

# CAMBRIDGE UNIVERSITY PRESS UK

## Successful Implementation Inspires 40-hour Course Confidence



### Challenges

Cambridge University Press (CUP) sought to develop a 40-hour online course on Partial Differential Equations (PDEs) for professionals (PG+ level). Before committing to such a full-scale course, CUP aimed to validate market demand and assess learner response through a pilot program.

However, the project faced several hurdles:

- **Internal Expertise Gap:** CUP primarily focused on print media and lacked the in-house capabilities of developing the first-of-its-kind digital learning courses.
- **CogBook Implementation Challenges:** Although the recent acquisition of CogBook presented unique opportunities, they lacked the necessary skillset in using CogBook to its full potential.
- **Subject Matter and Technical Expertise:** Creating content for advanced learners demanded a deep understanding of PDEs, along with the necessary technical skills to transform the book into a full-fledged digital course.

### EDUQUAL'S SOLUTION

### OUTCOME

1

**Pedagogical Framework**

Our team of experienced subject matter experts and graphic designers developed a robust pedagogical framework, breaking down complex PDE concepts into manageable learning modules.

90% reduction in the course design effort. Seamless flow of concepts from between modules.

2

**Leveraging Cogbook Capabilities**

We leveraged CogBook's features effectively, creating an engaging and interactive learning experience. Through careful planning and design, we incorporated gamification elements to boost student engagement.

CogBook features and gamification elements increased student engagement by 40%.

3

**Streamlined Content Production**

To improve the course content and relevancy, we integrated relevant open-source materials, reducing production costs and time while maintaining process rigor.

30% reduction in production cost and time because of open-source material.

### EduQual surpasses Expectations



**Successful Market Validation**



**Improved Student Learning Experience**



**Seamless CogBook Integration**



**Decreased Production Costs**