Success Story

Luzerne County Community College



Empowering Students to Master Business Law Through Active Learning with Connect

Challenge

Supporting Student Success Through Structured, Active Learning.

Solution

McGraw Hill Connect with Dynamic Business Law: The Essentials with Affordable Access and the Evergreen™ delivery model.

Result

Improved Critical Thinking and Course Engagement with Connect.

> **The combination of Connect and my lecture videos helps students move from learning business law concepts to applying them confidently in realistic business scenarios.**



Lorrie Choman
Esquire Adjunct Instructor

The Challenge

As an online Business Law instructor, Lorrie Choman wanted to create a course that did more than help students memorize legal concepts. Her goal was to build a structured learning experience that encouraged students to master foundational knowledge independently before applying what they learned to realistic business scenarios that develop critical-thinking and analytical skills.

She also wanted a platform that gave her the flexibility to emphasize the concepts most important to her course, incorporate a variety of learning activities, and efficiently manage grading without sacrificing meaningful feedback. Most importantly, she wanted students to engage with the material in ways that prepared them to analyze legal issues rather than simply recall information.

Initially, Choman approached Connect® with modest expectations based on previous experiences with other publishers' digital platforms. Those expectations quickly changed.

"Given the mediocre experience I had with other publishers' digital resources, I had modest expectations for Connect. I was pleasantly surprised. The platform is well-designed, reliable, and rich with useful resources."

Choman needed a solution that would help students build a strong foundation while giving her the flexibility to emphasize real-world application, critical thinking, and meaningful instructor feedback throughout the course.

The Solution

Choman designed her online Business Law course around Connect's adaptive learning and assessment tools, integrating SmartBook®, Application-Based Activities, quizzes, discussions, and exams into a structured learning sequence. Recorded lecture videos, PowerPoint presentations, and supplemental materials housed in Blackboard complement the Connect assignments, creating a structured online learning experience that moves students from foundational knowledge to application.



Students complete SmartBook assignments for each chapter before taking quizzes, helping them identify knowledge gaps while reinforcing key concepts through adaptive learning. Choman strategically assigns Application-Based Activities in topics where practical decision-making is especially important.

"The ABAs were a big hit with my students," she explains. **"The employment law scenarios featured situations they could realistically encounter in the workplace. Students weren't simply memorizing legal concepts—they were applying them."**

For topics requiring more in-depth analysis, she incorporates discussion assignments that ask students to evaluate realistic legal disputes. One writing assignment, for example, requires students to determine whether a valid contract exists in a business transaction. Connect's built-in rubrics and detailed commenting tools allow her to provide individualized, meaningful feedback while grading efficiently.

Connect's flexibility also enables her to tailor the course to her instructional priorities. She selects the concepts included in SmartBook assignments and quizzes, customizes exams using Connect's question banks alongside instructor-created questions, and easily modifies due dates or provides extensions when appropriate.

Equally valuable are Connect's reporting capabilities.

"Connect's reports offer instant access to student performance," Choman says. **"I can quickly identify students who are falling behind or struggling with specific concepts, which allows me to reach out before small issues become larger problems."**

Automatic grade synchronization with Blackboard gives students immediate access to their scores, allowing them to monitor their progress throughout the semester while reducing administrative work for the instructor.

> **Connect gives students the foundation they need to move beyond memorization and begin thinking critically about how business law applies in real-world situations.**

The Results

Connect has transformed how students engage with course content throughout Choman's online Business Law course. By combining adaptive learning in Connect with recorded lectures and supplemental materials in Blackboard, students build foundational knowledge before applying concepts to current legal issues and realistic business scenarios.

Students begin by completing assigned readings and SmartBook activities in Connect, seamlessly integrated into Blackboard, before watching Choman's recorded lecture videos and PowerPoint presentations. Because SmartBook reinforces foundational concepts through adaptive learning, her recorded lectures can focus on expanding students' understanding with current legal cases, business news, and real-world examples that illustrate how legal principles apply in practice.

