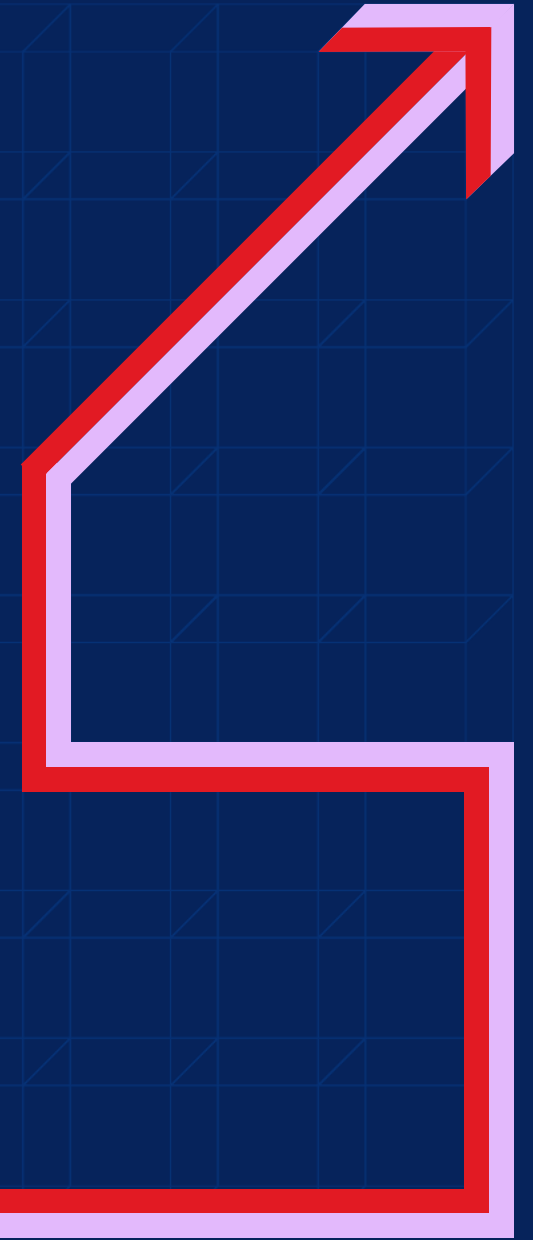


# McGraw Hill & Collaboration with International Accreditation Bodies

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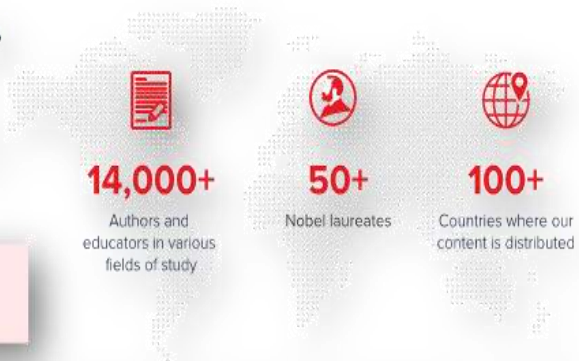
## AGENDA

- Who are we?
- Introducing Connect
- How McGraw Hill supports international accreditations and continued membership
- How McGraw Hill supports other industry standards, exam preparation, and learning theories
- Q&A

# McGraw Hill at a Glance

We are a leading global education company that partners with millions of educators, learners, and professionals around the world.

We provide **high-quality, trusted content** developed with **world-class authors** to educators and students around the world



**96%**  
of school districts in the US use McGraw Hill products.

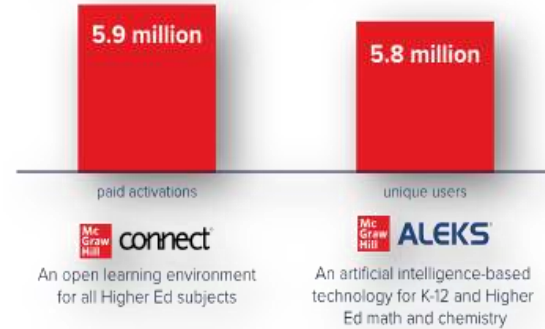
We increase student success through **equity, affordability and inclusion**



**\$170 million** saved by college students through our Inclusive Access program in fiscal 2022

**+41%** Inclusive Access annual net sales growth\*

We deliver **innovative educational technology** with **flexible tools** and **adaptive platforms** for all teaching and learning styles



**2+ million** downloads of the McGraw Hill ReadAnywhere ebook app

We have accelerated our **digital transformation** to help educators and learners discover **new paths to success**



**\$1 billion** total digital billings\*

## What We Believe

- Every educator teaches differently – and is proud of it.
- Every institution has a unique approach that makes it distinct.
- Every learner forges their own path to become who they want to be.

