



Pearson

Reading Reimagined: Studierende mit Pearson Revel zum Lesen motivieren



Agenda

- 1 | Was ist Revel?
- 2 | Einblicke in die Lernplattform
- 3 | Fragen, Antworten & Diskussion

Haben Sie das auch schon mal gedacht?

„Studierende lesen ja nichts mehr“

„Meine Studierenden nutzen das Material gar nicht“

„Ich bin gar nicht sicher, wo meine Studierenden gerade Schwierigkeiten haben“

„Die Studierenden haben keine Lust auf trockene Theorie ohne Anwendungsbezug“



Haben Ihre Studierenden das auch schon mal gedacht?

„Ich habe keine Lust auf Lesen“

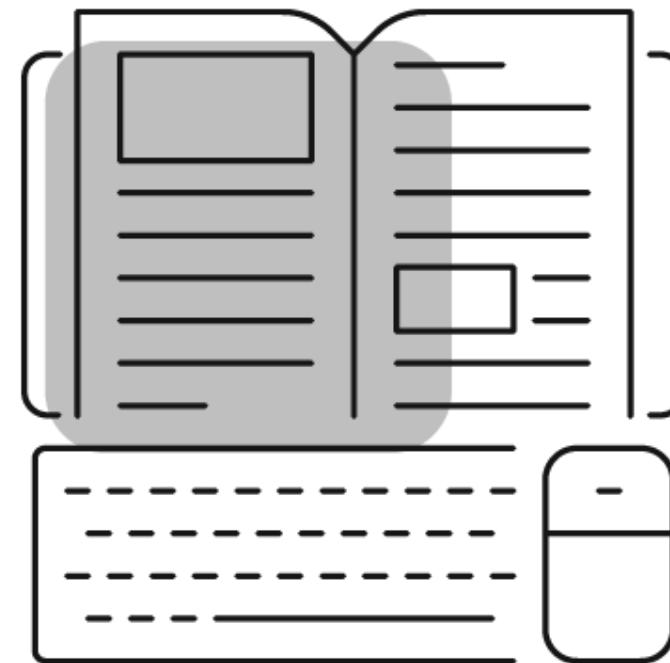
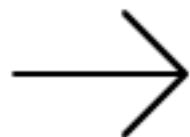
„Immer diese Materialflut ...“

„Ich verstehe dieses Thema einfach nicht“

„Ich erkenne den Sinn hinter dem Material gar nicht“



Revel ...



Revel ...

... liefert eine ansprechende Mischung aus Medien, Assessments, Aktivitäten und mehr

