CASE STUDY

Scaling Online Education with Innovation, Quality and Efficiency

INTRODUCTION

The Mackenzie Presbyterian University (UPM) is one of the most traditional and renowned educational institutions in Brazil, with a solid history of academic excellence. Founded in 1870, UPM currently has over 40,000 students enrolled in various undergraduate and graduate programs. UPM has stood out for its innovation in higher education, especially in the areas of technology and online learning. Committed to providing quality education and preparing its students for the challenges of the job market, UPM continuously invests in new teaching methodologies and strategic partnerships.

SOLUTIONS

The Mackenzie Presbyterian University has boosted its online technology courses with beecrowd Academic integrated into the Canvas LMS, enabling the scalability of distance learning programs. The platform offers practical challenges and instant feedback, effectively enhancing students' skills. For instructors, it provides automated grading and detailed reports, optimizing time and class management. This partnership has raised the quality of education, preparing more qualified professionals for the job market.

BENEFITS

Teaching scalability

The automation and speed in activity grading, combined with the integration between beecrowd and Canvas LMS, have enabled the scalability of distance learning courses.

Increased operational efficiency

Previously focused on grading, professors now concentrate on student support, expanding assistance without increasing their workload.

Continuous and reliable support

Unlike other platforms, beecrowd's support has provided security and consistency in using the tool.

SUMMARY

Challenges

- High dropout rates
- Student impatience
- Low academic performance
- Limited understanding of technology careers by newcomers
- Speed of technological changes

Benefits

- Teaching scalability
- Continuous and reliable support
- Automation and speed in activity grading
- Collaboration between professors
- Improvement of the pedagogical approach
- Expanded access to exercises and programming languages

"The experience with beecrowd has been highly satisfactory from the very first contact. The company consistently shows interest in understanding the specific needs of the institution and in offering effective solutions to the challenges faced. With proactive support and a high-quality product, beecrowd stands out as a reliable partner for educational institutions seeking to enhance their technology education programs."

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