Cengage Textbook and Courseware Solutions

Whatever your course requirements, Cengage has the solution

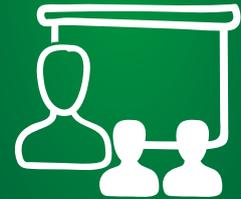| Providing course content | Improving student grades | Increasing student engagement | Increasing teaching efficiency |

Every higher and further education institution has a dedicated Learning Consultant who can work with you to help improve class grades, boost the student experience and ease teaching pressures.

To find out who your Cengage Learning Consultant is and request a visit, go to our Contact Page or browse our website for a range of subject-specific resources.

Our Learning Consultants can offer you a wide range of solutions, whatever your teaching and learning provision needs might be. This includes:

- print textbooks

- digital solutions

- bundled solutions that combine both

- customised print and/or digital content that has been developed specifically for you.

Publishing Services

If you are looking to create brand new course content or adapt existing content, we can assist with that too. We offer a unique service that helps you shape your educational offering around whatever pedagogical and assessments you might have.

To find out more, visit our Publishing Services page.

Providing course content solutions

We can help you find course content through print and online textbooks, written by the most authoritative voices in your field. We can also supply additional tools to help you with your teaching such as video content and activities that will stimulate your students and consolidate their learning.

Providing student grade solutions

Our resources are designed to boost student grades and feature a wide range of study and revision tools that will suit individual student's preferred way of learning. These resources include interactive exercises and animations to help students understand difficult concepts; end of chapter summaries, self-test questions and revision cards to provide them with practice opportunities; as well as aids for you to quickly spot students that require additional help.

Providing student engagement solutions

We know that keeping students engaged can sometimes be tricky. That's why we provide a wide range of digital and in-text activities to bring the subject to life and encourage deeper learning. These include hands-on tasks, practice labs and simulations, as well as thought-provoking challenges that place their learning in real-world scenarios. All of our content is regularly updated so that materials remain contemporary and relevant.

Providing teaching efficiency solutions

We provide a one-stop shop for additional class materials designed to support your teaching, such as presentation slides, lecture visuals and a range of engaging student activities that will save you time. Our resources also offer the ability to auto-grade student assessments, give automatic and instant feedback, and use our student monitoring analytics to help you keep track of class and student progress. All of this is delivered in our easy-to-use platforms or can be integrated into your LMS.

Our Learning Consultants can provide you with content in a wide range of formats.

Print textbooks

We provide a rich range of printed textbooks for courses from Accountancy to Zoology and from foundation level through to post-graduate. Authored by leading global names in the field, they offer rich and up-to-date pedagogical content that is carefully reviewed and tested by faculty. We also offer South African and Middle Eastern versions of selected textbooks that have been adapted to include more relevant case studies and other region-specific content.

Digital solutions

From eTextbooks to digital platforms, our digital solutions provide more interactive, engaging and effective ways to teach and learn. These include MindTap, WebAssign, and SAM, as well as subject specific solutions such as OWLv2 for Chemistry. Availability to these can be provided online, via your LMS or through our CengageBrain portal, whilst we also partner with eBook aggregators. MindTap is additionally available through the Cengage Mobile App, giving access to everything your students need, anytime and anywhere.

During the last academic year our digital solutions were used on over 750 courses across Europe, the Middle East and Africa, and by over 64,000 students.

Bundled solutions

Bundled solutions offer an integrated print and digital package so that you and your students have access to your printed textbook but also the digital support and tools that we provide via our online products. The majority of our online content is shaped around the course textbook with links made between the two so that print content can be further explored online, and online content reflects the text; for example, guiding students back to relevant sections for further reading. By providing students with a bundled solution such as this you are offering them the complete learning package, as well as content for every preferred learning method.

Customised solutions

All our digital solutions offer you the ability to customise the content. However, we can also shape content to your course requirements, giving you print, digital or blended materials that are compiled from our wealth of pre-existing content. This provides you with complete flexibility and zero content wastage, whilst our dedicated team are on hand to ensure that the end result is exactly what you and your students require.

Overcoming Student Challenges

Our **Student Voices** research has found that when asked which elements of their course students find challenging, most commonly cited was:

Preparing for Assessments
(32%)

Independent Learning
(31%)

Data Analysis
(31%)

Critical Thinking
(29%)

Our digital products are designed to help students overcome these challenges, helping them to feel more confident about their learning.

