

SMARTBOOK®

Training Guide

This training guide, developed in partnership with subject-matter experts and Connect users, will walk you through the fundamental and most critical steps to getting started with Connect. Upon mastery of this content, you will be ideally suited to set up, modify, and deliver a course that drives the outcomes you and your students desire.

For additional training resources, please visit
www.ConnectSuccessAcademy.com



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Section 1: Getting Started

- **What percentage of your overall course grade will be comprised of the digital product?**

Requiring use of the technology for a percentage of the grade leads to the greatest impact on student outcomes. The typical percentage range for instructors new to technology is 10-20 percent. See what other instructors are doing at the *Required = Results* blog: <http://create.mcgraw-hill.com/wordpress-mu/connectblog/2013/08/14/requiredequals-results-series/#.U0WtnPldW00>

After you have walked through the steps in the guide, review these basic, yet critical, elements to ensure you are ready for class:

- **Account has been created.**
- **Syllabus refers to the technology registration and purchase directions, and also includes the correct Student Sign Up Code.**
- **Section has been created, with special attention to:**
 - » **Desired modules assigned to students**
 - » **Due Dates set to match your course schedule**

What is SmartBook?

SmartBook™ is the first and only adaptive reading experience designed to change the way students read and learn. It creates a personalized reading experience by highlighting the most impactful concepts a student needs to learn at that moment in time. As a student engages with SmartBook, the reading experience continuously adapts by highlighting content based on what the student knows and doesn't know. This ensures that the focus is on the content he or she needs to learn, while simultaneously promoting long-term retention of material. Use SmartBook's real-time reports to quickly identify the concepts that require more attention from individual students—or the entire class.

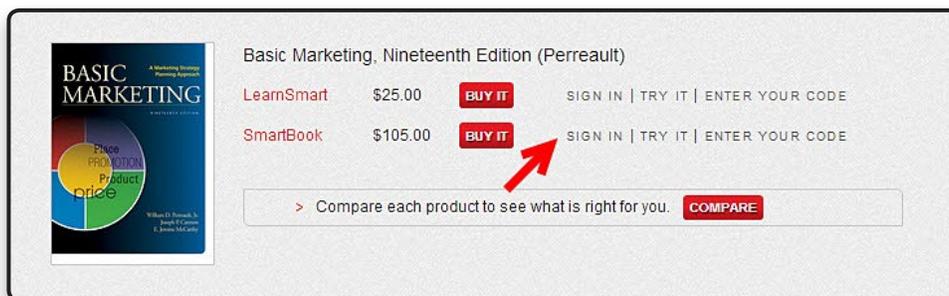
Students can choose to work through an instructor's assigned SmartBook content by using LearnSmart alone, which will give them access to just the adaptive review for the assigned topics, or they can choose to use SmartBook, which will allow them to work through the assigned SmartBook content while also having access to the adaptive reading experience as well.

Section 2: Account and Section Creation

First, you will want to go to www.LearnSmartAdvantage.com to access our LearnSmart suite of products.



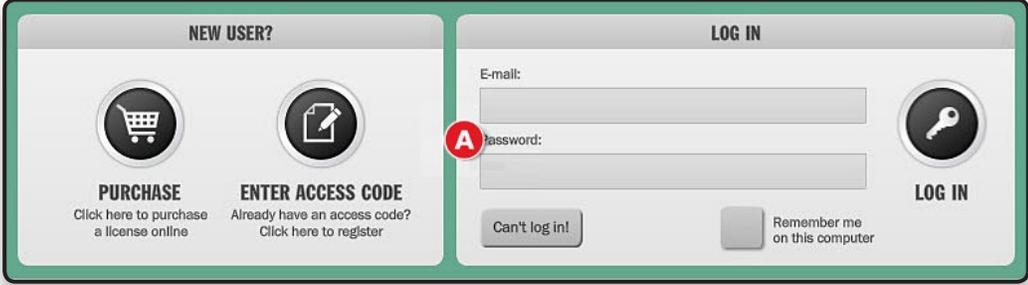
On this page you can learn more about our LearnSmart Advantage suite of products and how to use them by clicking into one of the areas shown above (such as Products, or Instructors). If you already know the text you will be using along with LearnSmart Advantage, you can search for it by entering the title in the search bar at the top of the screen **A**.