***We know that no two journeys are the same and we are here to support your path wherever it may take you.***

## Proven. Measurable. Reliable.

Connect is a proven technology with over a decade of experience delivering more than 10 billion adaptive learning questions to students in 90+ disciplines globally.

More than 650 Connect faculty advisors that can provide peer-to-peer guidance for successful implementations and proven results.

5 million paid student Connect activations in 2021.

**10**

Billion +

QUESTIONS

**200**

Million +

INTERACTIONS

**90+**

DISCIPLINES

**99.9%**

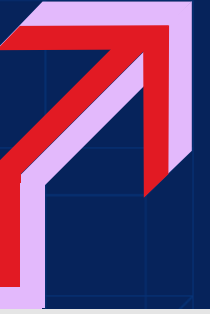
UPTIME



Enabling instructors to build deeper connections with their students in and out of the classroom to take their learning further



- ...enables instructors to...
- Deliver a complete digital course experience
- Boost student engagement to build on knowledge
- Leverage student data to see and be where you're needed the most
- Help students prepare for whatever comes next
- Feel supported wherever, whenever



**So, how can we help  
with your International  
accreditation?**

## McGraw Hill's Corporate Membership of AACSB

McGraw-Hill is a corporate member of AACSB, which means that the company is committed to supporting the organization's mission and goals.

As a corporate member, McGraw-Hill has a voice in the development of AACSB standards and accreditation policies.

A graphic containing the AACSB Statement. It features a dark orange header bar with the text "AACSB STATEMENT" in white. Below the header is a white box with a grid of orange dots on the left side. The text of the statement is in black, with some words in bold. The entire graphic is set against a dark blue background with a grid of light blue cubes.

### AACSB STATEMENT

The McGraw-Hill Companies are a proud corporate member of AACSB International. Understanding the importance and value of AACSB accreditation, *Financial Market Essentials* has sought to recognise the curriculum guidelines detailed in the AACSB standards for business accreditation. A variety of pedagogical features in chapters are designed to draw on the six general knowledge and skill guidelines found in the AACSB standards: **communication abilities, use of information technology, ethical understanding, reflective thinking, critical analysis, and diversity and multicultural understanding.**<sup>2</sup>

The AACSB leaves content coverage and assessment within the purview of individual schools, the mission of the school and the faculty. While *Financial Market Essentials* and the teaching package make no claim of specific AACSB qualification or evaluation, we have geared pedagogical features and online assessment tools towards some of the general knowledge and skills areas.



## Connect® Can Help with These AACSB Standards

- Curriculum
- Assurance of Learning



## We Address Six AACSB General Knowledge and Skills Guidelines\*

Communication

Critical Thinking  
& Problem  
Solving

Quantitative  
Literacy

Ethical  
Reasoning

Teamwork &  
Collaboration

Information  
Literacy

## Curriculum: How McGraw Hill Provides Support

- McGraw-Hill works with Authors and Subject Matter Experts to develop learning materials that are aligned to AACSB standards.
- These materials include aligned content including testbank questions, simulations, case studies, video cases and interactive tools all tagged to AACSB standards.
- We help faculty measure student learning and ensure their courses meet AACSB standards through deep reporting analytics.

## Curriculum

- AACSB standards alignment is available across our **Business, Economics, and Accounting portfolios.**
- We continue to iterate and develop our materials to support effective learning. We use student-behaviour data to guide content updates.
- We partner with the **Online Learning Consortium** to provide instructionally designed blueprint courses you can easily tweak to support your course goals.
- All our titles include Instructor guides and resources to help support you in the classroom.

## We Address 5 AACSB Standards\*

Strategic  
Management &  
Innovation

Ethical Leadership  
& Social  
Responsibility

Learning Design &  
Delivery

Student  
Engagement &  
Development

Assessment &  
Continuous  
Improvement

# How McGraw Hill Addresses the 5 Key Standards in Our Content



## Strategic Management & Innovation

- Developing critical and strategic thinking skills
- Incorporating real-world challenges
- Encouraging innovation
- Fostering an entrepreneurial mindset



## Ethical Leadership & Social Responsibility

- Integrating ethical considerations and promoting an ethical mindset
- Promoting social responsibility
- Developing responsible leadership skills



## Learning Design & Delivery

- Supporting evidence-based practice
- Promoting active learning
- Delivering personalized Learning (both in Connect and our AI driven learning technology, ALEKS)
- Engaging content
- Enabling flexible learning



## Student Engagement & Development

- Interactive platforms
- Providing opportunities for interaction
- Professional development support
- Providing diverse learning materials catering to different learning styles and preferences



## Assessment & Continuous Improvement

- Offering diverse assessment tools
- Facilitating data analysis and reporting
- Encouraging program evaluation

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Let's Have a Quick Peak



# Ross Corporate Finance 13e

OLC-Aligned Course...

create assignment

name your assignment

UNNAME

Enter student instructions

**select a question source** ✕

Corporate Finance (13e, Ross) ?

