



connect[®]**MASTER**

Management Information Systems

**ONLINE LEARNING
WITHOUT COMPROMISE**



*Students often struggle to connect concepts to application. Connect Master: MIS' customizable content is built with deliberate instructional alignment which provides students with focused instruction and assessments. Connect Master takes students **beyond rudimentary knowledge to mastery** of foundational concepts through adaptive learning with just-in-time learning resources, paired with **practical assessments**.*

HOW THEY LEARN

MILLENNIALS

Believe they can multitask – Cognitive task switching is the norm

Challenge Authority – Speak their minds

Crave Recognition – Demand feedback and praise

Short Attention Spans – Organization challenges

Active Learners – Prefer doing to reading/lecture

GEN Z

SOCIAL

Flipped educational approach. Facilitating rather than lecturing

DIGITAL

Digital natives

VISUAL

Expect video and images

NON-LINEAR LEARNERS

Comfortable jumping between concepts

DIGITAL-FIRST COURSEWARE

Connect Master: MIS content is designed for digital use, rather than a static reading experience. This allows for:

- More immersive concept exploration, boosting engagement and efficiency for students and addressing the often-raised concern that “students don’t read.”
- Greater ability to reconfigure and customize—content is organized and divided at a more granular level. This, combined with the transparent instructional alignment, makes it easier than ever to delete, add, and move content while still preserving the cohesion of the learning experience.
- Regular and seamless updates to the adaptive content give students access to new and current information throughout the semester, without requiring instructors to create new assignments or courses.



TRADITIONAL TEXTBOOKS NO LONGER WORK

- Many millennials and Gen-Z students have difficulty focusing on long narrative text
- Most students were not taught how to study
- Textbooks don't cover multiple learning styles

89%

"I rarely use the textbook for assignments"

59%

"My coursework fails to integrate concepts from other disciplines"

CCCSE 2019 REPORT

66%

"I often come to class without reading the assigned material"

41%

"My coursework fails to apply concepts to practical problems"

PRACTICAL ASSESSMENTS

Practical assessments, such as application-based activities, case studies, writing assignments, and more, allow students to progress from understanding basic concepts to using their knowledge to analyze realistic scenarios and solve problems. This approach supports lifelong learning and allows instructors to better assess students' 21st century skills.

APPLICATION-BASED ACTIVITIES

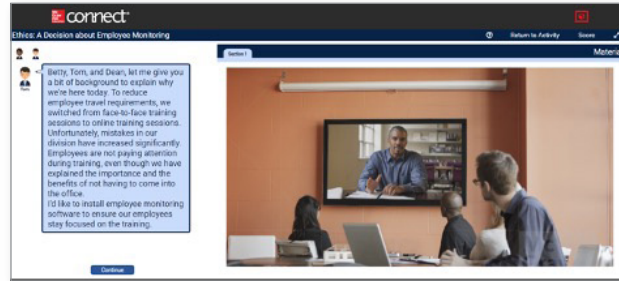
ABAs are highly interactive, assignable exercises that provide students a safe space to apply the concepts they have learned to real-world, course-specific problems. Each Application-Based Activity involves the application of multiple concepts, allowing students to synthesize information and use critical thinking skills to solve realistic scenarios.

CASE STUDIES

These case studies discuss well-known companies like Amazon and Facebook, but also newer companies like Lyft and others. The questions require the students to think critically about the case. We supply the questions in two formats: Multiple Choice (auto-graded) and also Short Answer (manually-graded), allowing the instructor to choose which questions they want to assign.

VIDEO CASES

Video cases are animated videos that summarize challenging key topics with relevant companies such as Amazon and Facebook. The video cases are five minutes or less and provide a variety of questions covering content in the videos to ensure students are engaged. Throughout these videos there is a path of imagery providing students a visually stimulating experience.



Application-Based Activities



Video Cases

ANIMATED VIDEO TUTORIALS

Short engaging animated videos that summarize some of the most challenging computing concepts for students.

ASSESSMENT QUESTIONS WITH PROMINENT VISUALIZATION OF CONCEPTS

A majority of young adults prefer and excel in concept mastery with the use of visual imagery.

MIS-NEWSFLASH ACTIVITIES

NewsFlash brings the real world into your classroom! These activities tie current news stories to key MIS concepts. After interacting with a contemporary news story, students are assessed on their ability to make the connections between real-life events and your course content. NewsFlash activities include topics ranging from Artificial Intelligence to Cybersecurity to Emerging Technologies.



“The Application-Based Activities provide a meaningful and mostly realistic way to teach business topics.”

-ANDREW MILLER, MISSISSIPPI STATE UNIVERSITY

“I really liked the Application-Based Activity with interactive chat. It reinforces students' understanding of the material as well as shows the concepts in practice.

