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Optimising Operations Management Teaching with Revel: A Case Study from the University of Bristol

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Platform: Revel OM

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“By blending practical examples with abstract concepts, such as relating capacity and inventory management to everyday life, Revel makes these topics more engaging.” – Aniekan Essien



Course

In my school, we refer to modules as units. One of my units, titled **Operations Management**, introduces both basic and advanced theoretical knowledge of the field. This **undergraduate final-year** unit is quite popular, with around **300 students** enrolled last year. I use the textbook by [Slack, Brandon-Jones and Burgess](#) for this unit, having started with it in the last academic year.

The unit's structure includes lectures and fortnightly seminars, where I integrate practical **case studies** and readings. **Assessment** is entirely **practical**, requiring students to create reports or portfolios by analysing real-world operations like supermarkets or gyms. Additionally, we incorporate a **gamified element** where students play supply chain games and report their findings in teams.

Aims and objectives

Operations management has always been a theory-heavy subject, so I recommended using Revel to **enhance teaching**, scholarship, and the student experience. By blending practical examples with abstract concepts, such as relating capacity and inventory management to everyday life, Revel makes these topics more engaging.

My initial impression from the demo was that Revel would **foster student interaction** through icebreaker tasks and interactive sessions. It also **supports experiential learning** with videos and case examples, and its **adaptive learning feature** allows students to learn at their own pace. This helps me identify and assist students who are struggling. Overall, I adopted Revel to improve student engagement, understanding of the material, and **enhance the university's reputation**.



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"I think the quizzes and the way to see the struggling points for each student is something that I believe is a game changer."

Integration into the curriculum

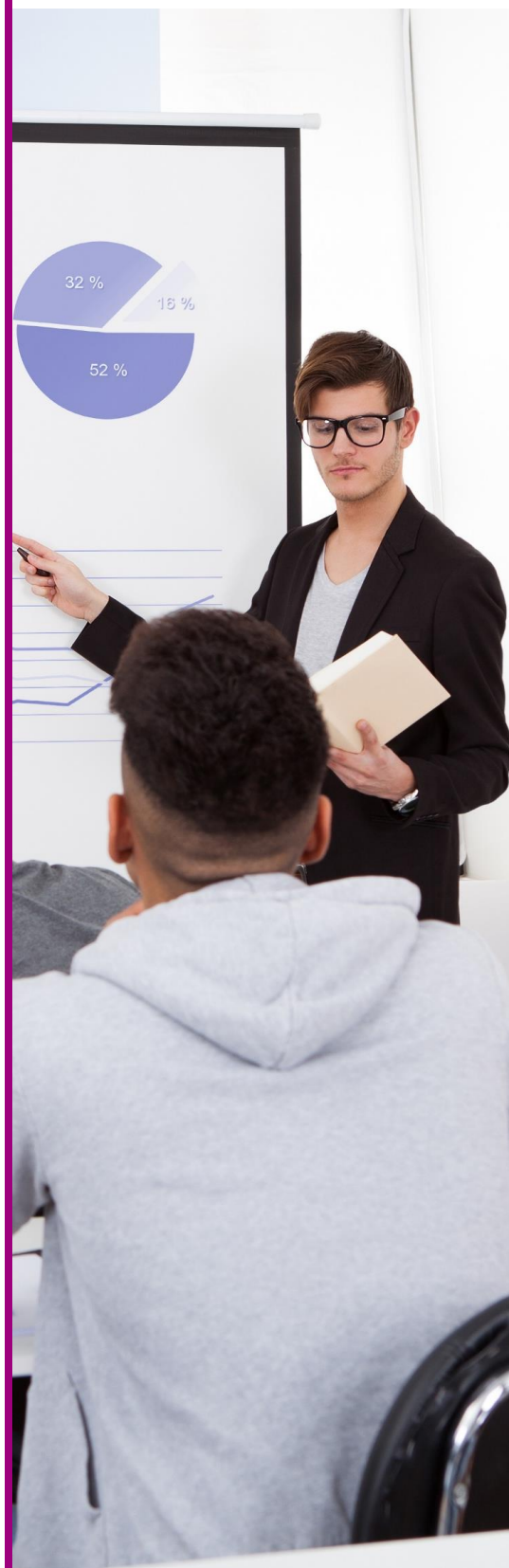
I provided students with a separate link to access Revel, rather than embedding it directly. I created a course list aligned with the weekly topics I was teaching and opened quizzes and reading chapters on a week-by-week basis. This method allowed students to follow along.

