

case study

advise • create • transform • measure

second avenue
reimagine learning

our client



Pearson Education is the largest educational publisher in the world, producing leading products and services across every academic discipline. For this project, we worked with the Science Editorial team at Pearson Higher Ed to create a cutting-edge business tutorial and homework system.

the opportunity

One of the persistent challenges in Business Education has been bridging the gap (between) the textbook and real-world applications. The *Principles* courses, in particular, tend to focus on vocabulary, sometimes at the expense of higher-order thinking and problem-solving skills. Text-based case studies are often used in textbooks, but interactive media is even more effective by giving students the chance to take on a new role, explore a virtual world, make decisions, and see the results of those decisions. Given this, Pearson decided to build simulations to offer students deeper learning opportunities.

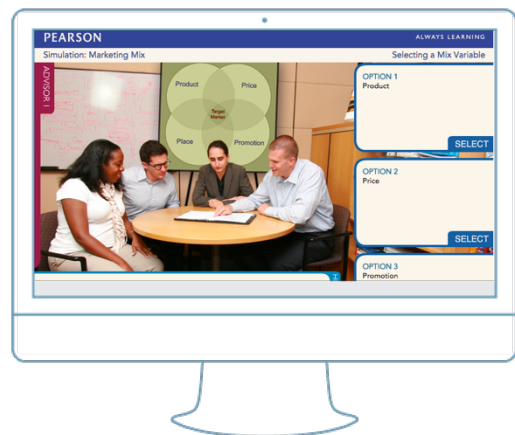
Second Avenue succeeded where others failed. Assessment Director, Pearson Education

the solution

Other providers were unable to provide the quality, consistency, and complexity of content and design required by this project. Second Avenue, however, was able to create a specialized team to design simulations on a wide range of topics including human resources, diversity, and business-to-business. Building the content required deep expertise in developing case studies, designing assessments, integrating simulations, and creating a vision for integrating all these components to produce the final product.

the impact

Pearson was delighted with the results, which they found exceeded their expectations. Pearson Business Publishing's simulations became a key differentiator for product lines with tens of millions of dollars in annual revenue. These simulations became the lead media product used by sales representatives in demonstrations, as a result becoming an essential part of Pearson's marketing strategy.



Let's start a new project together!

Rochester • Boston • New York

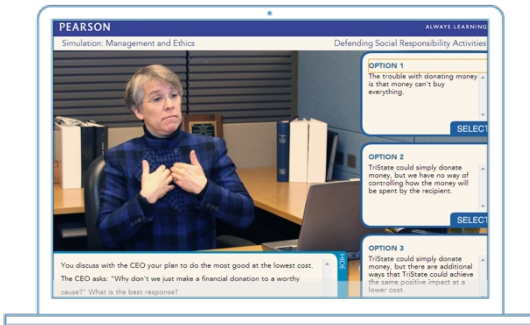
585.419.6530

SecondAvenueLearning.com

case study

advise • create • transform • measure

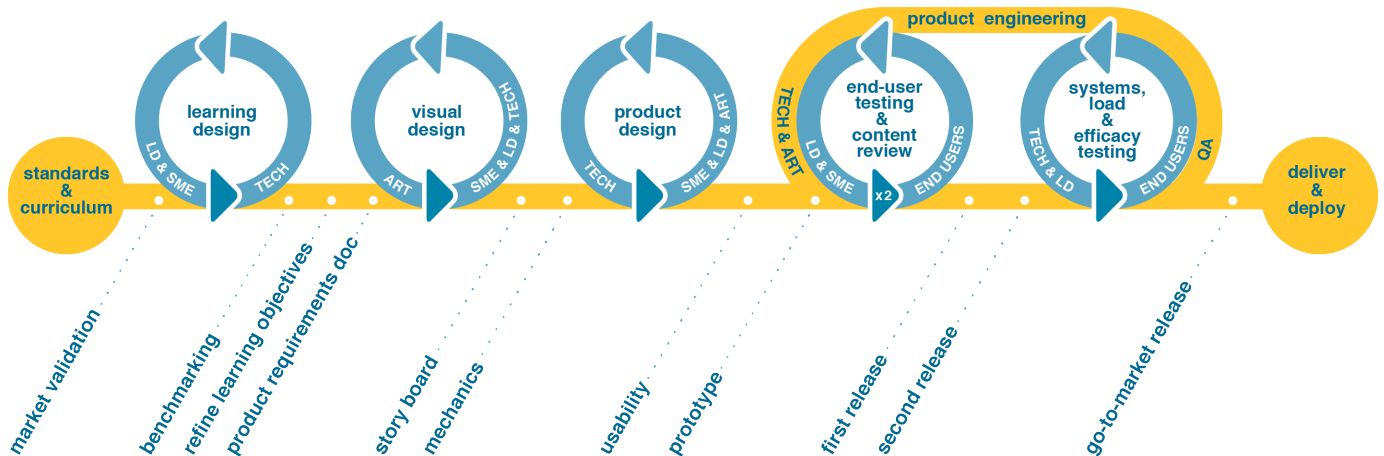
second avenue
reimagine learning



More than five years after they were produced, the simulations continue to be used in connecting the concepts in the textbook to the broader work of decision making in business. Today, the simulations are a core resource in the award-winning *My Lab* Pearson platform. The Second Avenue approach has served as Pearson's model for additional simulation development in other academic disciplines.

our process

The learner is at the center of our design. We use our proprietary process for all digital learning consultations. You will be involved in design and feedback through each iteration, working together with experts from Second Avenue at every stage.



©2016 Second Avenue Software, Inc.

Let's start a new project together!

Rochester • Boston • New York

585.419.6530

SecondAvenueLearning.com