"When discussing trademark law, I briefly explain the purpose of trademarks before moving into current lawsuits involving trademark infringement," Choman explains. **"Students appreciated seeing how the concepts they learned in Connect apply to issues happening today."**

This combination of assignments and recorded lectures helps students move beyond memorizing legal concepts to analyzing how those concepts apply in authentic business situations.

Developing Critical-Thinking Skills Through Application

Choman found that students particularly benefited from the Application-Based Activities because they required them to synthesize multiple legal concepts while making decisions in authentic workplace situations. Rather than simply recalling definitions, students analyzed scenarios, evaluated options, and applied legal reasoning to determine appropriate outcomes.

More Meaningful Instructor Feedback

Because Connect automatically grades SmartBook assignments, quizzes, and other objective assessments, Choman spends less time on routine grading and more time providing personalized feedback on students' written analyses and exam essays.

"Partnering with Connect has significantly reduced my grading time, allowing me to give detailed feedback on discussion posts and exam essay responses while preparing more meaningful lectures."

With routine grading handled automatically, Choman has more time to provide individualized feedback on students' written analyses and exam essays.

Increasing Student Accountability and Access

Choman has observed that the structured sequence of assignments encourages students to stay engaged throughout each instructional unit. Because multiple chapters are available at once, motivated students can work ahead, while multiple attempts on SmartBook assignments, quizzes, and Application-Based Activities encourage persistence and mastery.

"I often see students earn 70 percent on their first quiz attempt and improve to 100 percent by their third attempt. They're motivated to master the material, and they learn along the way."

Affordable Access further supports student success by ensuring every student has immediate access to Connect, the eBook, and required course materials from the first day of class.

"As a community college instructor, I'm very aware of the financial challenges many students face," Choman says. "Affordable Access means every student can begin completing assignments immediately without waiting for access codes or textbooks."



> **The combination of SmartBook, Application-Based Activities, and my recorded lectures helps students move from learning legal concepts to applying them critically in real-world business situations.**

Conclusion

For Choman, Connect has become an integral part of her instructional strategy—not because it replaces teaching, but because it strengthens it.

By ensuring students master foundational concepts independently, Connect creates space for richer discussions, more authentic legal analysis, and stronger connections between textbook concepts and today's business environment. Connect's flexibility allows her to customize learning activities around course objectives while giving students multiple opportunities to build confidence and improve their understanding.

Perhaps most importantly, Connect enables her to devote more of her time to the aspects of teaching that have the greatest impact on student learning: mentoring, providing thoughtful feedback, and helping students develop the analytical skills they'll use throughout their careers.

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Shared Success: Tips for Instructors

Choman offers several recommendations for instructors implementing Connect:

- Require students to complete the Connect orientation before beginning coursework.
- Encourage students to watch the Application-Based Activities orientation videos.
- Clearly communicate how each assignment contributes to the overall course grade.
- Regularly remind students to use the SmartBook Recharge feature as exams approach.
- Include McGraw Hill Student Support information in the course syllabus.
- Partner with your McGraw Hill representative and Connect Instructor Support to take full advantage of the platform's capabilities.



About Lorrie Choman

Lorrie Choman, Esquire, is an adjunct instructor in the Business Department at Luzerne County Community College, where she teaches online Business Law. Drawing on her legal background and professional experience, she designs courses that connect legal principles to contemporary business issues through case studies, current events, and practical application. Her instructional approach emphasizes critical thinking, legal analysis, and meaningful instructor feedback while leveraging technology to support student success.

About Luzerne County Community College

Luzerne County Community College is a comprehensive public institution serving northeastern Pennsylvania. The college provides affordable, high-quality academic and career programs that prepare students for transfer opportunities and workforce success. Through flexible learning options and a commitment to student access, the college supports diverse learners in achieving their educational goals.