. The big thing for me is that I can do it in my own time, and I don't have to go to class." Students also liked that, despite not having to attend class, they could get an instant grade on MindTap: "I felt quite rewarded when I could see '100%' when I was finishing my exercise!"

With regards to improvements that could be made to the platform, students would like to see more Python exercises and applications that could be relevant to different disciplines such as Finance or Business, so they could better understand how Python might be used in their future careers.

90%

**of students surveyed said they would recommend MindTap: Fundamentals of Python to other students:
'I would definitely recommend it [MindTap] to other Actuarial Science students'
-Student, Cass Business School**

83%

of students agreed MindTap is an effective learning tool for Programming and said it increased their confidence in the subject matter.

DRIVING EMPLOYABILITY WITH ONLINE LEARNING SOLUTIONS

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Oliver Manyemba, Lecturer, and Richard Payne, Associate Dean, (Undergraduate) at Cass Business School, are at the forefront of Cass's employability initiative, ensuring students have access to self-study materials during their degrees that teach in-demand workplace skills. Richard and Oliver were therefore keen to use MindTap: Fundamentals of Python, an online learning solution which can be used as part of students' self-study to become proficient in Python. Initially, Cass piloted MindTap: Fundamentals of Python with 100 students from different degree programmes across the Business school. Students were given access to the 11-week course as an extra-curricular, self-study option, so they could complete tasks and assessments in their own time, around their degree programme.

Oliver expresses why he's keen to get Python into the curriculum: *"The two most popular programming languages in the city are VBA and Python so in terms of employability, students can't go wrong by learning these Programming languages; they open doors for students. In the industry we've seen Python become more and more relevant in the past 2 or 3 years, it's growing fast in the financial markets which is why we want to offer it as an elective module to all Cass Business School students."* In fact, according to The Economist [1], Python is becoming the world's most popular coding language.

"So far, the demand from students to enrol on the MindTap: Fundamentals of Python online module has been really good. Cass students are pioneering the way for graduate employability skills, ensuring they are among the world's most employable graduates."

"We are not only using Python for students but lecturers too, to make sure they have knowledge of Python so they can incorporate it throughout the modules they teach and provide relevant industry applications for students."

By learning to code with MindTap, students are better prepared for career opportunities in Business Analysis, Finance, Accounting, Project Management and more. Learning coding helps to build skills that aren't easily learnt exclusively, but are essential to students' studies and future careers, such as structured and creative thinking, problem-solving, persistence and critical thinking.

[1] www.economist.com/graphic-detail/2018/07/26/python-is-becoming-the-worlds-most-popular-coding-language

WHAT NEXT?

Following the initial trial, Cass Business School will roll out MindTap access out to 1,000 lecturers and students as an optional extra-curricular module. Richard and Oliver hope that lecturers too can become more familiar with Python and incorporate it into their modules to provide relevant applications and examples for students across different degree programmes.

If you'd like to find out more about how MindTap can support you and your students, please contact your local Cengage representative through **cengage.co.uk/contact-us** or email us at **emea.edureply@cengage.com**