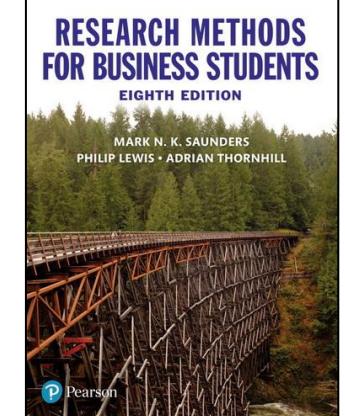
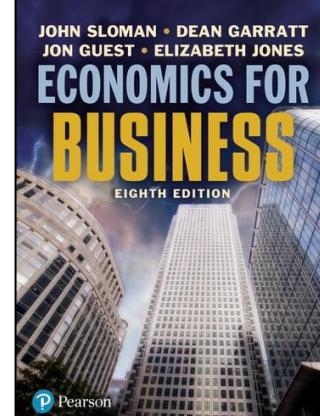
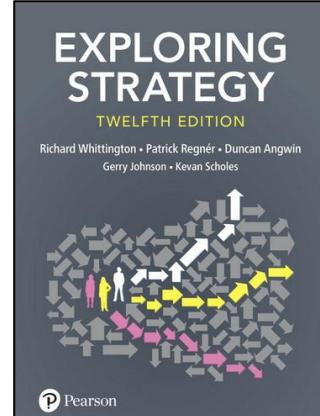
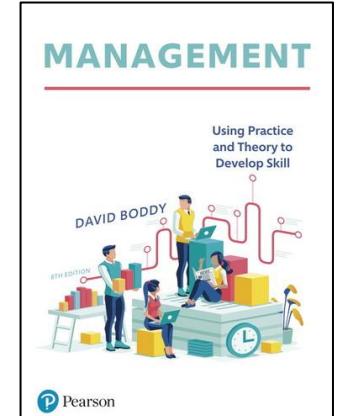
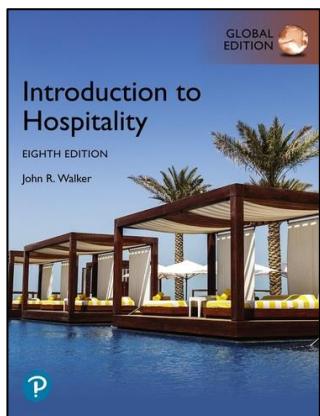
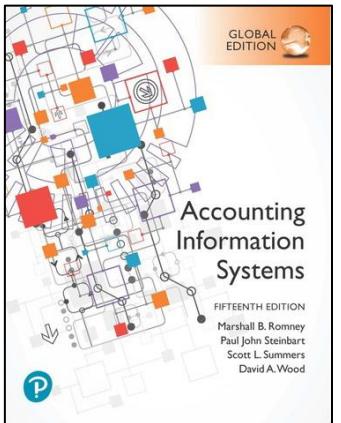
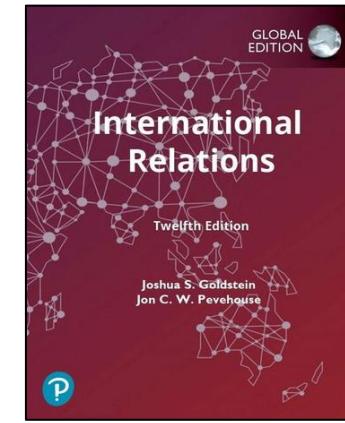
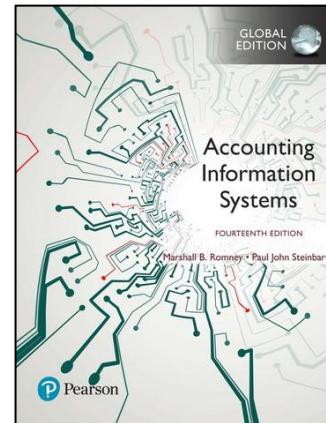
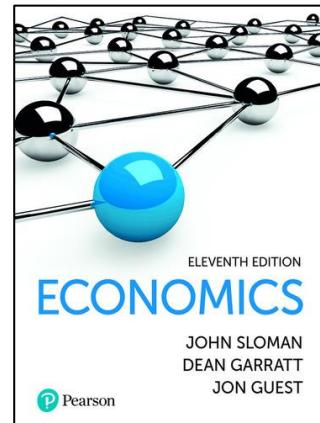
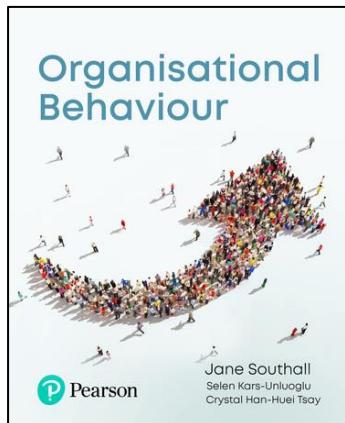
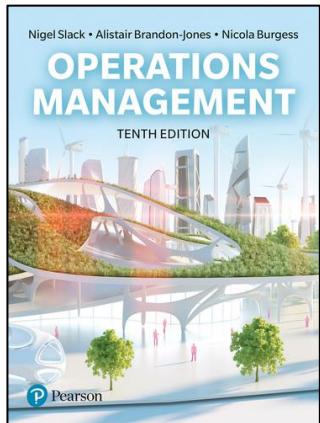
... bestärkt Studierende im aktiven Verstehen und Anwenden theoretischer Inhalte

