



# Connect Business with LearnSmart 1 Semester Access Card to accompany Understanding Business

*William Nickels, James McHugh, Susan McHugh*

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**NEW: *Connect*® *Business*** ISBN: 007747449X

*Connect* Business is McGraw-Hill's Web-based assignment and assessment platform that gives students the means to better connect with their coursework, with their instructors, and with the important concepts that they will need to know for success now and in the future. With *Connect* Business, instructors can deliver assignments, quizzes, and tests easily online. *Connect* for Understanding Business includes:

- ***Interactive Presentations (PREP)*** for all Learning Goals in all chapters. This study tool engages students in a multi-media presentations for each learning goal. Students can either listen to an audio narration, or read a text narration and are prompted to quiz themselves on key concepts reinforcing knowledge all along the way making this a great prep tool for students – when students are better prepared, they are more engaged and better equipped to participate in class. These animated, visual, engaging presentations (not basic PPT slides) are assignable through *Connect*.
- ***LearnSmart (STUDY)***, which has been nominated for 2012 SIIA CODiE Awards in Best Cross-Curricular Solution, and Best Postsecondary Instructional Solution, is an adaptive learning system to help students learn faster, study more efficiently, and retain more knowledge for greater success. It pinpoints concepts the student does not understand and maps out a personalized study plan for success. Based on students' self-diagnoses of their proficiency, *LearnSmart* intelligently provides students with a series of adaptive questions. This provides students with a personalized one-on-one tutor experience. Instructors have access to reports that highlight progress and areas for additional reinforcement for students as well as an at-a-glance view into students' strengths and weaknesses.
- ***Interactive Applications (ASSESS)*** for each chapter of the textbook that allow students to practice real business situations, stimulate critical thinking, and reinforce key concepts. Students receive immediate feedback and can track their progress in their own report. Detailed results let instructors see at a glance how each student performs and easily track the progress of every student in their course.

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