



Ahead of the Technology Curve

MBA Program's innovation and leadership results in industry-leading iPad app.

New York University's Leonard N. Stern School of Business is known for its broad portfolio of academic programs for graduate and undergraduate students. Considered one of the country's leading business schools, NYU Stern offers full-time, part-time, executive and global MBA programs at its Greenwich Village site. All value leadership, collaboration, and innovation.

"At NYU Stern we are focused on delivering the richest possible learning experience for students and giving them the opportunity to use technologies that have the potential to influence how business is conducted," said Kim Corfman, Vice Dean for MBA Programs.

Challenge: Meet student demand for coursework on mobile devices

For months, NYU Stern's Center for Innovation in Teaching and Learning (CITL) had been looking for ways to use new technologies in the classroom.

The requirements were:

- Meet the demands of a mobile student body
- Further enhance the teaching and learning experience through improved collaboration and study tools
- Make quality content available through the iPad that would enhance student engagement
- Evaluate student responses to using advanced digital technologies in the classroom
- Provide innovative ways to deliver high-quality digital content while complying with copyright provisions.

Client Story



"XanEdu was absolutely amazing in covering all the details and making sure that things would be smooth, that students would receive their content, that the content would be high quality."



Maya Georgieva

Asst. Director of
Educational Technology
NYU Center for Innovation
in Teaching and Learning

Unlike some institutions and IT departments, CITL didn't want to simply offer support for a digital device. Instead, the goal was to make sure the content delivered on the device was as good as or better than the device itself.

With all the tablets and e-readers on the market, why did Stern - one of the country's most prestigious business schools - choose the iPad?

After following pilots at other business schools using other devices, Georgieva said the newly released iPad offered the best content, graphics, color, annotations, highlights, and other features that helped students engage with the material.

"The iPad was a device that covered more of what the students wanted" she said, adding that faculty and students enjoy the iPad's flexibility, mobility and interaction.

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Collaboration with XanEdu

CITL needed a partner to help meet its particular program needs, keep it on the cutting edge of technology, and strengthen its reputation as a school of forward-thinking leaders. CITL chose XanEdu, the leading provider of custom course packs and textbooks. Students and faculty were already familiar with XanEdu coursepacks in both digital and print versions, so it was a natural extension to team up with XanEdu to create the next generation of mobile content for the Apple iPad.

XanEdu worked closely with CITL to understand NYU Stern's specific needs. XanEdu needed to make sure that the digital content could meet all needs and expectations required by the CITL and the MBA students.

CITL and XanEdu conducted the nation's largest MBA iPad pilot program to deliver digital course materials on the iPad.

Together, CITL and XanEdu conducted the nation's largest MBA iPad pilot program to deliver digital course materials on the iPad. About 500 students from more than 50 courses in the fall 2010 semester participated in the program, which identified how student learning differs in an electronic environment.

Georgieva and her team recognized the potential for something big. They began by identifying key stakeholders at the institution and then engaged a cross-functional team to participate in the pilot. They involved students and faculty in the process to ensure that the introduction of a new technology would be positive.

Student input leads to ideal iPad app

Interest in new technology typically wanes after a while, Georgieva said. But that didn't happen during the XanEdu iPad pilot, where students eagerly offered feedback and recommendations for making the iPad app experience even better.

The team quickly learned that in order to truly replace paper, the features and functionality of the XanEdu iPad App would need to support the specific study habits of students. Nothing like it existed on the market.

Subtle, yet important, requirements emerged such as how to simulate "flipping pages back and forth" in a paperless environment. The feedback was invaluable to the app development teams which also included The Whole Brain Group and Arbor Moon.



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XanEdu used that feedback to build the XanEdu iPad App containing the exact features to meet student needs. Released in December 2010, the app is the industry's most feature-rich iPad app for reading course materials, and offers a paperless experience with all the capabilities of a printed version.

"We're excited to be able to contribute to the XanEdu iPad app and incorporate our students' feedback into it," Georgieva said, referring to the app's back button, zooming, collaboration, and note-taking features that resulted from student input.

Instructors at NYU Stern can now incorporate their own notes, writings, and syllabi into a digital version of the XanEdu CoursePack, she added.

With an iPad, students can study anytime, anywhere

Thanks to the XanEdu iPad App, MBA student Yonadav Tsuna said his classroom notes go with him wherever he goes. "It's important for me to be mobile," he said. "I don't want to go on the subway with a backpack full of books. I want to be able to just have my iPad." But it's much more than convenience, he said. "Once I started using the XanEdu digital Course Pack, it definitely engaged me more in the course. It's important for me to be engaged because it makes the difference between me liking or not liking the class."

Some students had five coursepacks on the iPad, significantly and literally lightening their load.

For MBA student George Miron, using an iPad in class instead of a laptop is not only more convenient, it's been incredibly easy to use, and has saved him money on books and print-outs.

J.G. Ayodele, another MBA student, applauds the highlighting, note-taking, and indexing features of the app, and calls XanEdu "innovative, cutting-edge, and visionary."

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Feedback: "Overwhelmingly positive"

Faculty and students involved in the pilot program were happy to help create an iPad app that will benefit students around the world, said Georgieva.

"XanEdu was absolutely amazing in covering all the details and making sure that things would be smooth, that students would receive their content, that the content would be high quality, and all the expectations that students and faculty have will be met and available on the iPad devices."

"In the field of higher education, we've been talking about e-books and e-readers and opportunities they'll bring to our students and into our classrooms for a number of years," said Georgieva. "And with every year, the technology is maturing and the volume of the content is increasing. With the XanEdu iPad pilot, we were able to give students that digital content, that electronic book, that e-reader we've been looking for."

"All the feedback we've received has been overwhelmingly positive."

To learn more about the XanEdu iPad App, visit: www.xanedu.com/ipad-app

NYU Stern and XanEdu earned the 2011 Campus Technology Innovators Award for the development and use of the XanEdu iPad App at NYU Stern School of Business.



This project was chosen because XanEdu's approach and product development methodology involved direct input from hundreds of students across North America. This process enabled the company to truly understand how specific features could enhance the student learning experience and help students engage more with the digital content being delivered to them.

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