... fördert Konzeptverständnis und kritisches Denken

... gibt umfangreiche Einblicke in die Leistungen der Studierenden

... ist mehr als die digitale Version des Lehrbuchs

Revel Portfolio für Business & Management



Weitere Lehrbücher mit Pearson Revel in unserem Onlineshop entdecken

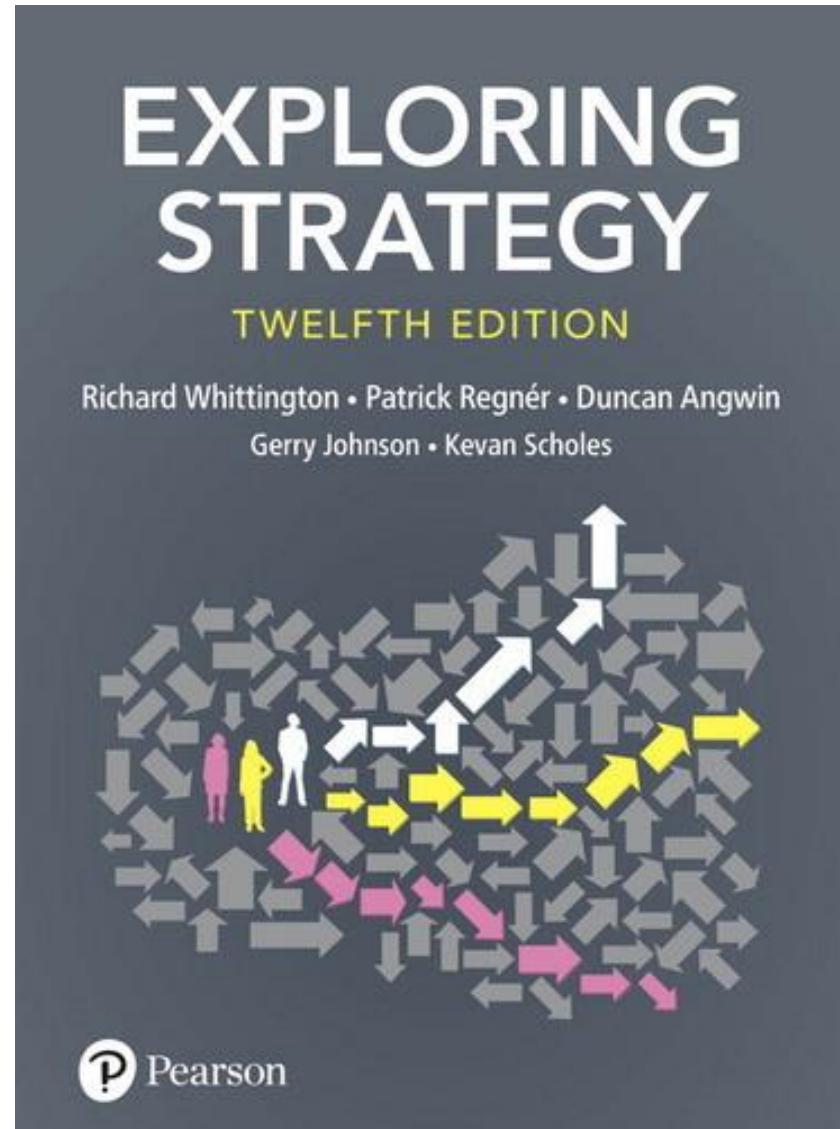
Das Lehrbuch

Exploring Strategy, 12th Edition

von Whittington, Regnér, Angwin, Johnson, Scholes

Exploring Strategy ist seit langem die unverzichtbare Einführung in die Strategie für die Manager von heute und morgen und hat sich weltweit über eine Million Mal verkauft.

