



Higher Education



Business Commerce



Bachelor Degrees



Scalable Programs



Self-Paced Learning



Case Studies

Success Story



THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA

Financial Reporting and Accounting



Background:

Placing among the top 65 Higher Education institutions worldwide, the University of Queensland's Business School (UQBS) is known for its ability to empower future leaders to transform corporate operations and society as a whole.

Delivering courses and research opportunities across all facets of business, including accounting, finance, management, marketing and tourism, UQBS is dedicated to facilitating an **active learning experience** in which traditional modes of instruction are subverted to enhance learning.

Accordingly, UQ employed Guroo Producer's™ services to develop a portfolio of programs aimed at improving student engagement by **incorporating activities and pedagogical frameworks** that would prompt a more immersive learning experience.

*“The Guroo team were **extremely responsive** and as an academic it was great to be able to engage with a team of people who work **quickly and professionally** to produce an **educational tool of very high quality**.”*

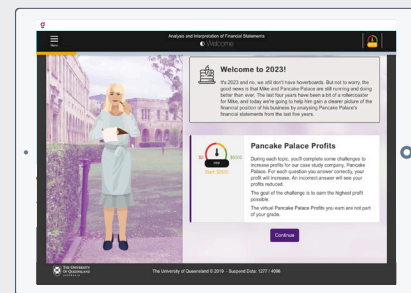
Debbie Jeffery

Associate Lecturer - Accounting
School of Business

guroo[™]
PRODUCER

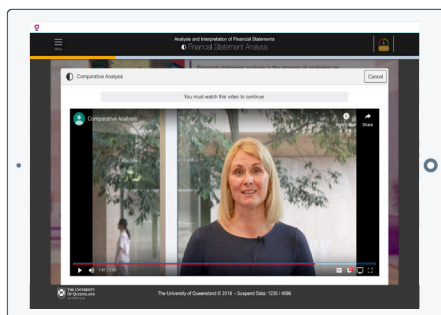
Problem:

The heavy integration of traditional learning methods within universities has prompted a call for alternative approaches that support a more **flexible learning experience** and deliver **more engaging content**. In order to meet this demand and better prepare students for the real world, the University of Queensland sought a solution that would **subvert the classroom and create a more active learning experience**, allowing students to **learn by 'doing'** rather than passively absorbing expert information delivered through lecture material.

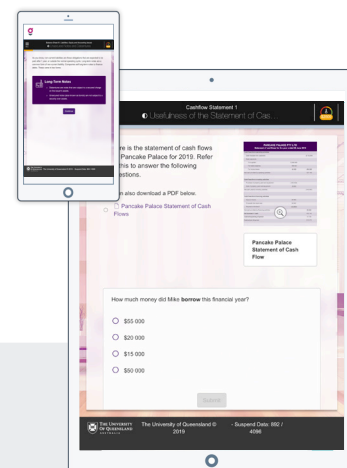


Solution:

Guroo Producer™ created a digital learning program designed to **remodel classroom-based interactions** through the **incorporation of case studies and other practical elements** that prompt students to become **active participants** in the learning process.



The digital suite equipped students with foundational knowledge while **planned lectures and tutorials provided further elaboration** on key concepts and **pragmatic learning opportunities**. Through the incorporation of eLearning, students were offered a **flexible, self-paced experience** that could be effortlessly integrated into their schedules.



Goals and Objectives:



Learner Outcomes

- Enable Bachelor of Commerce students to analyse and record accounting transactions and prepare financial statements
- Understand the role and purpose of financial accounting within organisations and markets
- Analyse and record business transactions
- Prepare, analyse and interpret financial statements
- Apply accounting concepts through the use of accounting software
- Appreciate the need for regulation, corporate governance and ethical considerations in preparing financial accounting information



Learner Personas

- First year undergraduate students
- New to university life and the demand of course work

