McGraw Hill

Connect Master
Introductory Accounting

McGraw Hill
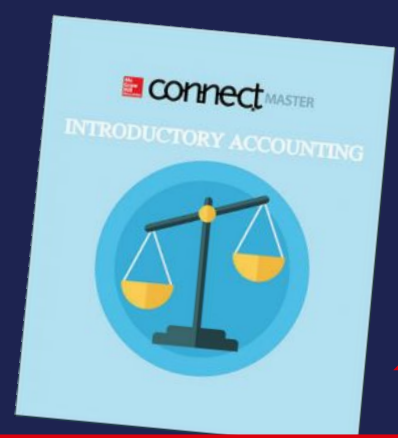
For today's students

Connect Master is a thoroughly personalised, complete course digital solution that offers a highly adaptive experience within a safe, immersive environment, resulting in a deeper understanding of concepts, increased confidence, and overall success.

Connect Master: Introductory Accounting covers sixteen core modules focusing on key learning outcomes in Introductory Financial and Managerial Accounting. It provides a flexible and modular approach which supports personalised learning and tailored teaching.

Features

- Built around granular learning objectives that pinpoint specific learning needs within each module

- A variety of auto-gradable questions to test students' knowledge of core concepts and build a personalized learning pathway with detailed reporting capabilities.

- A library of ready made learning resources including slides, worked examples and interactive diagrams and case studies

- Videos walk the students through problem topics and present scenarios that encourage practical application

- Connect Master: Introductory Accounting follows IFRS standards and provides examples in local currencies from around the globe

- An instructor and a student implementation guide accompany the product, helping you to get the most out of teaching and learning through this digital resource

Table of Contents

Introduction
1. Accounting: Introduction and Concepts

Financial Accounting
2. Recording Business Transactions
3. The Balance Sheet/Statement of Financial Position
4. Statement of Profit or Loss
5. Non-Current Assets and Liabilities
6. Current Assets and Liabilities
7. Measuring and Reporting of Cash Flows
8. Interpreting Financial Statements and Ratio Analysis

Managerial Accounting
9. Break Even Analysis and Short Term Decision Making (Cost-Volume-Profit)
10. The Relevance and Behavior of Costs
11. Budgeting: Preparation and Control
12. Full Costing
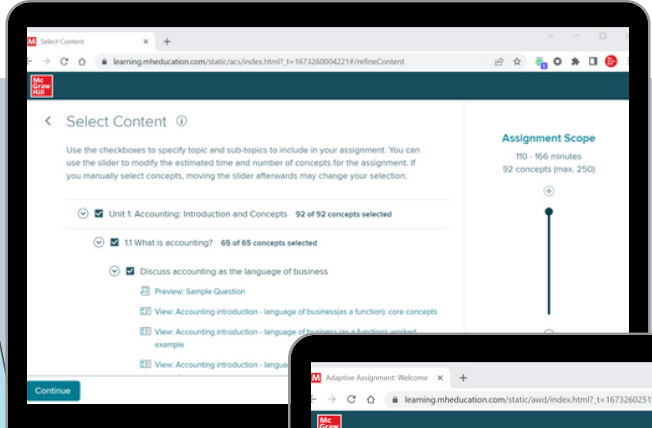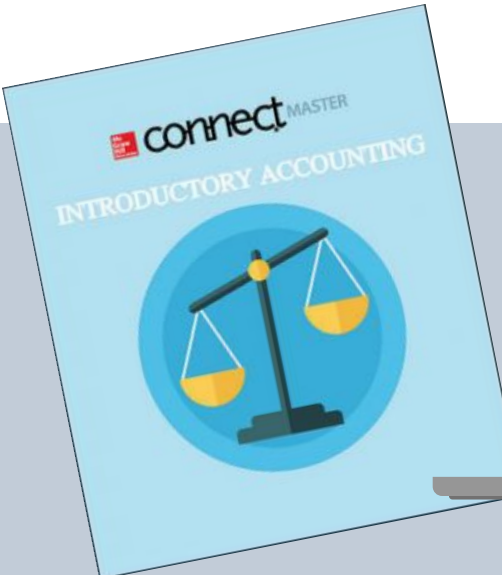13. Marginal Costing and Decision Making