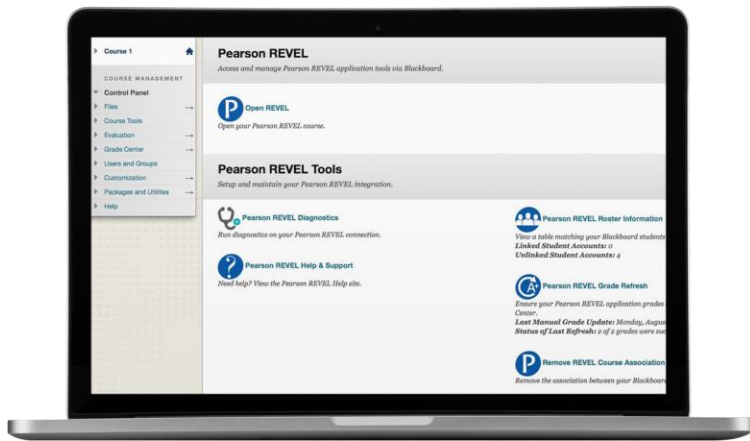
Assigning credit

We adopted a gamified approach where we use the points from the quizzes that they do to get to a leaderboard. We had a Premier League table and those were at the top of the table. The top three students got vouchers for their performance.

Communicating the use of Revel

I was communicating with students on a weekly basis. I told them every week that the lecture slides are ready, the Revel link is open, please read the relevant part in the eText, please do the quiz in Revel. I communicated with them through e-mail, I reminded them to use Revel regularly.





What students say

Some students appreciated its features, including the ability to play content forwards and backwards, and the **convenience of a mobile app** which allowed them to listen while at the gym or walking. However, some others felt it caused digital fatigue.

Changes in student results

Interestingly, there was an average **2-3% improvement in student performance** with the use of Revel. My own analysis, which I presented in a seminar, found a strong **70% correlation** between using Revel and student performance. This suggests that as students engaged with Revel, their performance initially improved dramatically, until it plateaued.

Impact on student engagement and active learning

I think when it comes to the feedback from the student to understand how well it's enhancing their interaction, I didn't specifically or distinctively get that from them. But it had an effect on their studies. It was good to know that clearly there was some sort of **engagement improvement in interaction**. The nature of questions I got were better.

Impact on time spent providing feedback or on grading homework assessment

Revel did not directly impact the assessment outcomes for my unit, not because it lacks potential, but due to the nature of my practical assessments. Instead of using textbook questions or a question bank, I assign projects where students analyse a **real-world operation**, which varies widely among students. Consequently, there's no standard marking scheme applicable to everyone. While Revel has its benefits, it didn't influence these specific assessments.

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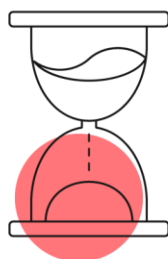
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Personal favourite feature

I think the quizzes and the way to see the struggling points for each student is something that I believe is a game changer.

I've always said that I would like to know where students are struggling right from the beginning so I can focus on solving that problem.



Recommendations to first time users

I definitely recommend it to my colleagues. My advice to first time users is - **give yourself enough time** to set it up properly. Don't make the mistake I made with not integrating it into our own learning system. Try to do the seamless integration within your VLE. Give enough time for the students, too.

Benefits of using the platform for instructors and for students

Using Revel has significantly improved my teaching and tutoring. It provided clear directions and subtle icebreakers that were very helpful, and the embedded activities enriched my seminars. Revel allowed me to identify where students struggled, such as with the input transformation output model and the four Vs (volume, variety, variation in demand, and visibility). **When I saw many students struggling with these concepts in the first week, I revisited them in week four, using additional slides based on Revel's recommendations. This approach led to better performance on those topics compared to previous years.** The nature of student questions also improved, indicating a deeper understanding of the material.

For more information about Revel please visit

<https://www.pearson.com/en-gb/higher-education/products-services/revel.html>