Once you have located the text or course that you would like to use with your students, click on “Sign In” next to the product you wish to use to log in as an instructor.

Section 2: Account and Section Creation

- A** If this is your first time using SmartBook standalone for this title, your sales representative will need to register you for an instructor account for that title before you will be able to access it. Once registered you'll want to enter the e-mail address and password set for your account. (If you have a SmartBook standalone account for another title, a Connect account, or MHHE.com account, this will be the same e-mail address and password.)



The image shows a user interface for SmartBook standalone. It is divided into two main sections: 'NEW USER?' and 'LOG IN'. The 'NEW USER?' section contains two options: 'PURCHASE' (with a shopping cart icon) and 'ENTER ACCESS CODE' (with a document icon). The 'LOG IN' section contains a form with 'E-mail:' and 'Password:' fields, a 'LOG IN' button with a key icon, and a 'Remember me on this computer' checkbox. A red circle with the letter 'A' is placed over the password field.

Once in SmartBook, you'll want to **Add a new section** for each section or class that you'll be using SmartBook standalone for. Each section will maintain its own roster, reports, and assignments.



The image shows a 'SECTION LIST' interface. On the left, there is a 'Study content' button with a right-pointing arrow. On the right, there is a 'Sections' area that says 'Nothing to display'. Below this, there is a link 'Add new section (A section is a group of users)' and a button 'Add a new section' which is circled in red.

Click on **Add a new Section** to begin creating your new section.

Section 2: Account and Section Creation

SECTION OVERVIEW

Section name
Summer 2014 M-F

Student sign-up code
Summer2014KSFreund

Sign-up deadline
2014-05-20

Save section

No students yet

Add new student (Student e-mail) Add student

Done

On this section overview page, enter a section name, student sign-up code, and the sign-up deadline.

The section name should be something that helps you and the students identify the section from others, for example, Fall 2014 MW 10am.

The Student sign-up code should be an alphanumeric code that you provide to your students. This will allow them to enroll in your specific section. If the students do not use this code to enroll in your section, they will be able to complete SmartBook work independently of what you have assigned them and their progress will *NOT* display in your reports. NOTE: the green check mark to the right of the Student Sign-up code indicates that the code you have entered is a unique and acceptable student code. A red X will appear if your code is not unique or unacceptable.

The Sign up deadline is the last day that students will be allowed to enroll in your section.

Click **Save Section**, to save the new section details you have entered.

Click **Done** to return to the SmartBook home page.