Financial Management
14. Managing Working Capital
15. Investment Appraisal
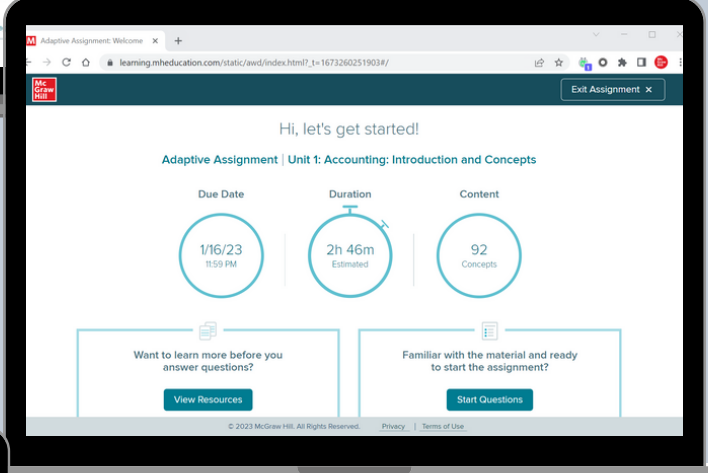16. Financing a Business Long-Term

Discover more

# A "Digital-First" Learning Pathway for today's students

Set up selective assignments, choosing only the concepts you want students to cover.

Clear scaffolding and support for students so they understand what is expected and when. Set pre-reading or post-class homework.

Students will find all of their concept resources in one place, taking them through a cycle of learning, applying and testing knowledge.
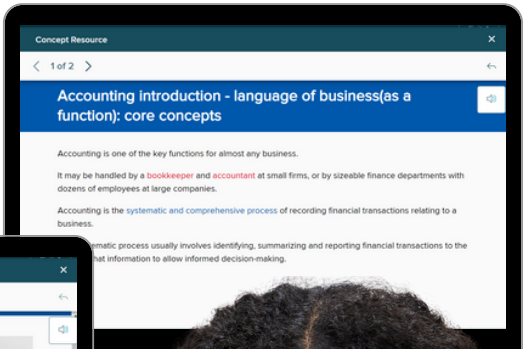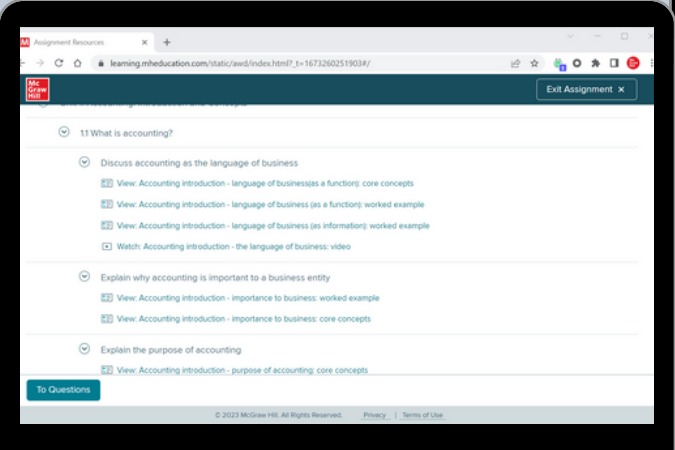
Concept resources are clear, concise and multi-modal, helping students with different styles of learning to get to grips with the theory so that you can dedicate teaching time to greater depth.
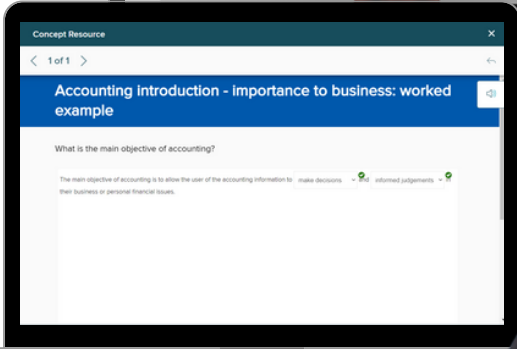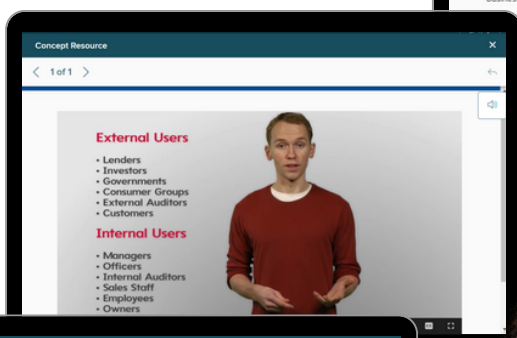
Teaching cohorts with mixed interest and ability

Maths preparedness exercises

One of the things we hear most commonly from Introduction to Accounting is instructors is how difficult it is to teach this subject to mixed cohorts of business students who may not wish to specialise in accounting and who may lack the foundational skills in maths.