For example, with the majority of first year students (38%) finding independent learning a challenge, our digital solutions provide all the support they need, including instant feedback on self-test questions and personalised plans that guide them with their learning. Whilst, by the third year, the majority of students (32%) most commonly cite interpreting data as their biggest challenge. Our digital solutions provide plenty of practice opportunities to interpret and analyse real-world data in a fun and interactive environment, whilst guidance and feedback is given that will take the fear out of the figures.

For more information on our student research visit our Student Voices page.

Trial them for yourself

Our Learning Consultants will help you select the best solutions to match your course and individual requirements, and if you're interested in having a closer look at something we can arrange free access, whether that's a sample copy of the book or the ability to trial a digital resource.

Print trial options

Want to view one of our textbooks? We'll send you a copy for free, either in print or eBook format. All we ask is that once you've had a look at it you tell us what you think and whether you'd like to adopt it.

To request your inspection copy just visit our website or contact your local Learning Consultant.

Digital trial options

Want to have a look at one of our digital solutions? We will happily arrange a visit to discuss the options and give a demonstration of any of our digital resources. We can also provide either you or your students with free access so that you can trial it for yourself in your own time and with our team's full support.

To view our digital options, visit our Learning Solutions page or contact your local Learning Consultant.

Bundled trial options

Interested in using both print and digital resources? We'll send you an inspection copy of any textbooks you are interested in, but also arrange for a Learning Consultant to demonstrate the various online resources that support it and how they integrate, providing your students with a complete and cohesive learning experience.

To find out more, select the textbook you're interested in on our website or contact your Learning Consultant.

Custom trial options

Looking to create content that is more specific to your course? We'll work with you to provide suitable content and materials in whatever format, delivery, shape and size best suits you and your course.

To book a consultation to discuss your needs and how we can assist you, please contact your Learning Consultant and we'll arrange a mutually suitable time to pay you a visit. Alternatively, view our Publishing Services page.
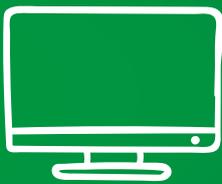
Integration

Whatever format you'd like your teaching and learning content delivered in, we can ensure they are easily integrated into your course.

Print integration

Out textbook content is structured to align with the majority of courses, and pedagogical features are created in line with lecturer feedback. This ensures that your textbook suits most teaching, whilst teaching support materials such as PowerPoint slides, images, test banks and more, allow you to easily integrate the text and its content into lectures and seminars.

Digital integration

Our online resources, including eTextbooks and digital assessment tools, can be integrated into your LMS so that they form a seamless part of the student experience. As bite-size content, our study tools, practice and assessment tests, and other digital elements can be mapped and fitted neatly into your course schedule, whilst any automatically-graded assessments can be synchronised into your LMS.

Bundled integration

By bundling textbook and access to online resources into one package for your students, you can smoothly integrate both into your teaching. Our print and online features based around your favourite course book perfectly compliment each other and provide a thoroughly coherent and comprehensive educational package.

Custom integration

If we are creating and shaping content specifically for you, we'll ensure all the elements support each other and are not merely piecemeal parts. We'll also ensure that the final product serves your teaching requirements as you want it and is synchronised into your LMS.

Introducing the Cengage Mobile App – our most flexible and powerful learning solution

Cengage Mobile enables students to study, read, and revise on their smartphone or tablet, and with 24/7 course access students stay focused and ready to learn anytime, anywhere.

THE READER PROVIDES CONVENIENCE

Students can access their full course eBook on their smartphone to complete reading assignments, take notes, highlight important passages and have their text read aloud, whether online or off.

ATTENDANCE AND MOBILE POLLING INCREASES ENGAGEMENT

The Cengage Mobile app allows you to use geolocation to take in-class attendance or check attendance remotely for online classes. You can also create in-class, multiple-choice polls to encourage interaction and view results.

FLASHCARDS, ASSESSMENTS AND THE GRADEBOOK CULTIVATE CONFIDENCE

Course-specific flashcards and study games with pre-built assessments help students recall key concepts. Students also have quick access to their grades so that they can easily track how they are doing in the course.

