

# OER eTextbook: Foundations of Commerce

Charlotte Hoopes  
Assistant Professor, General Faculty

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# Foundations of Commerce



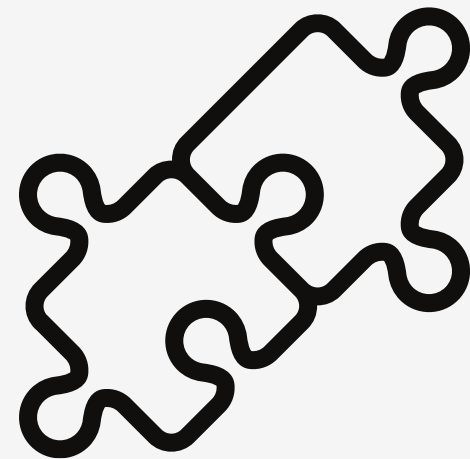
Charlotte Hoopes, PhD  
University of Virginia

1. Why OER?
2. Project Goals
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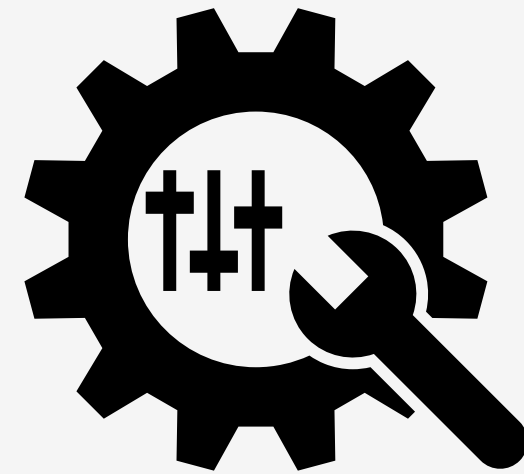
# Why OER?



Reduce overall cost  
of course materials



Integrate multiple  
sources and  
resource types



Ability to customize,  
adapt, and update

# Goals

1

NOT replicate a  
traditional  
textbook

2

Streamlined

3

Interactive

# Project Process





# Foundations of Commerce

## A quick look

<https://pressbooks.library.virginia.edu/foundationsofcommerce/>



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# Student Reactions

**Fall 2023 SET**

unsolicited  
comments  
about textbook, at  
end of semester

“I really appreciated how the textbook was provided for free and how accessible and easy to read it was.”

“The textbook is especially great. It is straight information without the fluff.”

“The textbook is awesome, especially with the images and videos embedded in.”

“The textbook chapters were detailed and brief enough to keep my attention and be helpful.”

“I liked the videos in the textbook.”

“The textbook was very helpful for learning material in this course.”

# Student Reactions

**February 7, 2024**

Summary of responses to prompt:

“Compared to a traditional textbook, the eTextbook for this course is

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- Accessible (60)
- Easy to use and user-friendly (55)
- Cost effective – free or cheap (25)
- Interactive – videos, flashcards, diagrams (20)
- Concise and straightforward (15)
- Online and portable (15)

“100% cheaper”

“a cost leader”

“way better”

“much easier to navigate and more interactive.”



# “ Student Reactions

**February 7, 2024**

Feedback in response to  
prompt:

“What feedback do you  
have about the  
eTextbook, either in  
terms of what is helpful  
and/or what could be  
more helpful?”

“As a third year, I’ve had many textbooks assigned to me for various classes, and this is the most engaging, and readable, as well as reasonable in time it takes to read a chapter.”

“I really like the flashcards at the end of each chapter. They help me test how much I retained, and it’s a lot faster and more convenient than making my own.”

“I think the interactive features are very helpful.”

“I think the etextbook is very helpful. My favorite part is how it has videos that further explain the concepts.”

“I like the eTextbook a lot because I can access it from wherever, whenever.”

# Student Reactions

## Feedback to Consider

- PDF download
- Ability to highlight/comment
- Separated in pages vs all in one page  
(though many students prefer all in one page)
- Ability to have it read aloud
- More images/graphics
- More examples
- Include review questions
- More practice problems

# In Summary

Seek (and  
incorporate)  
feedback from  
users

“Work in  
progress”

Fulfilling and  
beneficial