SECTION LIST

Study content →

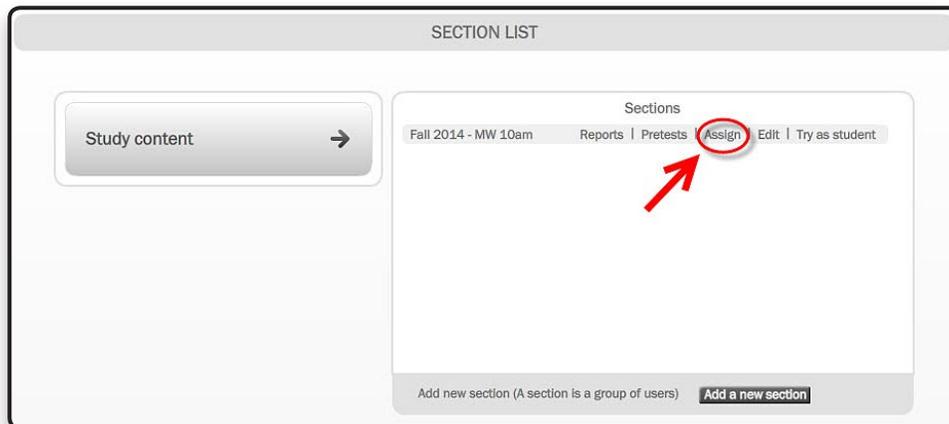
Fall 2014 - MW 10am

Sections
Reports | Pretests | Assign | Edit | Try as student

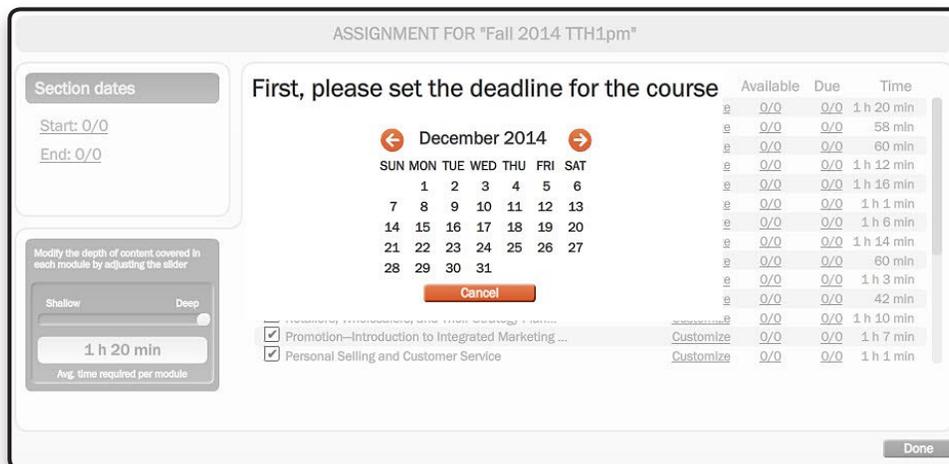
Add new section (A section is a group of users) Add a new section

Once you have created a section it will appear on your homepage. To the right of each section name will be links for various functions. You can access Reports, create pre-tests, assign SmartBook content, Edit your section information, or try it as a student.

Section 3: Managing Assigned Modules



To begin customizing the assigned content your students will be able to work on, click the **Assign** link to the right of the section you would like to customize.



First, you will be asked to set the deadline for the course. This will help the system set the default schedule for your course.

Section 3: Managing Assigned Modules

ASSIGNMENT FOR "Fall 2014 TTH1pm"

Section dates

Start: 8/18
End: 12/7

Modify the depth of content covered in each module by adjusting the slider

Shallow Deep
1 h 20 min
Avg. time required per module

Module	Choose	Available	Due	Time
<input checked="" type="checkbox"/> Marketing's Value to Consumers, Firms, and Soci...	Customize	8/18	8/25	1 h 20 min
<input type="checkbox"/> Marketing Strategy Planning				
<input checked="" type="checkbox"/> Evaluating Opportunities in the Changing Market...	Customize	8/31	9/5	60 min
<input type="checkbox"/> Focusing Marketing Strategy with Segmentation a...				
<input checked="" type="checkbox"/> Final Consumers and Their Buying Behavior	Customize	9/12	9/19	1 h 16 min
<input type="checkbox"/> Business and Organizational Customers and Their...				
<input checked="" type="checkbox"/> Improving Decisions with Marketing Information	Customize	9/24	9/30	1 h 6 min
<input checked="" type="checkbox"/> Elements of Product Planning for Goods and Serv...	Customize	9/30	10/7	1 h 14 min
<input checked="" type="checkbox"/> Product Management and New-Product Development	Customize	10/7	10/13	60 min
<input checked="" type="checkbox"/> Place and Development of Channel Systems	Customize	10/13	10/18	1 h 3 min
<input checked="" type="checkbox"/> Distribution Customer Service and Logistics	Customize	10/18	10/22	42 min
<input checked="" type="checkbox"/> Retailers, Wholesalers, and Their Strategy Plan...	Customize	10/22	10/28	1 h 10 min
<input checked="" type="checkbox"/> Promotion—Introduction to Integrated Marketing ...	Customize	10/28	11/3	1 h 7 min
<input checked="" type="checkbox"/> Personal Selling and Customer Service	Customize	11/3	11/8	1 h 1 min

Done

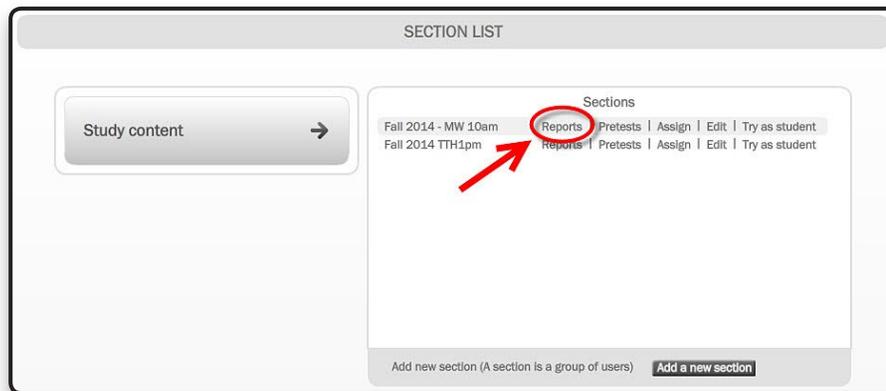
On the assignment set up page you can:

