The following textbook is the required textbook for the BUS 150 (Introduction to Business) class:


**UNDERSTANDING BUSINESS** by Nickels, McHugh, and McHugh has been the number one textbook in the introduction to business market for several editions for several reasons: (1) The commitment and dedication of an author team that teaches this course and believes in the importance and power of this learning experience, and (2) the quality of the supplements package. They have consistently looked to the experts – full-time faculty members, adjunct instructors, and of course students – to drive the decisions they make about the text itself and the ancillary package. Through focus groups, symposia, as well as extensive reviewing of both text and key ancillaries, they have heard the stories of more than 600 professors and their insights and experiences are evident on every page of the revision and in every supplement. As teachers of the course and users of their own materials, the author team is dedicated to the principles of excellence in business education. From providing the richest most current topical coverage to using dynamic pedagogy that puts students in touch with today’s real business issues, to creating groundbreaking and market-defining ancillary items for professors and students alike, **UNDERSTANDING BUSINESS** leads the way.

The textbook we are using is a customized version of **UNDERSTANDING BUSINESS**, Tenth Edition, by William G. Nickels, James M. McHugh, and Susan M. McHugh with selected study guide materials from the **Student Assessment and Learning Guide for Understanding Business**, Ninth Edition. The customized version of the book was created in order to combine the text material and the learning guide into one book to reduce the cost of the book to our students. The Study Guide material is designed to help a student study important materials from the chapters to enhance their understanding, comprehension, and application of the materials presented. Each chapter in the Study Guide contains a key term review and practice tests with answers to all of the questions to help students study on their own.

McGraw Hill provides an Online Learning Center (OLC) on the text’s Website (www.mhhe.com/ub10e) which is designed to be a study resource for students. It is a great way for students to practice their test-taking skills. The OLC contains sample test questions and review work which allows students to gauge what material they have mastered and the material they may need to review again.

For this first time, this semester we are incorporating McGraw Hill’s CONNECT Business into our classes. CONNECT Business is a Web based assignment and assessment platform that gives students the means to better connect with their coursework and with the important concepts that they will need to know for success now and in the future. Although there are a number of features available to students using CONNECT for **UNDERSTANDING BUSINESS**, this semester we started using only the LearnSmart (STUDY) feature of CONNECT which is an adaptive learning system to help students learn faster, study more efficiently, and retain more knowledge for greater success. LearnSmart includes intelligent flashcards/learning items that offer feedback and direct the student back to the text based on their performance. It pinpoints concepts they do not understand and maps out a personalized study plan for success. Based on their self-diagnoses of their proficiency, LearnSmart will intelligently provide them with a series of adaptive questions to provide a personalized one-on-one tutor experience.

When students purchase the textbook for the class, they will be provided with an Access Code for the CONNECT Learning System. In class, each instructor can provide his/her students with a specific Web address for his/her class which will allow students to register and access the class on the Website for CONNECT. In order to obtain the access code with the textbook for the class, the student must purchase the designated text as set forth above.
PUBLISHER INFORMATION

The McGraw-Hill/Irwin representative for our college is:

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McGraw-Hill/Irwin  
Business, Economics & Career Studies

If you need a desk copy - 800 338 3982 (prompt 3, prompt 3)

Technical Support Issues - 800 331 5094 or www.mhhe.com/support

Online catalog: www.mhhe.com

Online Learning Center for our text - www.mhhe.com/ub10e

The Online Learning Center (OLC) is a website that follows the text chapter by chapter. The 10th edition OLC contains resources for both instructors and students.

McGRAW-HILL UNDERSTANDING BUSINESS NEWSLETTER

McGraw Hill publishes a monthly newsletter for instructors which is a resource developed to help keep your classes interesting and current. It is meant to be an easy and effective place to turn for some new discussion topics for your course.

These newsletters include:

- Links to interesting new videos with discussion questions.
- Abstracts of recent articles with accompanying discussion questions.
- PowerPoint presentations that integrate these elements in an easy to use package.
- A chapter key that correlates each article with the appropriate chapters in the UNDERSTANDING BUSINESS textbook.

Link to the November Newsletters (copy and paste into your web browser):

November 2012


For previous newsletters and upcoming newsletters, you can find them on the text’s website at www.mhhe.com/ub10e at the Instructor’s Edition of the Online Learning Center.