Von Unternehmensgründungen bis hin zu multinationalen Konzernen, von Wohltätigkeitsorganisationen bis hin zu Regierungsbehörden wirft dieses Buch die großen Fragen über Organisationen auf - wie sie gedeihen, wie sie wachsen, wie sie innovieren und wie sie sich verändern. Text and Cases bietet darüber hinaus eine Fülle zusätzlicher Fallstudien, die von Experten auf diesem Gebiet verfasst wurden, um Ihr Verständnis zu fördern und zu bereichern. Die Beispiele stammen von unterschiedlichen Ereignissen und Organisationen wie Adnams, Siemens, Air Asia, Apple, Handelsbanken, Glastonbury und der indischen Premier League.



Einblicke in Revel

mit Exploring Strategy (Text and Cases)

Dashboard

Übersichtliches Dashboard für schnelle Einsicht in die Leistungen und Aktivitäten Ihrer Studierenden sowie aktuelle Assignments

The dashboard features a central header with a dark blue bar at the top and a light gray bar below it. On the left, a large white box displays 'Assignment status' with '4 published' and '0 unpublished' counts, and a 'Publish all' button. In the center, a large white box contains 'Overall class performance' (no assignments past due), an 'AVERAGE SCORE' chart (pts), and a 'Recent student activity' section (based on 1 assignment from Jul 11). On the right, there are two circular progress indicators: one for 'Struggling students' at 0% and another for 'Low activity' at 50%. Below these sections are three buttons: 'Course setup', 'Review settings', and 'Class performance >'. At the bottom, there are navigation dots and a copyright notice.

Assignment status

4 published 0 unpublished

Publish all

Overall class performance

No assignments are past the due date

AVERAGE SCORE

- pts

Score Range	Count
90 - 100%	0
80 - 89%	1
70 - 79%	0
60 - 69%	0
0 - 59%	0
No grade	1

Recent student activity

Based on 1 assignment from Jul 11

0% Struggling students

50% Low activity 1/2 students

Course setup

Review settings

Class performance >

enrolled total

Invite students

- days class starts - days first assignment

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Grades

Leistungsübersicht mit detaillierten Einsichtsmöglichkeiten in die Fortschritte der Studierenden sowie Informationen über Aktivität und

Name ↑	Score ↓	Work complete ↓	Time on task ↓
 German Student Last active 8 minutes ago	83%	56% of assigned	1 h 11 min
 Student Student Last active 1 minute ago Low activity	11% of assigned	16 min	

JUL 23 Chapter 9: International strategy
● 1 low activity ● 1 challenging item

Quiz 9.1 Internationalisation drivers Quiz
● 2 low activity

9.2 Geographic sources of advantage Reading

↳ Illustration 9.2 question 2 Journal
50% of assigned
1/2 students n/a

↳ Illustration 9.2 question 1 Journal
50% of assigned
1/2 students n/a

Quiz 9.2 Geographic sources of advantage Quiz
● 1 low activity ● challenging
50% of assigned
1/2 students 1 min

9.3 International strategies Reading
n/a Not scored 1 min

Thinking Differently chapter 9 Shared writing
0% of assigned
0/2 students

Assignments

Vorgefertigte oder eigene Assignments erstellen und mit Medien anreichern.

The screenshot displays a digital assignment dashboard with a list of completed assignments and a queue of upcoming tasks.