Maths prep assignments guide students through the mathematical principles and model problems before letting them apply what they have learned. Feedback from the system helps them move on if they get stuck.

- Advanced Fractions
- Calculating Percentage Change, Slope, and Elasticity
- Fractions
- Percentages
- Percentages and Ratios
- Powers, Roots and Exponential Functions
- Ratios and Proportions
- Simple Equations
- Systems of Equations
- Systems of Linear Equations
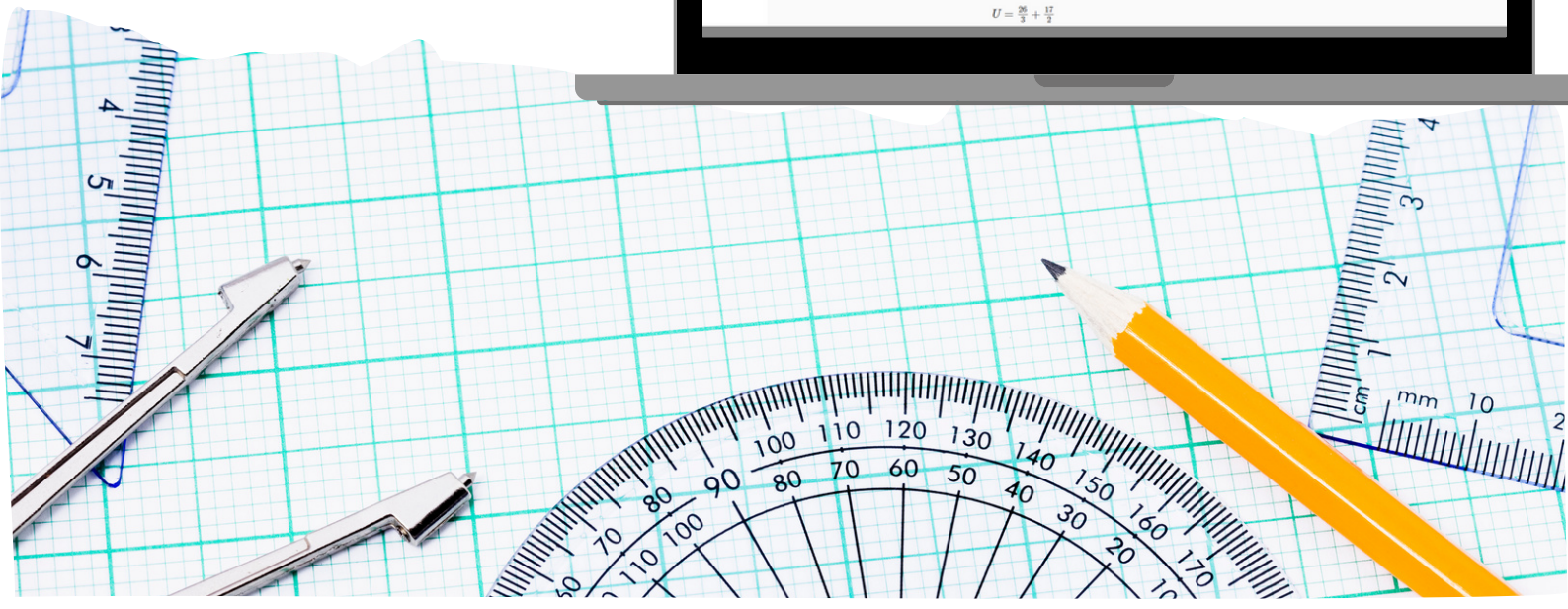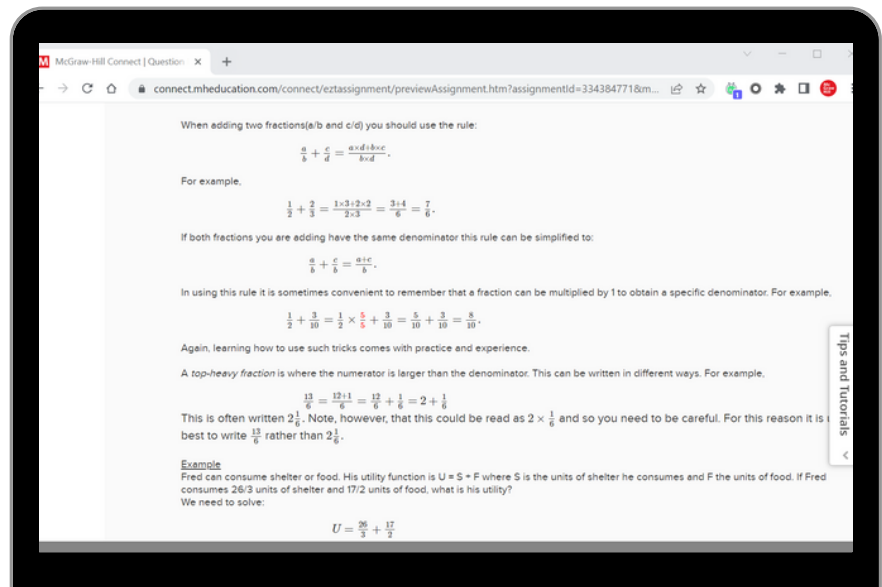- Working with Linear Equations