NOTIFICATIONS KEEP STUDENTS CONNECTED

The Cengage Mobile app pushes notifications directly to students, making them aware of:

- Due dates and last-minute reminders for incomplete assignments
- Changes to activity due dates, score updates and instructor comments
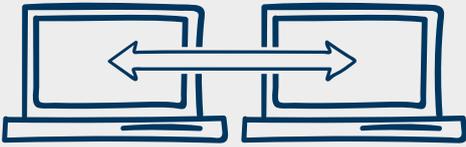- Technical announcements about the platform

Available for

CENGAGE

MINDTAP | CNOW^{V2} | SAM

Full integration across multiple modules and courses

The option of full integration across multiple modules and courses

> **"MindTap was really easy to set up, especially with the help of the team at Cengage. Once I decided on the content for my course and my teaching schedule, the team at Cengage mapped their resources onto my course. Then I just had to decide which assignments and content students would be required to complete and which were merely recommended."**
>
> Dr David Duffy
> Ulster University Business School

Our digital solutions can be adopted across any number of courses, providing students with a cohesive learning experience throughout their time at university and across subjects. By incorporating the resource into more than one module, you can agree with colleagues a shared protocol of use, the choice of functionality you will prioritise, and share the benefits. Whether integrated into a single module, across a whole department or even institution, we'll provide you, your colleagues and students with all the help you need.

MindTap, our newest digital solution, is already being used by over 14,000 students across Europe, the Middle East and Africa. We also have a number of subject-specific solutions. For example, WebAssign, our solution for Mathematics, Physics and Engineering, is currently benefitting over 22,000 students. Other subject-specific solutions include OWLv2 for Chemistry and SAM, which offers training in Microsoft Office.

Customer Support

Need help? Our Customer Support team are on hand to help with an unparalleled level of personalised service, and not just for you but your students too. You'll find our support fast, efficient and friendly, which is why, pitched against our competitors, we are second to none.

> **"The customer service I've received from Cengage has been spectacular. I rarely have any technical problems. On the occasion when I've had minor technical issues with the platform, the response was great."**
>
> Dr Ann Torres
> NUI Galway

Our Digital Solutions team

We have dedicated Digital Solutions Consultants for the UK, Europe, Africa and the Middle East who can work with you to help find the right digital solution. They will provide you with full and easy-to-follow training, either online or in person, as well as instructional videos to help you become an expert with the resource you have chosen. They'll help you set up everything ready for the start of your year and will check in regularly to ensure things are running smoothly and that you and your students are getting the most out of the product. Whatever solution you choose, our team will be with you, providing support every step of the way.

Student access to everything they require

When it comes to the start of teaching, we'll ensure your students have easy access to everything they need.

Print student access options

Textbooks available:

- In your campus or local bookstore
- In your institution library
- Via regular high street and online bookstores
- Via CengageBrain, our online shop
- In your department/faculty office (delivered direct if your department has purchased them on behalf of your students)

Digital student access options

Student access to your digital resources via:

- a student purchase on CengageBrain (links provided)
- an instant access code provided to students (if access has been bought by the institution) and accessible via CengageBrain
- your LMS, if you've integrated the resource into your own platform

Bundled student access options

If you're using a combined print and digital solution, there are various options:

- We can provide your local or campus bookstore with your textbook pre-packaged with an instant access code. Using this, students can access the digital elements via our website, CengageBrain
- We can integrate the digital resource into your LMS and provide the printed textbooks directly to you as an institutional purchase
- Or integrate the digital resource into your LMS and ensure the printed textbook is available in your local or campus bookstore for your students to buy

Custom student access options

Printed customised textbooks can be:

- Bought by students in your local or campus store
- Or as an institutional purchase and delivered direct to you

Customised digital-only content can be:

- Accessed by a printed access code for each student and used to access the content via CengageBrain
- Or integrated directly into your LMS

Bundled print and digital customised content can be:

- Supplied by integrating the digital customised content on to your LMS
- Students can then either buy the customised print textbook in your local or campus bookstore
- Or you can buy the customised textbooks for them and these will be delivered directly to you

Front of Class

We know that encouraging students to sign up for their digital resources at the start of the module improves participation and, ultimately, grades. That's why as part of our service we can provide guidance on resources to your students in your first week of class. We'll highlight their course textbook or the digital solution they will be using, how to access them, and get the best out of them to improve their grades. This can be done either by providing you with PowerPoint slides to incorporate into your session or, if you are adopting one of our digital resources, we'd be happy to come in person to demonstrate it live to your students.
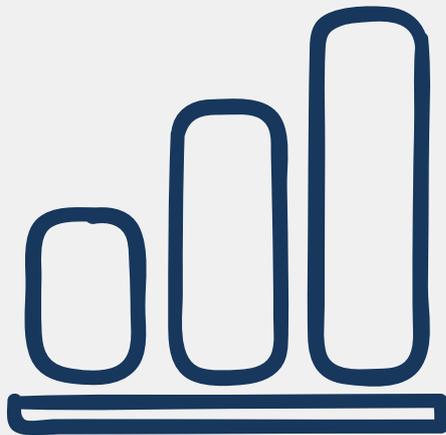
> 100% of respondents using WebAssign on their Business Statistics course at IMC Krems University agreed they would 'recommend WebAssign to a fellow student who was struggling in this course.