-ANNA KARPOVSKY, BOSTON COLLEGE

ALIGNED CONTENT YOU CONTROL

Connect Master: MIS learning objectives and content are aligned to optimize student learning.

- Learning objectives, assessments, and instructional content are aligned to ensure instruction directly supports what is assessed, and time is not wasted on extraneous content.
- A scaffolded approach helps ensure that students develop the foundational understanding necessary to build their knowledge and receive the practice they need to conquer higher-level assessments.
- This deep instructional alignment also allows a transparent view into how the different aspects of the learning experience connect, making it easier to see the wider implications of changes and create effective customizations.

ENGAGE STUDENTS WITH ADAPTIVE LEARNING

- You can build assignments that cover only the topics or concepts that you want to focus class attention on, resulting in a streamlined learning experience for students.
- Adaptive Learning gives each student a personalized path to learning topics or concepts. All adaptive content—including questions and concept resources—is specifically targeted to, and directly aligned with, the individual learning objectives being assessed.
- Reporting tools in Adaptive Learning show where students are struggling to understand specific concepts and where they excel.

How It Works
Review Learning Resources and answer questions to show what you know – the material will personalize itself to your pace, pointing where you need to improve the most. It's okay to get questions wrong – you'll still earn 100% if you complete each concept after one or multiple tries.

Assignment Type
Achieve2

Begin your Achieve2 Assignment
You can choose to begin by answering questions or access the Assignment Resources

Make sure you have a good internet connection

Progress will be measured

Assignment Tips

- Make progress by completing concepts. The number of questions will vary depending on your individual needs.
- It's ok to get questions wrong. You still earn 100% if you complete all concepts by your due date.
- Submit your answers by selecting your confidence level. This will not affect your grade.

Got it

0 of 21 Concepts completed

Multiple Choice Question

Which statement best describes the difference between social media providers and social media sponsors?

- Providers are website platforms; sponsors are organizations that use these platforms to build awareness and communicate.
- Sponsors are individuals who actively use social media, and providers are companies who have a presence on it.
- Both social media sponsors and social media providers interact with users, but in different ways.
- Social media sponsors play the most important role in social media information system (SMS) hierarchy.

Need help? Review these concept resources.

0 of 21 Concepts completed

Multiple Choice Question

All components of a social media information system (SMS) serve one clear purpose for an organization, which is to _____

- simplify marketing strategy through social media
- merge sales with marketing and other business functions
- create the organization's social media objectives
- bring together data and procedures that support social media awareness

Rate your confidence to submit your answer: High Medium Low



“Connect Master: MIS is a modular digital offering and student learning system that is adaptive to student needs and weaknesses, customizable by the instructor.

-BRIAN KOVAR, KANSAS STATE UNIVERSITY

INTERACTIVE READER

The Connect Master: MIS Interactive Reader is built around key comprehensive learning objectives with essential conceptual information. Key concepts are enhanced by resources to provide an active learning experience.

These resources include:

CLICK & LEARNS

- Expandable Outlines clarify complex processes in digestible, step-by-step fashion.
- Annotated Images with clickable hotspots revealing additional information in an engaging way.

CORE CONCEPTS NOTEBOOK

While Connect Master: MIS is a fully digital product, we have also developed a **Core Concepts Notebook** which can be used alongside the digital product for those students who value a print reference. The Core Concepts Notebook contains the important narrative content (without the interactivities) from the **Interactive Reader** and is available as a printable PDF within Connect Master MIS if assigned.

INSTRUCTOR'S MANUAL

The instructor manual is designed to be a comprehensive tool for facilitating the course. This all-inclusive resource will help prepare you to teach the course. This document provides coverage of multiple modalities including discussion starters and small group discussion starters.

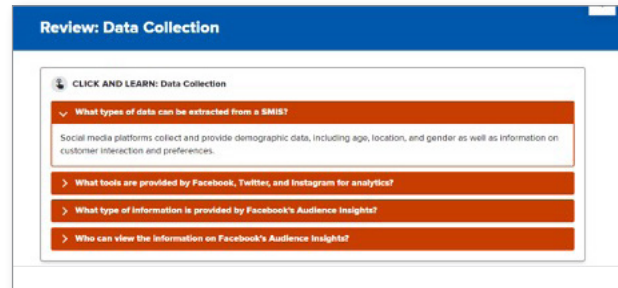


Sources of Social Media Data

Social media sites provide businesses a wide scope of data and information about their customers and stakeholders. Social media platforms collect and provide a variety of demographic data, including age, location, and gender. They also provide information on customer interaction and preferences, which can be difficult to obtain from other data collection methods. Most social media platforms provide analytical tools to help users collect and process information. This data and information are used to help make more informed business decisions.