- A** Adjust the Start & End dates for your section.
- B** Adjust the depth of content covered in all modules.
- C** Uncheck any modules you do not want assigned to your students.
- D** Change the Available and Due dates for individual modules.
- E** Customize individual modules, by excluding specific sub topics and adjusting depth of content covered for that specific module.

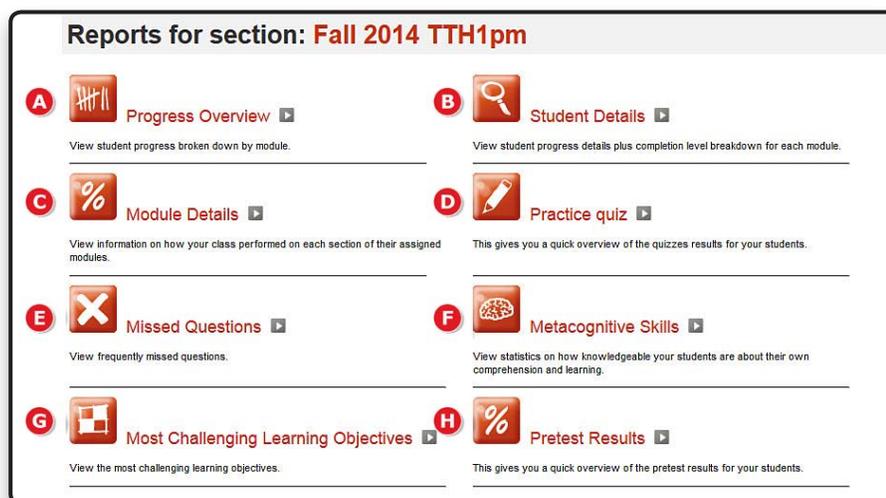
When customizing assigned content has been completed, click **Done** to return to the homepage.

*Note that all SmartBook assignments are automatically due at 8pm Eastern time on the due date set.

Section 4: Reports



To access reports on your students' progress and activity on the modules you have assigned, click on **Reports** to the right of the section you wish to view.

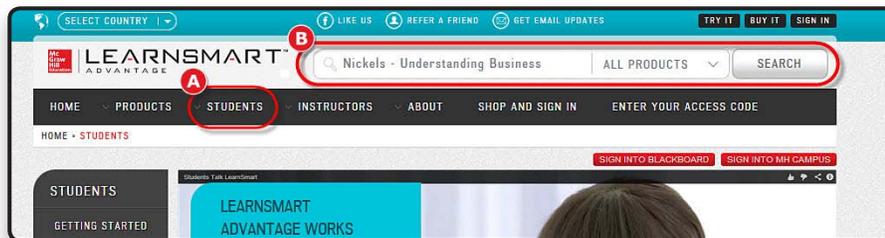


Each distinct SmartBook report provides real-time data so that instructors can focus on the units or topics for which students need the most help.