[return to table of contents](#)

Chapter 02 - Financial Statements and Cash Flow

- Chapter 02 Excel Problems select
- End-of-Chapter 02 - Algorithmic select
- End-of-Chapter 02 - Static select
- Chapter 02 Video Questions select
- Chapter 02 Test Bank - Algo select
- Chapter 02 Test Bank select

cancel

cancel

save & exit

continue

Tips and Tutorials



select a different question source  
or [create a question](#)

filter results ?

- question type
  - Gradable
  - AACSB
  - select all
  - Analytical Thinking
  - Communication
  - Diversity
  - Knowledge Application
  - Reflective Thinking
- [filter results](#) ➔

- Accessibility
- Bloom's
- Difficulty
- Learning Objective
- Topic

results: 115

add random selection...

add (0) checked question ➔

questions	question type	<input type="checkbox"/>
TF Qu. 16-01 A company might vary its...	True / False	<input type="checkbox"/>
TF Qu. 16-02 Markets can be segmented by...	True / False	<input type="checkbox"/>
TF Qu. 16-03 An intermarket segment refers to...	True / False	<input type="checkbox"/>
TF Qu. 16-04 Advanced statistical techniques are necessary...	True / False	<input type="checkbox"/>
TF Qu. 16-05 Consumers in the most developed...	True / False	<input type="checkbox"/>
TF Qu. 16-06 Differences in government-mandated product standards...	True / False	<input type="checkbox"/>
TF Qu. 16-07 A fragmented retail system is...	True / False	<input type="checkbox"/>
TF Qu. 16-08 Keesha sells brightly colored hair...	True / False	<input type="checkbox"/>



Library

Performance

My courses | Switch sections

## Category Analysis

Show:

View questions associated with selected categories or student scores in those categories.

Show options

### Category Analysis

Section: Fall 2022 (Account, Alexandria Master)

Report created: 02/28/2023 5:30 PM EET

Report date range: -

Assignments: Ch 1 Assignment Ch 10 Assignment Ch 11 Assignment Ch 12 Assignment Ch 13 Assignment Ch 14 Assignment Ch 15 Assignment Ch 16 Assignment Ch 17 Assignment Ch 2 Assignment Ch 3 Assignment Ch 4 Assignment Ch 5 Assignment Ch 6 Assignment Ch 7 Assignment Ch 8 Assignment Ch 9 Assignment

Expand each category to see scores.

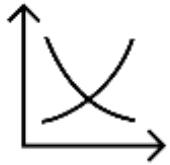


	Questions	Students submitted	Category score (Best assignment attempt)
<b>AACSB</b>			
Analytical Thinking	291	0/0	0.00%
Ethics	11	0/0	0.00%
Knowledge Application	34	0/0	0.00%
Reflective Thinking	93	0/0	0.00%



**What Other Standards and Exam Prep Does McGraw Hill Offer?**

# What Else Does McGraw Hill Do? (AACSB in all B&E, Bloom's Taxonomy in All Disciplines)



## Accounting, Economics, Finance

**Accounting:** AICP outcomes / CPA

**Accounting (advanced):** FASB /ASC

**Accounting (Taxation) -** Surgent EA Exam Review Course prep

**Economics:** TUCE exam prep

**Finance:** CFA Objectives

**Finance (Investments):** Kaplan Schweser CFA Level 1 Exam review



## Other Business Disciplines

**Business Law:** Rogers CPA Review learning outcomes / Uworld CPA Review / ABA

**Computer Applications/ Concepts:** MOS Prep content and exam prep (available in our SIMnet platform)



## Allied Health

**Medical Assisting/ Terminology / Law etc:** CAAHEP / AMT RMA / AAMA / NHA / NCCT / NAHP / CAHIIM - outcomes and Scans correlations

**Nursing:** NCLEX

**Pharmacy:** ASHP

**Clinical Lab Sciences:** NAACLS outcomes



## Humanities & Languages

**Psychology:** APA 3.0 outcome and Intro SLO / DSM-V-TR standards

**Developmental English:** Level –Lexile, Level-Flesch-Kincaid (level alignment) and Can-Do statements

**ELT:** CEFR

**World Languages:** 5cs national standards

**Composition:** WPA outcomes



## Science & Engineering

**A&P:** HAPS outcomes and topics  
HAPS Anatomy outcomes and topics

**Microbiology:** ASM – objective and topics

**Engineering:** ABET outcomes

**Biology:** Incorporating Vision & Change concepts

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**Thank you for time.**

Any questions?