

Leveling the Playing Field

How Temple University Enhanced Student Success with Business Fundamentals

Discover how Temple University's Fox School of Business leveraged Business Fundamentals to better prepare their students for success.

This initiative aimed to equip Fox School of Business students with essential skills and knowledge before they began the rigorous curriculum.

The goal was to ensure that all incoming students, regardless of their diverse backgrounds, had a consistent understanding of key business concepts.

To achieve this, Temple University provided access to the GMAC Business Fundamentals courses, focusing on Accounting, Finance, and Statistics.

The challenge

Temple University faced the challenge of preparing students from varied academic and professional backgrounds for a demanding business program. Faculty observed that students often struggled with quantitative coursework and communication skills, particularly in the aftermath of the COVID-19 pandemic.

Many students expressed discomfort with quantitative aspects of their coursework and faced difficulties with effective communication, which impacted their early performance and engagement in the classroom.

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Alexander Stein

Assistant Professor of Instruction, Temple University

The solution

To address these issues, Fox School of Business partnered with GMAC Business Fundamentals to offer a comprehensive preparatory program.

The university strongly encouraged incoming students to complete the voluntary coursework, covering essential topics in Accounting, Finance, and Statistics.

This program was designed to build a solid foundation, enabling students to approach advanced coursework with greater confidence.

Participation in the program was incentivized by offering credit points toward midterm exams in relevant introductory courses, motivating students to engage with the material.

This approach aimed to bridge gaps in knowledge and skill, ensuring a more cohesive start for all students.

The outcome

The integration of GMAC Business Fundamentals into the Fox School of Business onboarding process received positive feedback from both students and faculty.

Alex Stein, Assistant Professor of Instruction, noted that “[students] now have a better understanding of the vocabulary and fundamental concepts, which provides them with a springboard to excel in their individual programs.”

By equipping students with a robust foundation before the start of their studies, Temple University successfully enhanced their readiness and confidence, setting them up for greater success in their business education journey.