Facebook data

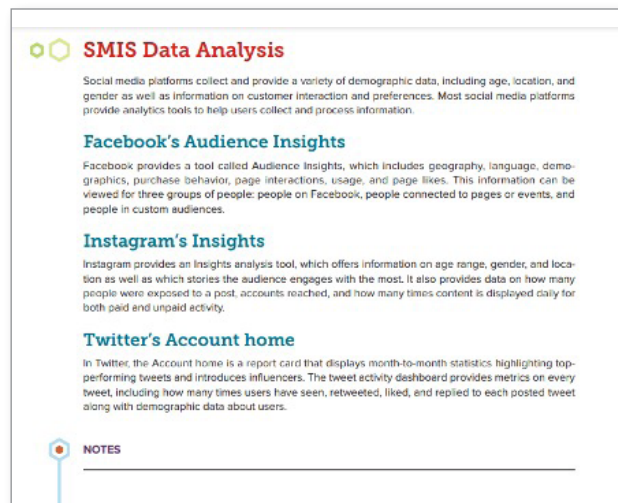
The information that a business has about its customers and stakeholders allows for better business decisions. In 2020 it is predicted that Facebook will have over 2.6 billion active users worldwide. The amount of data generated from Facebook users is monumental.



Review: Data Collection

CLICK AND LEARN: Data Collection

- What types of data can be extracted from a SMIS?
Social media platforms collect and provide demographic data, including age, location, and gender as well as information on customer interaction and preferences.
- What tools are provided by Facebook, Twitter, and Instagram for analytics?
- What type of information is provided by Facebook's Audience Insights?
- Who can view the information on Facebook's Audience Insights?



SMIS Data Analysis

Social media platforms collect and provide a variety of demographic data, including age, location, and gender as well as information on customer interaction and preferences. Most social media platforms provide analytics tools to help users collect and process information.

Facebook's Audience Insights

Facebook provides a tool called Audience Insights, which includes geography, language, demographics, purchase behavior, page interactions, usage, and page likes. This information can be viewed for three groups of people: people on Facebook, people connected to pages or events, and people in custom audiences.

Instagram's Insights

Instagram provides an Insights analysis tool, which offers information on age range, gender, and location as well as which stories the audience engages with the most. It also provides data on how many people were exposed to a post, accounts reached, and how many times content is displayed only for both paid and unpaid activity.

Twitter's Account home

In Twitter, the Account home is a report card that displays month-to-month statistics highlighting top-performing tweets and introduces influencers. The tweet activity dashboard provides metrics on every tweet, including how many times users have seen, retweeted, liked, and replied to each posted tweet along with demographic data about users.

NOTES



*An innovative approach to teaching introductory MIS concepts.
The product provides a good balance between knowledge/
concepts and hands-on case studies and simulations.*

-CHRISTOPHER RAMEZAN, WEST VIRGINIA UNIVERSITY

CONNECT MASTER: MIS TAKES STUDENTS HIGHER

As a learning science company, we create content that supports higher-order thinking skills. This chart shows a few of the key assignable MIS assets aligned with Bloom's Taxonomy.

	Interactive Reader	Adaptive Learning Assignments	Wise Panda Video Tutorials	Assessment questions with visualization of concepts	Video Cases	Application-Based Activities	Case Studies
CREATE							
EVALUATE					✓	✓	✓
ANALYZE					✓	✓	✓
APPLY				✓	✓	✓	✓
UNDERSTAND	✓	✓	✓	✓	✓	✓	✓
REMEMBER	✓	✓	✓	✓	✓	✓	✓



MEET CASEY WILHELM, LEAD CONTENT ARCHITECT

Casey Wilhelm teaches Management Information Systems (MIS) and a variety of courses in the BBA and MBA programs at the University of Idaho. His research interests are adult learning, instructional design in digital environments, and cognitive information processing. Casey has various degrees including an M.B.A., M.I.T., M.S. in Adult and Organizational Learning and a M.Ed. in Instructional Design and Technology. Before working in higher education, he held management positions in the insurance and wine/hospitality industry.

MEET TED TEDMON, LEAD CONTENT ARCHITECT

Ted Tedmon teaches management information systems (MIS), management, and digital literacy courses at North Idaho College in Coeur d'Alene, Idaho.

His primary research interests include andragogy, instructional design, and memory formation. Ted studied Strategic Policy and Planning at the Naval War College as well as Management at Troy University. Prior to joining North Idaho College Ted served as Commander of the U.S. Navy's largest Airwing during Operations Iraqi Freedom and Enduring Freedom. As a Captain with over 26 years of service and over 6,000 flight hours, he earned the Legion of-Merit, 4 Meritorious Service Medals, and numerous other decorations. In his free time, Ted works with survivors of domestic violence and serves on the board of directors of the Coeur d'Alene Women's Center.



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