

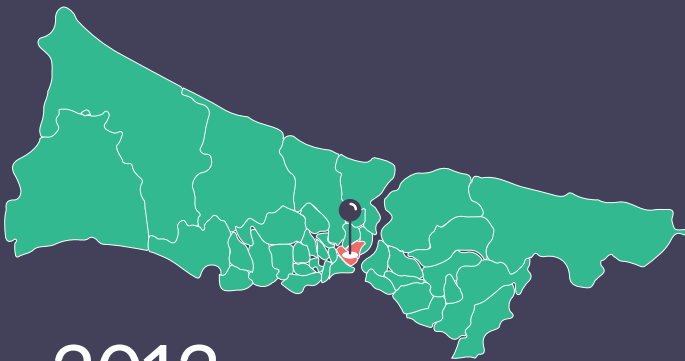
# Bahçeşehir University, Istanbul

## Overview:

- Personalised learning is better enabled as students rely heavily on the itslearning mobile app – accessing the content that they choose, when they choose.
- Implementation of itslearning started with 5,000 students. Due to the user friendliness & capabilities of the solution, it has increased to 20,000 users today.
- The recent upgrade to the modern version of itslearning has boosted user engagement across the platform, due in part to the intuitive User Interface.

## Customer:

Bahçeşehir University, Istanbul, Turkey



2013

Year Implemented itslearning

## University Profile:



20,000

Students



4

Campuses across Istanbul



1,700

Courses using itslearning



1,500

Employees



105

Countries of origin amongst students

## BAU user engagement improves after upgrading to modern version of itslearning & encouraging download of mobile app

Bahçeşehir University (BAU) is located in the heart of Istanbul, at the crossroads between Europe and Asia. It is an international university hosting over 20,000 students from 105 different countries – promoting intercultural relations and encouraging students to become digital citizens of the world.

BAU started using the itslearning platform in 2013. When implementation began, the LMS was used in 300 courses. Currently, BAU uses itslearning in 1,700 courses, including in the Faculties of Economics, Administrative and Social Sciences, Educational Sciences, Engineering and Natural Sciences and the Graduate School of Social Sciences.

Dr. Tufan Adiguzel, former Coordinator of BAU's Distance Education Unit and Associate Professor, says itslearning

was chosen because it was the tool that best supported the university's target of enriching digital content for BAU students. "Our goal at BAU is to make the students' jobs easier by providing digital content to self-learners," Adiguzel explains.

### Future-Proofing with a Modern Upgrade

In 2017, BAU leaders decided to upgrade from "Classic" to the Modern version of itslearning. Initial reactions were that the User Interface was much cleaner and easier to navigate. "Modern has a great front-end look from the user perspective, both in regards to user experience and interface," says Adiguzel. itslearning has supported BAU through this transition, and the intuitively upgraded

*“More than 90% of our students have smart phones. Now they can access materials wherever and whenever they want. This has allowed students to take charge of their own learning.”*

**Dr. Tufan Adiguzel**, Associate Professor & former Coordinator of BAU's Distance Education Unit

interface has also made the transition easier. “The biggest benefits of the upgrade are new UI and the easy settings for the tools like assignments,” says Adiguzel.

This new UI shows all events, a continuously updating “news” stream and notifications of deadlines — all contributing to students’ ability to stay on top of their courses and the tasks that need to be completed. Adiguzel says of the new UI, “Combined with the mobile app, it has simplified the overall student-user experience. BAU is committed to a total digital transformation utilising itslearning. As the number of courses in itslearning has increased, so has user engagement. Students like that they can access all their courses and assignments in one place — especially now that all of these courses and resources can live on their mobile devices.”

## Student Ownership and Personalised Learning

When itslearning was first implemented at BAU, students immediately took to the mobile app. Seeing this, the university now strongly encourages new students to download the app where applicable. “More than 90% of our students have smart phones. Now they can access materials wherever and whenever they want. This has allowed students to take charge of their own learning. They can choose content that fits their needs and digest it at their own pace. It also makes it easier for lecturers to personalise learning for each student,” reports Adiguzel. “Students are learning better and teachers are teaching better. Overall the quality of education has improved.”

## The Paperwork Reduction Project

As part of a paperwork reduction project in 2015, all assignments and worksheets were converted into digital,

interactive content inside itslearning. This has improved flexibility for students on when and how to complete the assignment, as well as allows them to ask questions, collaborate, and receive feedback on individual assignments. “It was a big undertaking to manually convert everything, but seeing the communication and collaboration increase so dramatically within the itslearning assessment tool has proven that it was worth it. Not to mention the money we have saved,” says Adiguzel. “Students can ask their questions and receive the feedback they need, rather than just handing a paper in and getting a grade at the top.”

## Saving Time with Digital Resources

English is the language of instruction at BAU. All students are required to pass fundamental English courses in order to graduate. Each semester there are over 4,000 students taking English classes simultaneously.

As part of their English class, students are required to make oral presentations so that professors can evaluate their language skills. To save time, instead of presenting in person, students are asked to record themselves using the platform’s video recorder feature, and upload the presentations to itslearning. Professors then view these recordings at their leisure, instead of dealing with the logistics of scheduling hundreds of students to present to them in person.

“In the past, instructors would need to be in the classroom to see the presentations, which was often difficult to schedule. This hybrid technique utilising the itslearning video recording tools works great. It also removes the barriers of speaking in front of a crowd,” Adiguzel says. ♦