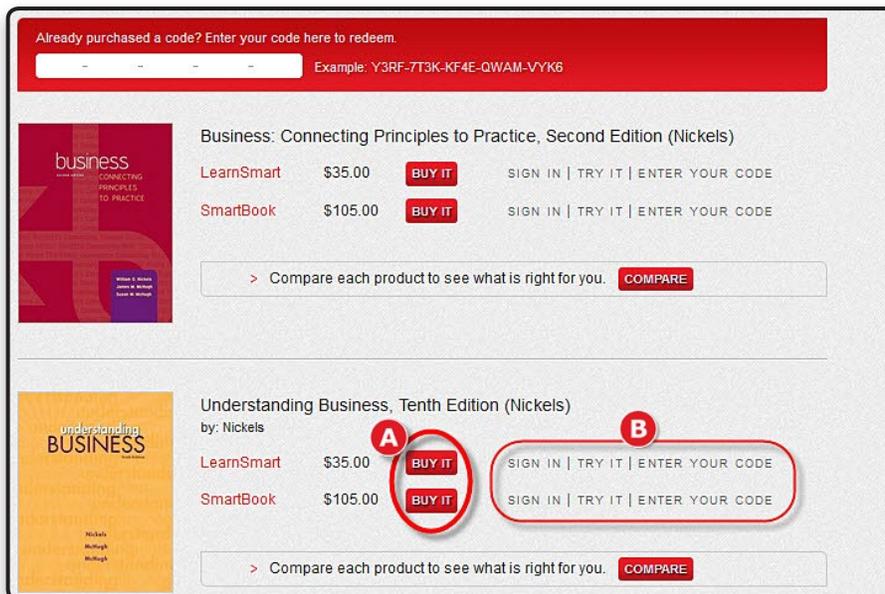
- A** **Progress Overview** shows how much the students studied in each chapter.
- B** **Student Details** provides data specific to individual students organized by chapter and includes assignment level vs. self-study.
- C** Look at the **Module Details** report to find out how your class is performing as a whole on assigned modules.
- D** The **Practice quiz** report will show practice quiz results for your students.
- E** View the **Missed Questions** report to view the most frequently missed questions for each module.
- F** The **Metacognitive Skills** report compiles data based on your student's awareness of their own knowledge base.
- G** The **Most Challenging Learning Objectives** offers the top five most challenging objectives for each module for your class.
- H** **Pre-test Results** gives you a quick overview of your student's results on assigned pre-tests.

Section 5: Student Registration

First, students should go to www.LearnSmartAdvantage.com to access and register for the SmartBook standalone product required for your course.



- A** Once there, students can access resources and information.
- B** Students can also search for the title or course they need by using the search window at the top of the page.



Once students have found the title or course they need to register for, they have two options if they are new to the program:

- A** Students should click on **Buy It** to the right of the product if they would like to complete an online purchase of the product.
- B** If students have already purchased an access code for the product they will be using, they should click on **Enter Your Code** to enter their access code for registration.

*Note that students will be able to choose between LearnSmart or SmartBook for how they will access your assigned content and topics regardless of which one you selected when setting up your course. Students can choose to work through an instructor's assigned SmartBook content by using LearnSmart, which will give them access to only the adaptive review for the assigned topics, or they can choose to use SmartBook, which will allow them to work through the assigned SmartBook content while also having access to the adaptive reading experience as well.

For students choosing to complete online purchase:

You are registering for:

SmartBook: Understanding Business
10th Edition
By Nickels
ISBN: 1259114635

Sign in or register to complete your purchase

Sign In

Email address: example: joe@email.com

A Password: Forgot your password?

You have an account if you use any McGraw-Hill Education digital product, like:

- connect
- LEARNSMART
- egrity

Don't have an account?

B

[Register as an instructor](#)

- A** Students who have used any McGraw-Hill Higher Education product previously can sign into their existing account using their e-mail address and password.
- B** Students new to using McGraw-Hill products can create an account to register as a student. If a student needs to create an account first, they will simply fill out a brief form to set up their account information and can proceed to the Sign In step.

Checkout

1. ENTER BILLING & SHIPPING INFO 2. ENTER PAYMENT INFO 3. REVIEW & PLACE ORDER

STEP 1: ENTER BILLING & SHIPPING INFO

BILLING ADDRESS

Enter your billing information as it appears on your credit card statements.

First Name:

Last Name:

Address Line 1:

Address Line 2:

City/Town:

State or Province:

Postal/Zip Code:

Country:

Phone Number:

Use this billing address for future orders

* This product is accessed online and does not require shipping.

