

MindTap Quick Start Guide



Accounting: Information for Business Decisions 3rd Edition

Billie Cunningham, Loren Nikolai-HCP, John Bazley, Marie Kavanagh, Sharelle Simmons

A business focused introduction to Accounting for all students - not just those intending to be Accounting majors. Lead students through the real-world business cycle and how accounting information informs decision-making. Students learn how to base decisions on two kinds of accounting information – managerial and financial.

The new edition includes the fully integrated Cafe Revive case study. Students follow a retail coffee business through the book to learn about applying accounting issues in the real world.

3 Key Features

Activity	Where to find it – an example	What is it	Why it matters
Why it Matters videos	<ol style="list-style-type: none"> Chapter 1 Introduction to business accounting and the role of professional analysis Why It Matters video: Fixed and Variable costs <p><i>See it in the Cengage Mobile app</i></p>	<p>Why it Matters video A short whiteboard animation video with an overview of accounting principles and how they are used in real-world businesses.</p>	These help students to understand why accounting principles are important and engage them in the topic.
Dr Decisive Polling	<ol style="list-style-type: none"> Chapter 6 Managing and reporting working capital Apply Dr Decisive Polling: Inventory valuation Practice 	<p>Dr Decisive Polling These take a closer look at the in-text Dr Decisive feature. Students read a letter asking for accounting advice. Respond using a series of poll questions and see how it stacks up against their peers.</p>	These encourage students to think about their own opinions and get an insight into what their classmates think. With no definitive set answer, the questions also facilitate further discussion.
Concept Check Quizzes	<ol style="list-style-type: none"> Chapter 9 The cash flow statement: content and use Learn Reading activity 9.1: Why the cash flow statement is important Concept Check 9.1: Why the cash flow statement is important Click Start <p><i>See it in the Cengage Mobile app</i></p>	<p>Concept Check Quizzes A tool for students to check that they understand a key word or major concept from the section they have just read. They appear while reading through the chapter and the marking system gives instant feedback.</p>	These reinforce the learning of the key concepts introduced in the reading.

MindTap Learning Path

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Learning path location	Activity	How many?	What is it?	Seat time	Why it matters
Course Learning Path	Why it Matters Video	Before Chapters 1, 2, 4, 9, 10, 11	A short whiteboard animation video with an overview of accounting principles and how they are used in real-world businesses.	1 minute	These help students to understand why accounting principles are important and engage them in the topic.
Engage	Key Questions	In all chapters	Preview the key chapter concepts with the key questions and introduction.	2-3 mins	This helps to increase student engagement through a snapshot of what students can expect to learn once they have completed the chapter.
Learn	Readings	In all chapters	This is where the core text content lives. It is an interactive eReader with integrated tools for students and instructors, including interactive figures that help bring concepts to life. Students can search, jump to sections, highlight, take notes, have the text read aloud, define words and more.	30-60 minutes	This interactive eReader serves as a foundation and reference of content for the course
	Concept Check Quizzes	In all chapters	A tool for students to check that they understand a key word or major concept from the section they have just read. They appear while reading through the chapter and the marking system gives instant feedback.	5 minutes	These reinforce the learning of the key concepts introduced in the reading.

Learning path location	Activity	How many?	What is it?	Seat time	Why it matters
Apply	Dr Decisive Polling	In all chapters	These take a closer look at the in-text Dr Decisive feature. Students read a letter asking for accounting advice. Respond using a series of poll questions and see how it stacks up against their peers.	5 minutes	These encourage students to think about their own opinions and get an insight into what their classmates think. With no definitive set answer, the questions also facilitate further discussion.
	Real-life cases	In all chapters	A real-world example illustrating how key chapter concepts are applied in an Accounting context. These include questions that encourage students to further apply their knowledge.	15 minutes	Students apply key concepts to a range of real-life business scenarios.
Reflect	Discussion forums	In all chapters	Students answer a discussion thread question, then read and respond to other students' answers.	10 minutes	Students develop skills in discussion and thinking critically with other students.
Revise	Quizzes	In all chapters	Interactive quizzes covering all chapter concepts are applied to Accounting scenarios and are automatically graded.	12 minutes	These quizzes help to move students beyond basic understanding, requiring them to apply their knowledge rather than simply recalling information from the chapter.
	Flashcards	In all chapters	Students can study with existing flashcards and make their own.	10 minutes	Pre-made tools such as flashcards help students study.
Assess	Testbank	In all chapters	Instructor assignable questions. Each chapter has approx.: 20 multiple-choice, 20 fill-in-the-blank, 20 true/false, 10-15 short answer questions and 2 problems.	n/a	These assessment questions help you create, customise and deliver tests in minutes.

Digital content

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Topic/Chapter	Digital activities and resources
Chapter 1 <i>Introduction to business accounting and the role of professional skills</i>	Why it Matters video: The three forms of business Dr Decisive Polling: Successful Businesspeople
Chapter 2 <i>Developing a business plan: cost-volume-profit analysis</i>	Why it Matters video: Fixed and Variable Costs Dr Decisive Polling: Fixed and Variable costs
Chapter 3 <i>Developing a business plan: budgeting</i>	Dr Decisive Polling: Budgeting
Chapter 4 <i>The accounting system: concepts and applications</i>	Why it Matters video: The Accounting Equation Dr Decisive Polling: Assets and Expenses
Chapter 5 <i>Recording, storing and reporting accounting information</i>	Dr Decisive Polling: Bad debts
Chapter 6 <i>Managing and reporting working capital</i>	Dr Decisive Polling: Inventory valuation
Chapter 7 <i>The income statement: content and use</i>	Dr Decisive Polling: Income statement Dr Decisive Polling: Methods of inventory valuation
Chapter 8 <i>The balance sheet: content, use and analysis</i>	Dr Decisive Polling: The impact of debt on return on owner's equity and total assets
Chapter 9 <i>The cash flow statement: content and use</i>	Why it Matters video: Cash flow statements Dr Decisive Polling: Cash flow from operations and net income
Chapter 10 <i>Sustainable business</i>	Why it Matters video: Sustainability and TBL Reporting Dr Decisive Polling: Long term sustainability
Chapter 11 <i>Short-term planning decisions</i>	Why it Matters video: Relevant Costs for decision making Dr Decisive Polling: Relevant costs
Chapter 12 <i>Capital expenditure decisions</i>	Dr Decisive Polling: Capital budgeting methods