

# Using WSJ Context for Extra Credit

---

## Introduction

A comprehensive understanding of the concepts students learn in class, along with The Wall Street Journal's real-world examples of them, can help students make effective decisions as future leaders. See how Drew Baker, assistant professor of business and organizational leadership at Brevard College, uses WSJ content as extra credit to motivate his students to master course concepts.

## Ways to use WSJ as extra credit in class

Using the Journal for extra credit can take many forms. Professors can utilize the Journal in the following ways for a more engaging learning experience:

- ✓ **Assessments:** Questions on WSJ articles can be added to the end of exams for bonus points. Questions should be structured around the main points of articles and require students to read articles in their entirety.
- ? **WSJ Tests:** Articles can be distributed to classes with true/false and multiple choice questions attached to test students' comprehension of current events and concepts, with bonus points for each correct answer.
- 🗣️ **Student Presentations:** Throughout a semester, each student can be asked to review and present a pre-selected article in front of the class. Professors can assess their students based on their ability to summarize an article's key points, their presentation skills and their ability to identify the principles illustrated in an article.
- 📰 **Article Quizzes:** Professors can assign an article for the class to study and then give a brief quiz to assess students' ability to articulate the principles demonstrated in the article.
- 🔍 **Case Study Analysis:** Professors can review an article before class, extract relevant facts, present them to the class and ask students to apply the principles they've already learned to analyze the article. Students can be graded on both participation and quality of insight. This exercise can also be done in small teams or in online discussion boards.

