WE WORKED WITH 6,000 ACCA STUDENTS TO PERFECT CBE DELIVERY

"Helping ACCA students pass their exams in over 60 countries worldwide"

THE GOAL

Our project had two principal objectives: to positively impact ACCA student pass rates and to improve their progression globally.

Since the transition to Computer-Based Examinations for all ACCA subjects, students have struggled with the new format as all exam content and student working must now be completed within the confines of a computer screen, and many lack the skill set required to successfully sit such exams.

The FILS test platform has been designed to address these challenges and give all students the opportunity to prepare for their exams in the right environment. It allows students to become familiar with the CBE format, increasing their confidence with the new system, as well as testing their knowledge, practicing applying what they have learnt and finding any areas in which they need to do additional revision.

THE SOLUTION

We reviewed 12 months of UK data and devised a test platform that introduced structure and guidance to mock exam practice, that could be utilised successfully by self-study students around the world.

- 3 full ACCA-standard mock CBEs
- Model answers & marking guidance
- Tutor video debriefs
- Exam & script writing tips
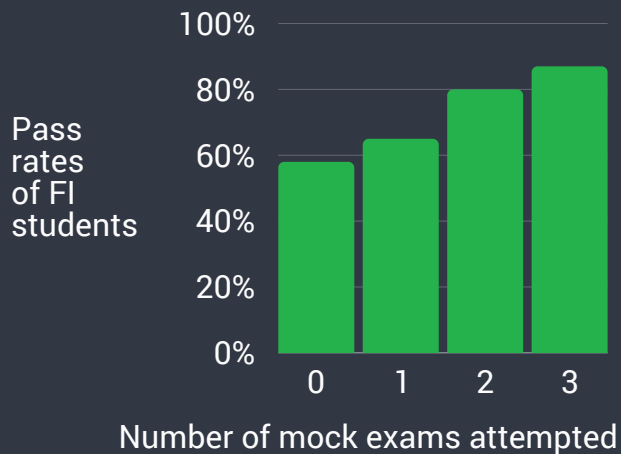- Live progression tracking
- Student data and results

THE IMPACT

IN THE UK

In the UK, First Intuition have been testing the effect of multiple mock exams attempted online as part of a student's revision. Here, they established that a student can increase their chance of passing the final exam by 30% - by attempting, not necessarily passing, 3 mocks exams - compared to those that did not take any.

Pass rates of FI students

Number of mock exams attempted

INTERNATIONAL

Through a collaboration with global ACCA offices and analysing UK data, we were able to take online assessments and build a self-study CBE test platform to be offered to different market regions globally. After each exam sitting, we analysed LMS student data to adapt and improve both the product and the student learning journey - improving student engagement and the level of activity over consecutive exam sittings.

Originally tested in the Middle East, we offered it to a small sample of students who had failed an exam at least once before. For the next two sittings we increased our sample size to nearly 3000 students across 6 regions: Middle East, APAC, Emerging markets, the Caribbean, Western Europe and Sri Lanka.

With both trials we saw the same positive correlation found in the UK, with the number of mock exams attempted having a significant positive impact on final pass rates. This was an average increase of up to 25% for Strategic Professional students and 21% for Applied Skills.