Completed Assignments:

- Chapter 1: Introducing strategy** (JUL 11)
100% of class submitted | 1 challenging item
- Chapter 3: Industry and sector analysis** (JUL 16)
33% of class submitted | 2 low activity students
- Chapter 9: International strategy** (JUL 23)
50% of class submitted | 1 low activity student | 1 challenging item
- Chapter 12: Evaluating strategies** (JUL 30)
50% of class submitted | 1 low activity student

Upcoming Tasks:

- Due next**
MAY 15 2: Methodology: How Social Psychologists Do Research
12 items | Worth 125 pts
- Upcoming**
MAY 19 3: Social Cognition: How We Think About the Social World
3 of 12 complete | Worth 133 pts
- MAY 23** 4: Social Perception: How We Come to Understand Other People
12 items | Worth 130 pts

Videos und interaktive Inhalte

Video
Three tips about scenario analysis

Three tips about scenario analysis

Richard Whittington

Pearson 0:02/4:39

Transcript

. Alongside the **IPO** market,
ts to recover th
ammes could co
apanese compa

IPO
refers to initial public offering – launch of a
company on the stock market

Figure 5.4: Ownership, Management and Purpose

because or in
describes the
profit as an e

ns vary in the
the typical b
ide, for instan

Simulationen

Mini-Sim: Creating Customer Value

Creating Customer Value

MY PROGRESS - 6% ▶ | ⌂ | ⓘ

Your Job

Your boss explains what she needs you to do:

"Your job is to evaluate the market for fitness technology to uncover opportunities for our new products. Your focus should be on making recommendations where customer value can be created and firm goals achieved."

"The fitness technology industry is full of well-established competitors. Powerfully Fit needs to break through the clutter to grab the consumer's attention. Keys to our successful product launch and profitability are creating customer value and developing loyal customers."

Click **Next** to continue.



Marketing Plan

MY PROGRESS - 7% ▶ | ⌂ | ⓘ

Planning Moment: Threats vs. Opportunities

The marketing research team has presented you with the research on the external environment. Your first task is to group the findings of the research into threats and opportunities for the marketing plan.

Read each phrase and drag each of the following phrases to either "Threats" or "Opportunities," and click **Submit**.

Threats	Opportunities
	Treads' competitors are using a multi-channel distribution strategy.
	Millennials do the majority of shopping using online or mobile channels.
	Treads' manufacturing facility is located southwest

Quizzes und Concept Checks

Quizzes zur Überprüfung des Wissens und Festigung des Gelernten. Sofortiges Feedback auf die Antworten.

The screenshot displays a learning platform interface with two main sections: a quiz and a concept check.

Quiz Section:

- Header:** QUIZ
Concept Check 1.2: The New Marketing Realities
- Text:** Beneficiaries may not even know in what stake and have little power to influence
- Score:** -- of 0 points
- Text:** Illustration 5.1 and the government
- Text:** There is a minimum of 120 characters required to resubmit, your response can be viewed
- Text:** Adapt the corporate governance chain diagram in Illustration 5.1. What were the weaknesses?
- Text:** Write your response here...
- Buttons:** Save draft (gray), Submit (blue)

Concept Check Section:

- Header:** EOM Q8.3.1
- Text:** 2 tries left
- Text:** Social norms are defined as
- List:**
 - A. Implicit or explicit rules of acceptable behaviors, values, and beliefs.
 - B. Rules about other people's behavior, values, and beliefs.
 - C. Information about how other people behave in certain social settings.
 - D. Explicit rules about how we should behave in given social contexts.
- Text:** That's incorrect.
- Text:** Consider This: This is not an accurate definition of social norms. LO 8.3: Explain how normative social influence motivates people to conform.
- Buttons:** Submit (blue)

Notebook

Notizen direkt mit Ihren Studierenden teilen, um wichtige Konzepte hervorzuheben. Übersichtliche Darstellung für einfache Navigation und Unterscheidung zwischen eigenen und geteilten Notizen.

8: Conformity and Obedience: Influencing Behavior

The Consequences of Resisting Normative S...

Unveiling Normative Social Influence by Breaking the Rules

You can also try this activity!

8.3: Normative Social Influence: The Need to...

We conform to the group's social norms—implicit (and sometimes explicit) rules for acceptable behaviors, values, and beliefs

We will talk about this next time, please read this chapter until then.

Social Groups

Processes: In...

Summary and Key Terms: Group Processes: In...

