



Connect Master 2-Semester Access Card for Principles of Economics

Carlos Asarta, Roger Butters

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New products in principles of economics have been eager to address innovative ways of using technology to teach this introductory course. While these products are often accompanied by impressive digital resources, they all share one characteristic: they are still grounded in the traditional textbook format.

In a new, “digital-first” approach for the principles of economics course, Carlos Asarta and Roger Butters offer the same core content covered in mainstream textbooks, but in a way that breaks free from the constraints of a traditional textbook’s structure and format, empowering instructors to take advantage of new approaches in teaching methodology to revitalize their courses. Instead of lengthy, narrative-driven chapters, content in Asarta/Butters is organized into accessible concepts that span the most commonly taught concepts in the principles of microeconomics and macroeconomics courses.

Over 220 distinct concepts are each anchored by an engaging 2-4 minute professionally-produced video, and supported by dynamic learning resources such as interactive graphs, examples, applications and assessment tools. Concepts are delivered to students through the most advanced adaptive learning technology on the market, using continual assessment and artificial intelligence to personalize the experience for each individual student. Through the adaptive workflow, students move efficiently through the content, encountering only the learning resources that are relevant to them, helping them work towards higher levels of mastery and critical thought.

Instead of a class that revolves around static pages and chapters of a textbook, Asarta and Butters envision a learning environment that revolves around the talents and abilities of the teacher in the classroom. The result is an experience that is engaging, innovative, and adaptable to how today’s students learn and obtain information.

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