$$\frac{a^m}{a^n} = a^{m-n}$$

Set maths prep exercises as pre-requisite assignments to ensure your students understand key topics before moving on, build them into your weekly assignments, or simply make them available as an additional resource for students to fall back on - it's up to you.
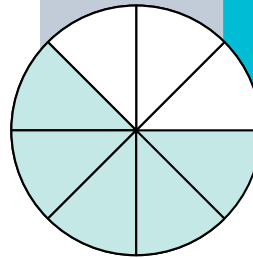
3:4

What students get

A wide range of learning resources

- **Key terms:** foundational words and phrases which students will be expected to recall and build upon
- **Core Concepts:** Fundamental elements which are essential building blocks of information that are used to facilitate advanced application of content.
- **Label diagrams:** interactive graphic depictions of associated terms and concepts that reinforce comprehension of principles aligned with Key Terms and Core Concepts.
- **Videos:** audio-visual lecture presentations and vignettes which introduce, reinforce and expand upon Key Terms and Core Concepts.
- **Worked Examples:** Practical problems for students to closely analyse and arrive at a desired or correct response.
- **Case Studies:** Real-world, practical scenarios which require application of principles to arrive at an acceptable and logical conclusion.
- **Vignettes:** Realistic industry snapshots that illustrate and provide context to Key Terms and Core Concepts.

Student facing reports to help them manage their own learning

- **Topic scores** allow them to view the time spent and accuracy for each assigned topic.
- **Missed questions:** students can see the questions they frequently answered incorrectly and try them again for additional practice.
- **Most challenging learning objectives:** a list of the L.Os they found hardest for further study.
- **Tree of Knowledge:** a visual representation of their growing (or withering!) skills.
- **Practice Quizzes:** students can create their own quizzes for revision.

Mc Graw Hill SIMnet®

Computing Skills and Microsoft Office Training made SIMple

Digital badging credentials available

Discover more

As we know, Microsoft Excel is an essential tool in modern-day accounting - so for accounting students, proficiency in this software is not only important when it comes to successfully completing assignments but more importantly, in preparing them for their future careers.

McGraw Hill's SIMnet service offers learning and assessment of all of the major Microsoft office tools, available as a suite or individually.

Students are provided with course content, projects and assessments to assist them with assignments and real-world applications. The three-step Show Me, Guide Me, Let me Try feature allows students to get deeper support in areas that puzzle them or to skip through where confident.

Mc Graw Hill ALEKS®

Bring your students' maths skills up to par with personalised digital learning

Discover more

If your students need a little more help than the Maths Preparedness Exercises in Connect Master can offer, ALEKS has you covered.

ALEKS is an online adaptive learning platform that uses artificial intelligence to continually assess and improve students' prerequisite math knowledge. Rooted in research and data, it is proven to increase student success rates by fostering better preparation, increased motivation and knowledge retention.

The intuitive and adaptable framework can creates trillions of different pathways so that students are only given precisely what they are ready to learn at any given time.