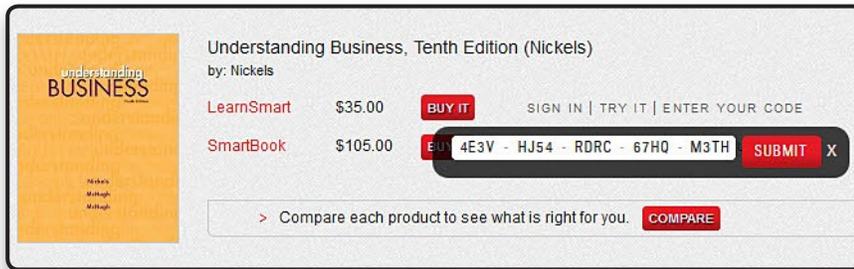
▶ STEP 2: ENTER PAYMENT INFO

▶ STEP 3: REVIEW & PLACE ORDER

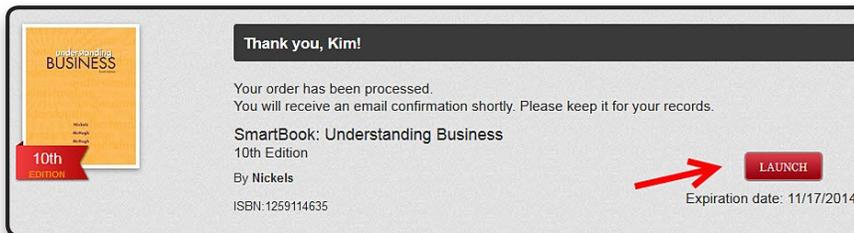
After signing in, students will be asked to walk through three steps to complete their purchase of the product. First, they will need to enter their billing and shipping information. Second, they will enter the payment information, and last they will review and complete their order, which will give them access to the product.

Section 5: Student Registration

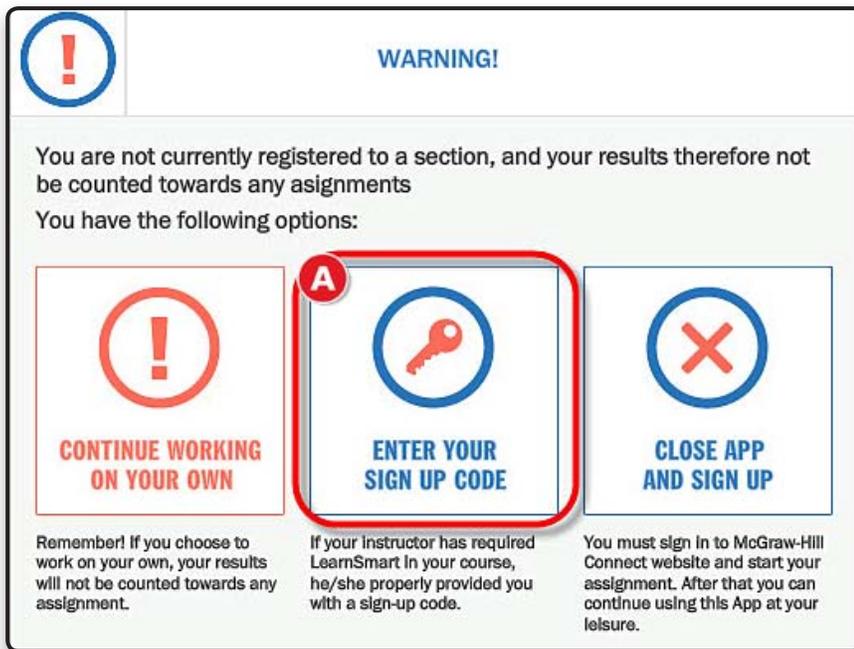
For students entering an access code:



After clicking on **Enter Your Code**, students will be prompted to enter their access code and click Submit. After entering their access code they will be prompted to sign in or create an account (see above).



After successfully completing registration by either method, students will be able to **LAUNCH** the LearnSmart or SmartBook product they purchased and registered for.

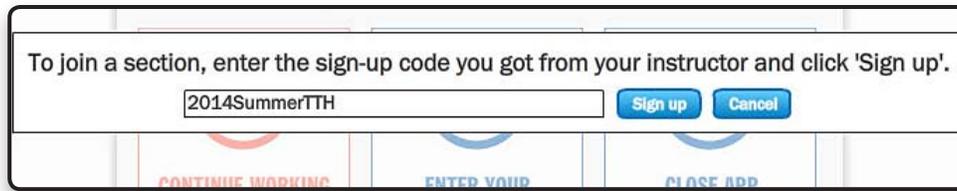


After launching into either LearnSmart or SmartBook, students will receive a warning reminding them that they have not yet entered a student Sign-up code to register for an instructor's specific section.