The Composition and Functions of Groups

The Zimbardo Prison Study

Remember!

9.1: What Is a Group?

A group consists of two or more people who interact and are interdependent in the sense that their needs and goals cause them to influence each other

Definition "Group"

Social Psychology in Action 2: Social Psychology and Health

Social Psychology in Action 2: Social Psychology ...

Reread before exam

Study

Eigenständiger Lernmodus für Ihre Studierenden mit Zugriff auf Lernkarten, Videos, interaktive Medien und vieles mehr

A bar chart titled "Rating for the discussion group (higher rating means greater liking)" on the y-axis (ranging from 80 to 100) and "Severity of initiation" on the x-axis. The x-axis categories are "Control (no initiation)", "Mild initiation", and "Severe initiation". The bars show increasing ratings from left to right: Control is approximately 80, Mild initiation is approximately 82, and Severe initiation is approximately 96.

Severity of initiation	Rating for the discussion group
Control (no initiation)	~80
Mild initiation	~82
Severe initiation	~96

A screenshot of a digital learning platform. On the left, there is a video player titled "Videos (3)" showing a thumbnail for "Watch Survival Tips! Admit You Didn't". The video duration is 01:04. On the right, there is a stack of cards. The top card is red and has a large red "X" on it. Other cards visible include "Gestalt psychology", "naïve realism", "The attempt to explain social behavior in terms of genetic factors that have evolved over time according to the principles of natural selection", "evolutionary psychology" (with a yellow star icon), "construal", and "A school of psychology stressing the importance of studying the subjective way in which an object appears in people's minds rather than the objective, physical attributes of the object".

Pearson Revel Case Study

The academic lead and teaching team found that Revel brought many benefits to their 'Introduction to Business and Management' module. They felt it **added value and saved instructors time**, seemingly increasing engagement with reading and student satisfaction through features such as highlighting. The digital experience compared positively to traditional textbooks and the service Pearson provided contributed to the overall feeling that Revel provided value for money for both instructors and students.

[Die Studie zum Nachlesen](#)