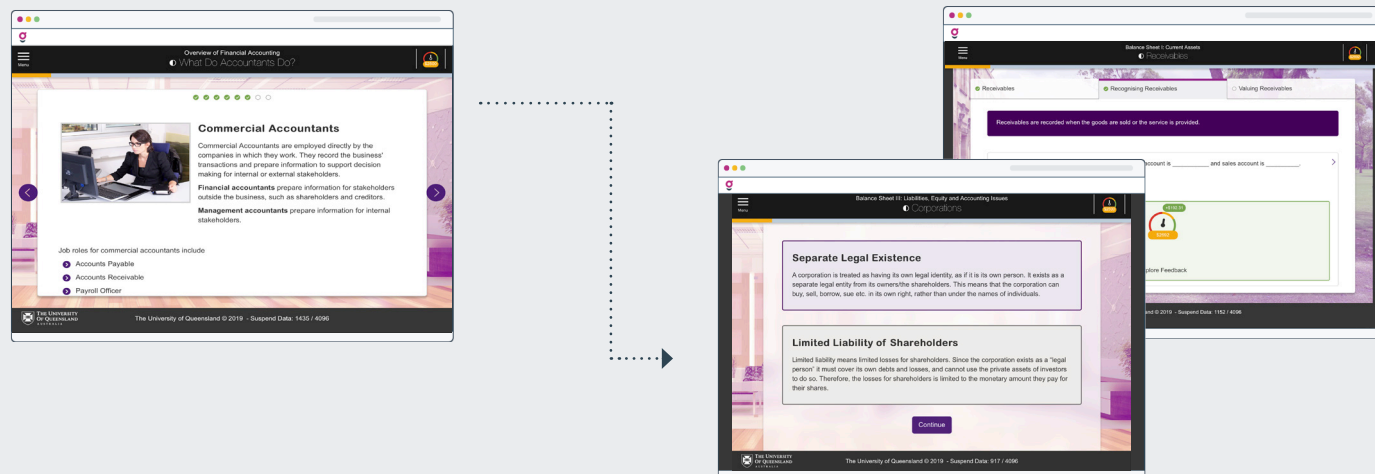


Program Requirements

- 11 x 20 minute digital learning experiences
- Integrated Case Studies

The Learning Journey:

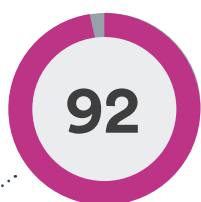
In response to the University of Queensland's request to re-design their business courses to meet the growing demands of students, Guroo Producer™ created an educative suite of **11 digital experiences broken down into three comprehensive modules** - business activities and reporting, preparing financial statements, and analysing financial statements. The modules and associated experiences were **designed to complement face-to-face learning** by guiding conversational topics and supplying students with the foundational knowledge needed prior to attending lectures and tutorials.



Each **digital experience ran for 20 minutes** and was supplemented with **integrated case studies and session plans** intended to guide classroom-based facilitation. **The case studies acted as a basis for practical development**, while **face-to-face time was spent actively creating the financial reporting and accounting materials** that had been learnt about within the eLearning space. Assessments in the form of **online quizzes, exams and an assignment** were also included throughout the course **to test the retention of information and measure the effectiveness of the program**.

Results:

Overall, **through the adoption of a more active approach to learning, the program delivered on the organisational objectives** laid out at the beginning of the project, namely the creation of an immersive blended experience that would engage first year students while offering them the freedom to design their own learning journey. By incorporating both digital and face-to-face components, students were able to pick up where they left off both in class and online, resulting in **theoretical and practical knowledge** being attained.



There was a **92% completion rate** of modules prior to lectures and tutorials



Content was delivered to **over 400 students**



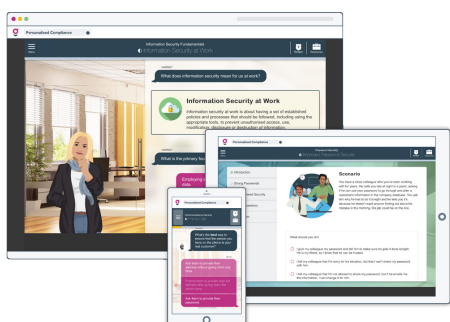
Faculty members believed the program to have had a **positive impact** upon student learning



Students reported **feeling liberated** by a more flexible approach to learning



At Guroo Producer™ we are dedicated to placing **immersive, personalised and adaptive learning journeys** within reach of all organisations from start-ups to world-leading companies and universities. Working across Corporate Learning and Development, Executive Education and Higher Education, we have developed a **learner-centred** approach that is **experiential, engaging and educational**.



Since our inception in 2016, we have delivered hundreds of learning experiences using the Guroo Producer™ Learning Design Platform. Unlike other authoring tools, **the Guroo Producer™ platform supports the entire learning production life cycle** from analysis and design through to development, delivery and evaluation. **Our user-friendly platform** allows for the creation of **customisable scenarios, simulations, video productions and games** that ensure both scalability and consistency across every project. Moreover, the ability to create self-paced, work-integrated and blended **programs that are both data-driven and xAPI-ready** enhances the user experience whilst producing quantifiable and measurable results.

At Guroo Producer™, we believe customer relationships are paramount to producing transformative learning experiences. We understand that **different projects require different partnership models**, that's why we have built a collaborative and agile learning design platform, and a learning services team to support you when you need it. On each project you can choose if you want to completely outsource, collaboratively co-design, or DIY using our platform.

Guroo Producer™ is a team of diverse individuals with expertise across multiple disciplines from design, animation and video production to technological development. Having received several industry awards in acknowledgment of our work and dedication to the production of innovative project designs, we find true fulfilment in the success stories and testimonials of our many satisfied customers.

Are you a Guroo Producer too?

www.gurooproducer.com

Contact Us:



Rhayna Bosch
Customer Success Manager

rhaynabosch@gurooproducer.com
+61 (0)405 201 847



Donna Hanson-Squires
Head of Learning Design

donnahansonsquires@gurooproducer.com
+61 (0)488 492 540