- A** Students should click on **Enter Your Sign Up Code** to enroll in an instructor's specific SmartBook section.

If they choose to continue working on their own, they will not see any customizations you have made to topics or depth of content covered and their results will not be shown in your reports.

Section 5: Student Registration



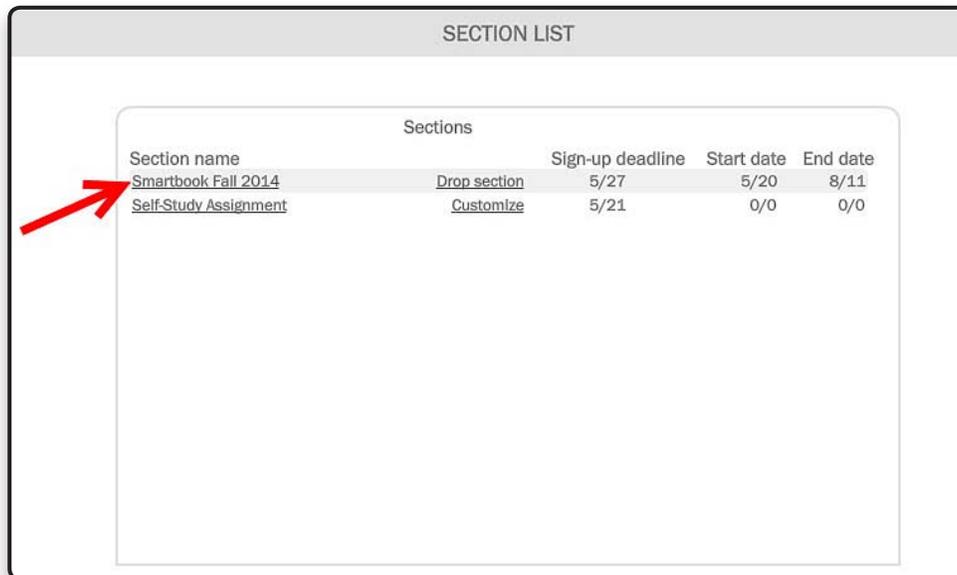
To join a section, enter the sign-up code you got from your instructor and click 'Sign up'.

2014SummerTTH

Sign up Cancel

CONTINUE WORKING ENTER YOUR CLOSE APP

After clicking **Enter Your Sign Up Code** the students should enter the Student Sign Up Code you have provided and click Sign Up.



SECTION LIST

Sections					
Section name		Sign-up deadline	Start date	End date	
Smartbook Fall 2014	Drop section	5/27	5/20	8/11	
Self-Study Assignment	Customize	5/21	0/0	0/0	

After entering the **Sign Up Code** they will be taken to their section list where they will be able to see your section information. They can begin working on the modules you have assigned by clicking on the section name.

Section 6: Support

Who do I contact if I have questions?

Sales Representative	Digital Success Academy	Digital Success Consultants	Customer Experience Team
<ul style="list-style-type: none">■ Class test request■ Purchasing issue■ Product questions■ Product demo	<ul style="list-style-type: none">■ Easy access to videos, tips/tricks, how-to's and frequently asked questions <p>http://create.mcgraw-hill.com/wordpress-mu/success-academy</p>	<ul style="list-style-type: none">■ One-on-one training via WebEx■ Product walkthrough■ "How do I" contact	<ul style="list-style-type: none">■ Technical support■ Student support (access codes and registration questions)■ Password resetting■ Learning Management System (LMS) support■ Blackboard pairing issues <p>Direct phone: 800-331-5094 http://mpss.mhhe.com/products.php</p>

Is there a website that can assist me while building my course?

McGraw-Hill's Digital Success Academy

Is there student material for my first day of class?

First Day of Class Resources

Who do my students and I contact for technical support?

- <http://mpss.mhhe.com/contact.php> (email)
- 800-331-5094 (phone)
- <http://mpss.mhhe.com/> (chat)
- Support Hours:
 - » Sunday – 6:00pm to 11:00pm
 - » Monday-Thursday – 8:00am to 11:00pm
 - » Friday – 8:00am to 6:00pm