LMS Integration

Blackboard

 moodle

 brightspaceTM
by D2L

 canvas
BY INSTRUCTURE

Einfacher Zugriff ab dem ersten Tag

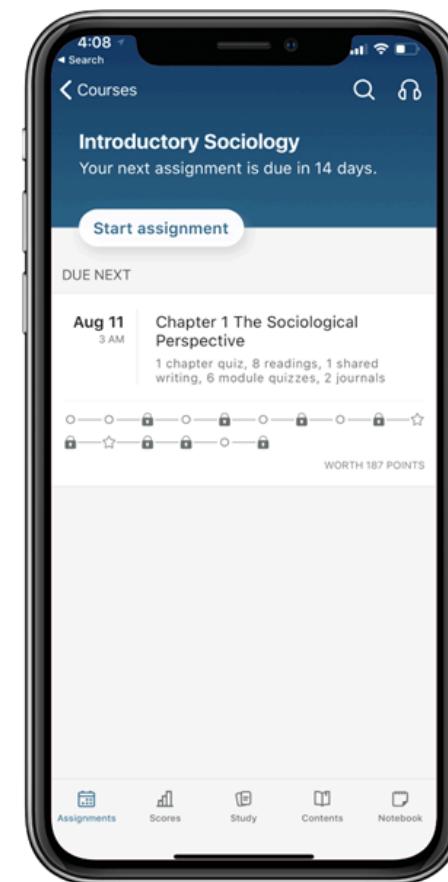
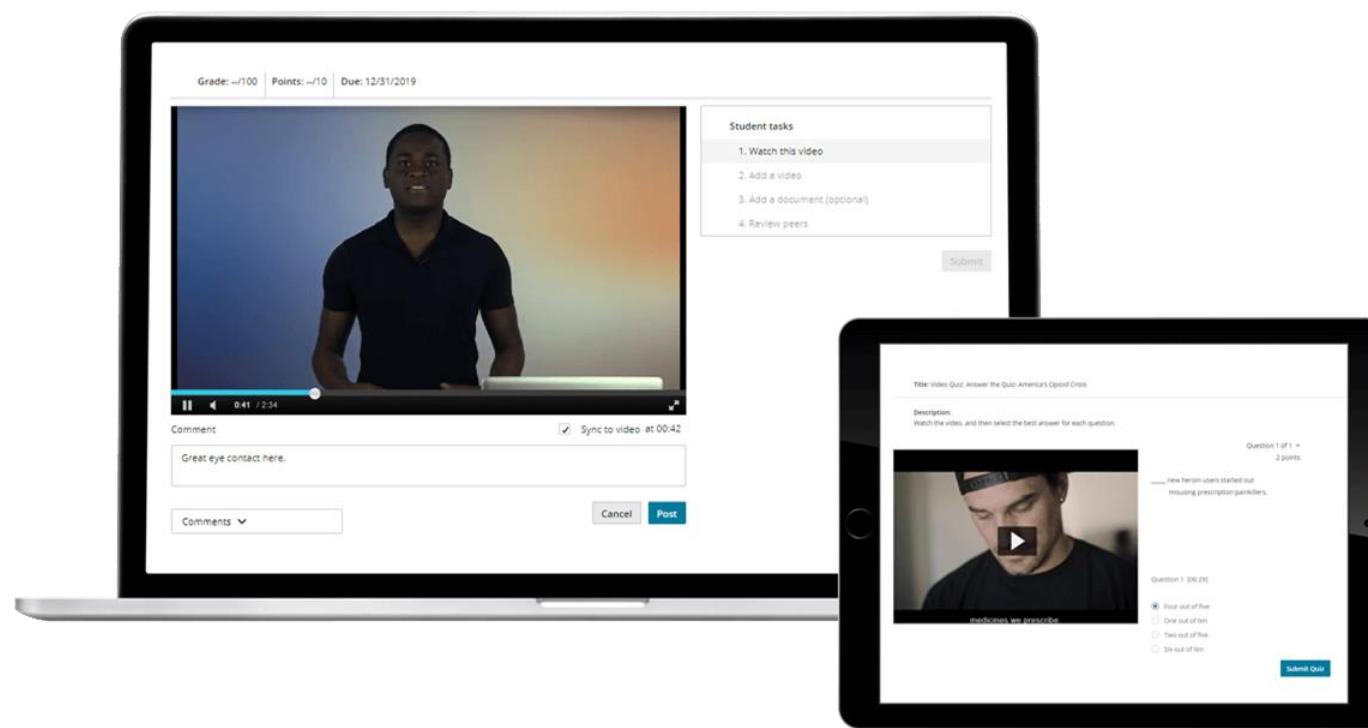
Eine LMS-Integration bietet Institutionen, Lehrkräften und Studierenden einen einfachen Zugriff auf ihre Revel-Kurse über Blackboard Learn™, Canvas™, Brightspace by D2L und Moodle.

Mit einer einzigen Anmeldung können Studierende bereits am ersten Tag auf die interaktiven Inhalte in Revel zugreifen. Mit den flexiblen Funktionen zur Synchronisierung von Noten auf Abruf können Lehrkräfte genau steuern, welche Noten in ihr LMS-Gradebook übertragen werden sollen.

[Mehr über LMS Integrationen erfahren](#)

Jederzeit, überall, online & offline

Über den Browser oder die App



Nächste Schritte

Zugriff zu Revel erhalten

Um Zugang zu Revel zu bekommen, wenden Sie sich an [Ihren persönlichen Ansprechpartner.](#)

Gerne unterstützen wir Sie bei der Erstellung eines Kurses und beim Einsatz der Lernplattform in Ihrer Lehrveranstaltung.

Das Handout zu diesem Webinar erhalten Sie im Anschluss per E-Mail.



Pearson

Haben Sie
Fragen?





Pearson