

INSTRUCTOR:

Fred Phillips,

University of Saskatchewan

## Digital Success Stories

### Connect with SmartBook<sup>®</sup>

#### INSTRUCTOR PROFILE:

Fred Phillips is a professor and the George Baxter scholar at the University of Saskatchewan's Edwards School of Business, where he has taught and researched since earning a PhD in Accounting at the University of Texas at Austin in 1996. Professor Phillips has taught courses in financial accounting and auditing at the undergraduate and graduate levels. His research involves empirical studies of teaching and learning, and professional judgment and decision-making. He has been recognized at the CAAA for instructional case writing awards, the Howard Teall Innovation in Accounting Award, and the L.S. Rosen Outstanding Educator Award.

#### COURSE NAME:

Introduction to Financial Accounting

#### COURSE TYPE:

Face-to-face class

#### ANNUAL COURSE ENROLMENT:

540

#### TEXT IN USE:

Phillips 4ce *Fundamentals of Financial Accounting*

#### DATE:

November 13, 2015



To learn more about  
Connect + SmartBook contact us at:

- [iSupport@mheducation.com](mailto:iSupport@mheducation.com)
- 1-866-270-5118

#### PRIOR EXPERIENCE

Describe the points of frustration you faced before selecting Connect with SmartBook.

“ Students did not read the textbook; were ill-prepared for being challenged.

What were the main reasons you selected Connect with SmartBook?

“ Ability to assign, grade reading, class preparation and its ability to reduce instructor grading time.

Compared to other learning technology that you've used, what do you like most about Connect with SmartBook? Please explain why.

“ It's easy to use and students seem to enjoy it.

#### EXPERIENCE USING Connect with SmartBook

What McGraw-Hill Education learning technology are you using in your course?

How long have you used it?

“ Phillips 4ce with Connect & SB – having used it all along (12+ years)

Describe how you are currently using Connect with SmartBook in your course, and what percentage of your course grades do you assign?

“ SmartBook is assigned for completion immediately prior to our scheduled date for starting each chapter. Connect is assigned for completion immediately prior to our scheduled date for starting the next chapter.

• 5% SB = 0.5% per chapter after dropping lowest score from 11 full chapters (do not assign part of 11, 13)

• 8% Connect = 1% per chapter after dropping lowest score from 9 full chapters (do not assign 5, 11, 12, 13)

What benefits have you seen from requiring Connect with SmartBook rather than making it recommended or optional?

“ The students who need it most wouldn't persevere if it wasn't required.

How easy or hard was it to implement Connect with SmartBook in your course?

Please describe what process you took to get started, including leveraging McGraw-Hill Education's support.

“ Connect is easy to implement. We started by agreeing on the course topics, major course components (project, exams, and tests), then allocated marks to the major components, and then judged what would be fair allocation to Connect with SmartBook.

How is Connect with SmartBook different than other learning technology that you've used?

“ Far better than Homework Manager, which had tons of leading drop-down menus.

## OUTCOMES & RESULTS

### What changes are you seeing in student outcomes as a result of requiring the Connect with SmartBook in your course?

“ Most students are completing the SmartBook questions before class, and many are coming better prepared and ready to tackle more challenging problems.

### What data have you tracked or collected to show how effective Connect with SmartBook has been for you?

“ I have been surveying my students periodically to capture their perceived usefulness of Connect, SmartBook and other course resources. Right now, I can tell you that, on a 0-100 scale, students gave high ratings to the educational value of the textbook reading (79.3%), SmartBook assignments (79.5%), and Connect assignments (86.5%). In terms of how well students felt the resources prepared them for exams and tests, students said SmartBook was somewhat useful (49%) or very useful (30%) whereas Connect was somewhat useful (25%) or very useful (70%).

### How has using Connect with SmartBook changed the way you teach your course?

“ I don't have a formal lecture period like I used to have. Instead, my “lecture” is embedded in discussion of problems that students complete in class (e.g., “notice how we recorded that item at \$X ... that's an application of the cost principle” or “do you see that decline in inventory turnover and thin gross profit percentage? That increases the risk that cost exceeds NRV, which would require an inventory write-down to comply with the LCNRV rule.”) I also try to make a point of previewing the “most commonly missed questions” listed in SmartBook before starting a new chapter. That way, I can know and address where students appear to need my help most.

### What are your students telling you about Connect with SmartBook?

“ Here are some of their comments from an anonymous survey:

1. Reading and being tested on material before it is covered in class is extremely helpful.
2. SmartBook and Connect homework are relevant and enhance understanding. They also keep me on track and caught up for the next class.

3. Having the SmartBook and Connect assignments are extremely useful because it ensures that you understand the concepts. The assignments can take time to complete, but they do enhance the understanding of the topics.
4. The Connect homework is very helpful and I wish other courses had something similar.
5. I like how the textbook highlights important material when first going through & reading & skimming the chapter. It draws my attention to the basic topics that are crucial to learn first and later apply.
6. Although I was apprehensive at first about using the digital version I have been pleasantly surprised with my experience.
7. I like how it tests on the reading before the class and then I am able to have some background of the material for the class exercises.
8. Connect with SmartBook forced me to practice which is good because I am very lazy and would likely fall behind and otherwise be overwhelmed by the material presented in class.

## BEST PRACTICES & TIPS

### What advice would you suggest to your colleagues or instructors who are incorporating Connect with SmartBook in their courses for the first time?

Assign a sufficient weight to these course components, and make no apologies for requiring students to read before class.

### What is the single biggest reason you would recommend Connect with SmartBook?

Many students say they would not come to class prepared unless required to; these resources make it easy for students to prepare and for instructors to credit them for preparing.

Also, these tools contain excellent video resources (guided examples) that provide “how to” instruction on specific problems, as well as extra credit video assignments that can expand course coverage to include optional topics, such as sustainability reporting, the new revenue standards, reverse logistics, and more.

### INSTITUTION PROFILE:

**University of Saskatchewan** is located in Saskatoon, and is the largest education institution in the province of Saskatchewan, with a student population of approximately 21,000. The university began as an agricultural college, and now offers over 200 academic programs some of which include Agriculture and Bioresources, Business, Arts and Science, Education, Engineering, Environment and Sustainability, Kinesiology, and Veterinary Medicine.



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