



PRESS RELEASE

Cengage Learning expands its MindTap™ interactive learning programmes with new digital solutions for the EMEA market

‘Economics’ and ‘Management and Cost Accounting’ join 450-strong range of interactive online courses

Andover, Hampshire UK 02/09/2015 – Global education company [Cengage Learning](http://www.cengage.com) today announced the expansion of its EMEA-specific interactive learning programme for [MindTap](http://www.cengage.com/mindtap), adding to its existing 450-strong range of customisable, cloud-based online courses with two new titles.

The MindTap solution involves a powerful combination of personalised content and on-the-go access which encourages interactivity, increases student engagement and improves learning outcomes.

“We developed the MindTap digital learning solution to meet the needs of today’s students,” said George Moore, Chief Technology Officer at Cengage Learning. “Using MindTap has a significant impact on student outcomes and student engagement. We’re seeing increased learning and big improvements in critical reading and critical thinking skills. Students using MindTap are managing their time better and getting higher grades. We’re pleased to offer this technology to the EMEA market and look forward to empowering learners by providing tools to help them succeed.”

MindTap supports lecturers by enabling them to create a personalised learning experience for their students by blending course material, lectures, videos and documents with eBook content to create a fully personalised learning path accessible anytime, anywhere – on desktops, laptops, tablets or mobile phones.

Students' performance, activities, and comprehension can then be tracked in real-time, allowing opportunities for early intervention and helping to facilitate a consistent approach when team teaching. The summary of student scores can be shared with students keen to see their current standing within a class, at the lecturer's discretion.

As well as receiving this instant feedback, MindTap also supports lecturers and students with a calendar for documenting due dates for assignments and readings and a week by week view for managing workloads. Other key functions include a ReadSpeaker text-to-speech functionality, gradebook functionality and analytics.

Designed to work alongside, or independently of, a wide range of Virtual Learning Environments (VLEs), MindTap can also be used for summative assessment.

At its core is MindTap Reader, an e-Book with interactive study tools such as book marking, annotations, note sharing, highlighting and print options. Students can navigate through a customised dashboard of readings, assignments, and other course information.

The new EMEA MindTap courses accompany two market leading titles in their respective fields. *Management and Cost Accounting* by Colin Drury, and *Economics* by N.Gregory Mankiw and Mark P. Taylor are widely used across higher education institutions (HEIs) on management accounting and introductory economics courses.

Now its ninth edition, Drury's *Management and Cost Accounting* is widely recognised as the definitive text on management and cost accounting for over 25 years. Drury has been praised for providing a balanced coverage of both the theory and practice of management accounting. This comprehensive text is used by students on 1 and 2 year courses, on professional accounting courses and by students taking cost and management accounting for the first time at postgraduate level.

Mankiw/Taylor Economics is established as one of the leading economic principles texts in the UK and Europe. The popularity of the text is attributed to its focus on the *Ten Principles of Economics*, reminding students of the foundation for all economics, and also providing valuable tools to get students to 'think like an economist' so it becomes a natural way of application to their personal lives and studies.

"While both these subjects have global appeal, it is hugely beneficial to students and lecturers to have local content and assets related to the UK and EMEA markets," said Andrew Robinson, Director of Higher Education at Cengage Learning, EMEA.

“We know that there is significant demand and room for innovation in this area. Digital solutions such as these are great propositions for higher education institutions because they address the needs of both instructor and student. Academics are better able to track progress and ensure the best possible outcomes and attainment for their students, while students themselves can move beyond simply being learners to becoming strategic thinkers.

“The launch of these titles is particularly timely given the increased focus on accountability in the UK as students demand better feedback and results.”

[Cengage Learning](#) recently launched the availability of the [iOS](#) and [Android](#) compatible MindTap Mobile app. Developed based on student feedback, MindTap Mobile allows students to access many features of the [MindTap e-learning platform](#) directly from their smartphones anytime, anywhere. The app includes English-language content but is available in all regions.

For more information on MindTap, please visit: www.cengage.com/mindtap.

Note to editors:

About Cengage Learning

Cengage Learning is a leading educational content, technology, and services company for the higher education and K-12, professional and library markets worldwide. The company provides superior content, personalized services and course-driven digital solutions that accelerate student engagement and transform the learning experience. Cengage Learning is headquartered in Boston, MA with an office hub located in San Francisco, CA. Cengage Learning employees reside in nearly 40 different countries with company sales in more than 125 countries around the world. www.cengage.com.

Media contacts:

For media information please contact Carolyn Thomas, Livewire PR, on 020 8339 7440 or email: carolyn.thomas@livewirepr.com