



## CASE STUDY

# Reaching New Levels of Innovation and Productivity in Technology Courses

## INTRODUCTION

With over 50 years of history, Cruzeiro do Sul Educacional stands out as one of the largest education groups in Brazil, with more than 500,000 students and over 1,700 distance learning centers. Renowned for its tradition and innovation, the institution offers undergraduate, graduate, and professional education courses. This successful journey is driven by continuous investments in modern infrastructure and cutting-edge technologies, ensuring students a comprehensive learning experience aligned with market demands.

## SOLUTIONS

Cruzeiro do Sul Educacional has enhanced its technology courses with beecrowd Academic, integrating practice and theory in an innovative way. With real-world challenges and instant feedback, students develop technical skills while professors save time with automated corrections and detailed reports. Fully integrated with Blackboard Learn LMS, the platform enables competency-based educational solutions, ensuring students progress as they acquire specific skills aligned with market demands, improving the quality of education and preparing more qualified professionals.

## BENEFITS

### Market-Aligned Technical Skills

The competency-based approach enables students to acquire specific skills, making them better prepared to meet professional demands.

### Professor Time Optimization

Automated corrections and detailed reports reduce the time spent on manual grading, allowing professors to focus on more strategic activities.

### Increased Student Engagement

Practical challenges and instant feedback make learning more dynamic, encouraging greater participation and interest from students.

## SUMMARY

### Challenges

- Low engagement in online courses
- Evaluation of large student volumes
- Alignment with market demands
- Long feedback turnaround times
- Consistency in quality across online learning centers

### Benefits

- Scalability of distance learning courses
- Increased student engagement
- Market-aligned technical skills
- Professor time optimization
- Improved education quality



*"The use of beecrowd Academic in the technology courses at Cruzeiro do Sul Educacional has been essential to enrich the learning journey. The platform combines theory and practice with a wide library of activities in various programming languages and allows professors to create customized activities aligned with the course content. With gamification and community interaction, the process becomes more engaging and effective, better preparing students for market challenges."*

**Marcos Andrei Ota**

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