> **"Compared to the other modules from my first year [MindTap is] a lot more engaging and a lot more interactive…"**
> Student, Coventry University London

Keep track of student progress

All of our solution options enable you to keep track on how your students and your class as a whole are doing throughout your teaching.

Print

Our textbooks are rich in pedagogical features, including end of chapter and critical thinking questions. Lecturers also have access to an extensive range of test bank questions that can be used at any point in the module to ensure students are learning key information and skills. Our test banks are so easy to use that tests for your class can be created, customised and delivered in minutes.

Digital

All our digital resources enable you to easily monitor class and student progress. Practice questions, tests, assessments and problem sets can be set and customised and automatically marked, providing students with immediate feedback on where they went wrong and you with instant analytics on student performance.
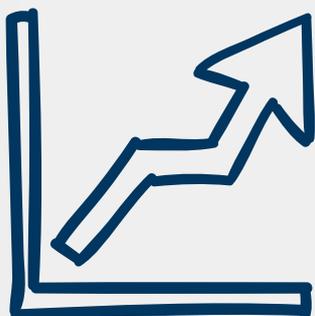
Bundled

All our textbooks provide check-in points for students to use to ensure that they have learnt key information from their reading; whilst our supporting digital solutions provide additional tests and assessments that you can easily set and customise and are automatically graded. This will flag to you how students are doing, with all online assessment tools synchronised with your textbook.

> **"SAM has great functions that enrich my teaching experience. The individual and class performance reports provide me with real-time class data that enables me to identify struggling students and the help they need."**
> Oliver Manyemba, Lecturer in Actuarial Science Cass Business School

> **"MindTap helped me to better grasp the concepts in my course and stay on track"**
> Economics student, Hamm-Lippstadt University

Custom

As all our textbook test bank questions and digital testing and assessment tools are fully customisable, even if we're shaping resources specifically for you there is the opportunity to set tests, problem sets and graded assignments that link directly with your customised product.

Improving Student Grades

Year after year our print and digital resources are providing students with fun and challenging opportunities to help them improve their grades. These include practice questions, tests and assessments to measure and check learning, as well as problem sets, practice labs, in-text revision tools such as chapter summaries, and interactive revision aids such as flashcards and engaging self-test questions that provide instant feedback.

Don't just take our word for it though

"[MindTap's] auto-marking scheme makes it easy for me to know what answers I got right, there and then, without the hassle of waiting. I am able to review everything I got wrong and revise it"

Engineering student, Botswana International University of Science and Technology

"We have seen a significant increase in grades since the introduction of WebAssign."

Dr Jianhua Gong, Associate Professor of Mathematics and Sciences, United Arab Emirates University

"Any university that offers Chemistry courses and is serious about helping their students excel should consider OWLv2 which, in my experience, has led to significant improvements in the grades of our students year on year."

Erik van Rozendaal, Assistant Professor Wageningen University

End of term evaluation

Come the end of teaching, if you're using one of our digital solutions, you'll have a rich wealth of data that can be used to evaluate the module, see how your students progressed and to what degree they used and benefitted from the digital resource. These analytics are easy to pull but we can also provide them for you so that you have statistical proof on the positive impact of the resource.

"Having used Cengage products for almost 10 years, I always find the quality of service to be excellent. The staff are professional and efficient and always available to help in a timely manner."

Dr David Duffy, Ulster University Business School

Thinking forward

We know that things change so we'll regularly keep in touch and come the next year, if your requirements alter, we can work with you again to provide a new solution to your evolving needs. We'll also keep you updated with any new textbook editions as well as new digital features and opportunities that we think might benefit you. If at any point you'd like to change how we contact you or unsubscribe to any emails please visit our Email Sign-up page and simply change your preferences.

Help us to help you

We pride ourselves on the quality of products and the results they achieve, but we know that there is always room for improvement. If you'd like to take part in our Student Voices research to ensure that we can continue to provide learning tools that best fit your students, we'd love to hear from you. Visit our research page at Student Voices.

Get in Touch

To find out more about how Cengage can provide the perfect solution for your course, contact your local Learning Consultant and we'll get in touch. Or visit our website: www.cengage.co.uk.

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