

The University

Loyola University Maryland is a Jesuit, private liberal arts university located in Baltimore, Maryland. It has a total undergraduate enrollment of approximately 4,000 students and utilizes a typical semester-based academic calendar with students taking an average of five classes each semester.

Challenges

When we were first introduced to Loyola in 2016, students majoring in Management were paying more than \$100 per course for physical textbooks. Supplementary reading materials were often printed and distributed during class at the university's expense. Some coursework was printed and submitted hard copy, while other assignments were submitted as attachments to emails or through the learning management system.

1,500+
Students

How Ming Press Helped

We partnered with faculty at the Sellinger School of Business and Management to develop a comprehensive online coursepack for the senior capstone course. The coursepack provided students with their course text, supplementary materials, and assessments through our easily accessible online platform. In addition to consolidating the course material, we were able to offer this coursepack to students for just \$40 since the author waived all royalties.

60+
Courses

“ I surveyed my students after the crazy spring 2020 Covid semester and they almost universally loved how well Ming worked compared to the LMS they had to use in their other courses. And for me the beauty is that it’s already online ready with Zoom and other links embedded!”

Dr. Jeffrey L. Cummings, Professor of Management, Loyola University Maryland

Results and Benefits

A positive response from students and professors alike led to the adoption of the coursepack approach by additional faculty and for numerous additional courses over the next few years including Strategic Management, Global Strategic Alliances, Strategic Risk Management, and International Business.

With the shift to online learning solutions necessitated by the pandemic, professors utilizing the coursepack were able to quickly prep new courses by cloning and customizing existing templates.

Overall, students benefited from an improved organizational structure and significantly more affordable text.



Questions?

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