

# Reviewers Guide

**Bid ID#:** 19829

**Course Title:**

Business Essentials

**ISBN:** 9780135337417

**Main Program components:** Student Edition Hardcover with six (6) MyLab digitally delivered access codes

## Program Description

Designed specifically for high school students, Business Essentials strikes a balance between being accessible and offering depth. Real-world examples and case studies are integrated throughout the program, encouraging students to apply theoretical knowledge in practical contexts and comprehend the multifaceted nature of business. Business Essentials delves into the principles of effective management, the nuances of marketing strategies, the complexities of financial decision-making, and the art of strategic planning.

## Publisher Website Link:

<https://www.pearson.com/en-us/schools/states/utah.html>

## Review text link:

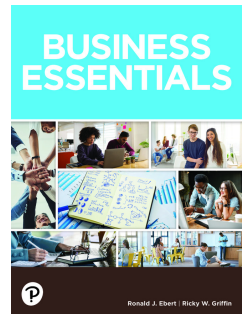
<https://mylabmastering.pearson.com/?courseId=13413193#/manage/1>

## Access Instructions

### 1. How to Access the Pearson site:

1. Please open this link:

<https://mycourses.pearson.com/course-home#/tab/active>



## 2. Access Credentials:

### Reviewer:

Username: UtahState2025

Password: Pearson123

### Student:

Username: ZionZealot

Password: Pearson123

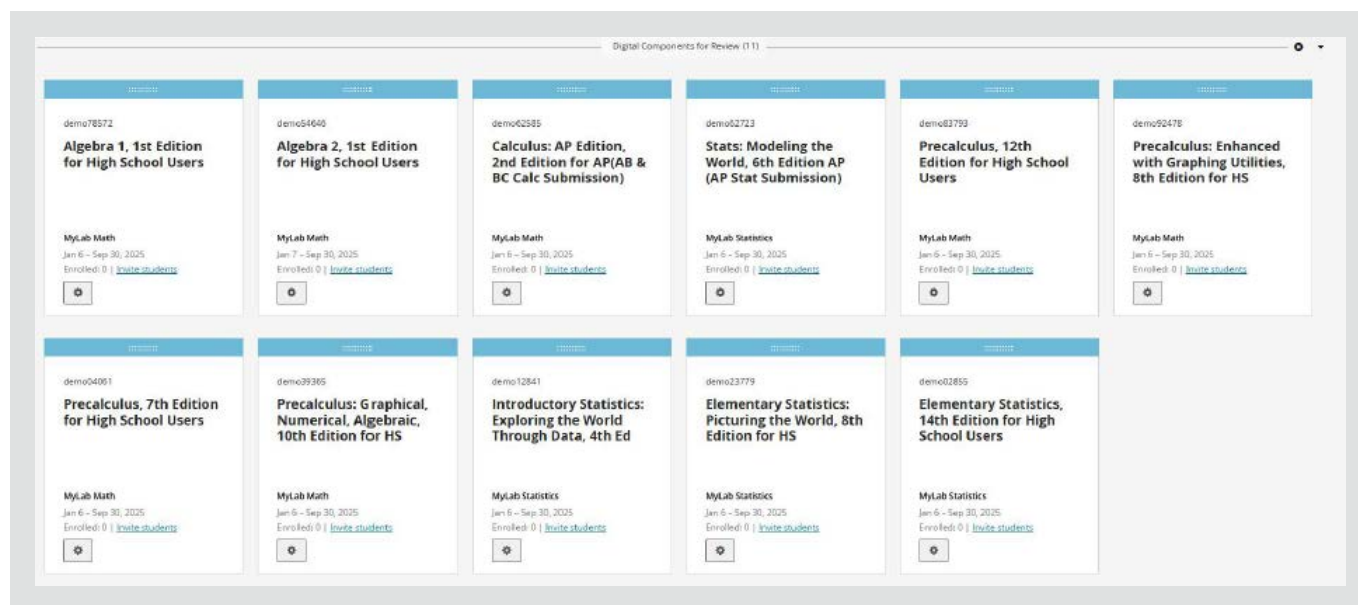
Username: LamboLeap

Password: Pearson123

Username: DairylandDunker

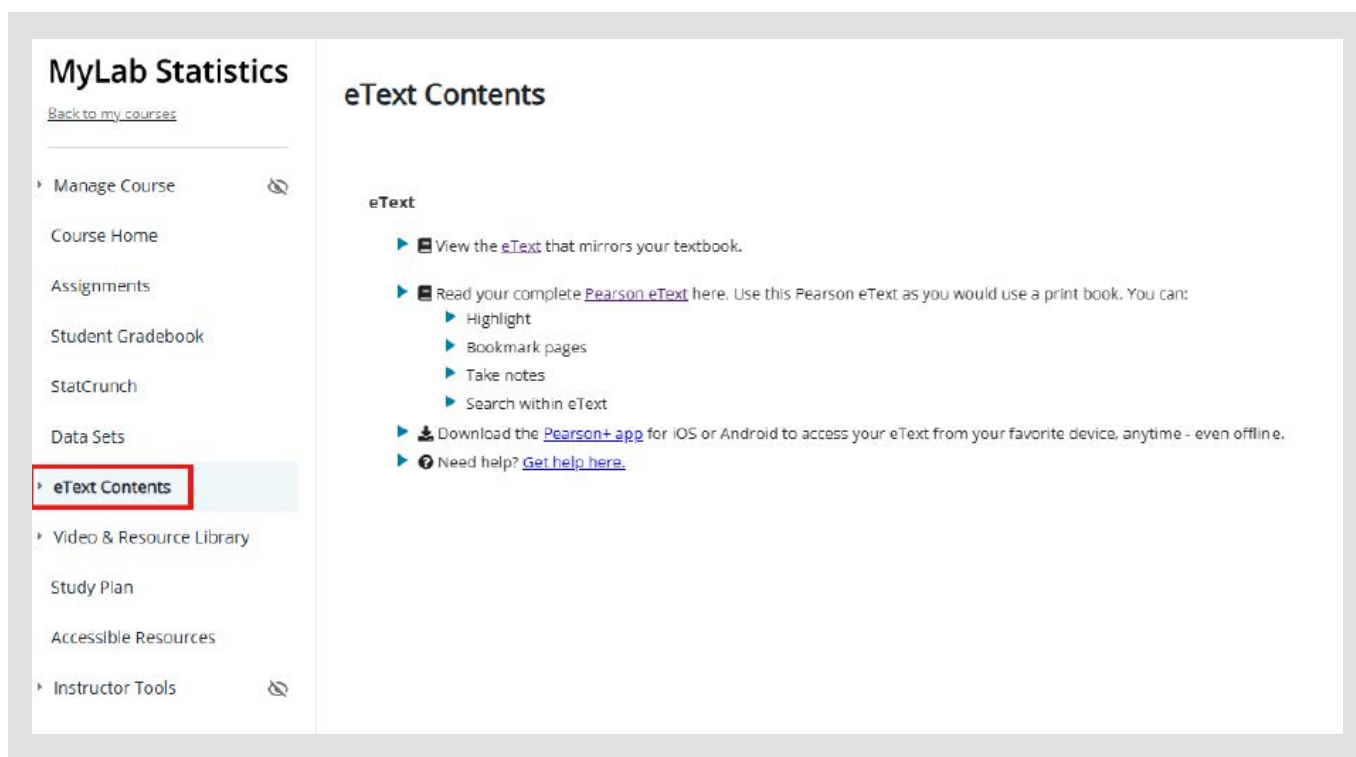
Password: Pearson123

## 3. Select the course/title you want to review by hovering on the title.



## 4. On the Course Home screen, you can choose the course materials you want to review.

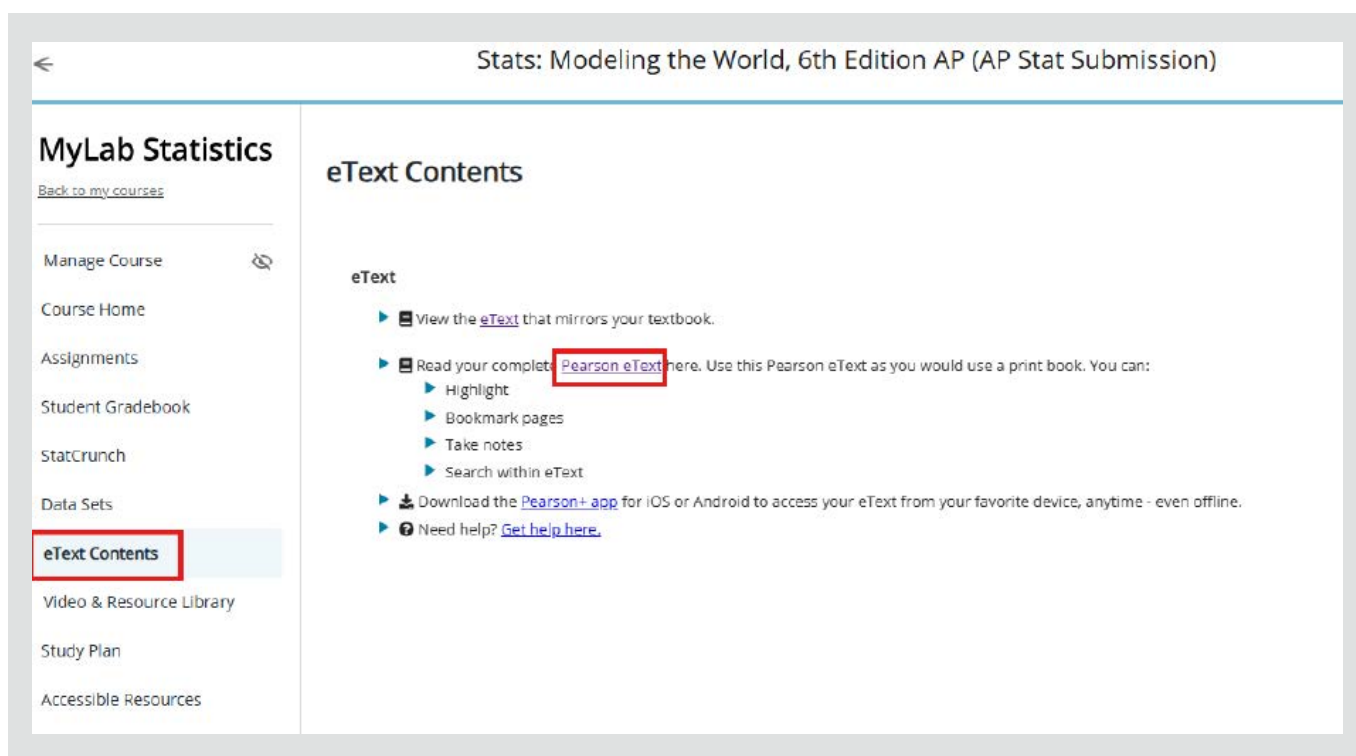
5. If you want to view the eText, choose the link as highlighted below.



The screenshot shows the MyLab Statistics interface. On the left is a navigation menu with the following items: Manage Course, Course Home, Assignments, Student Gradebook, StatCrunch, Data Sets, eText Contents (highlighted with a red box), Video & Resource Library, Study Plan, Accessible Resources, and Instructor Tools. The main content area is titled "eText Contents" and contains a list of instructions under the heading "eText":

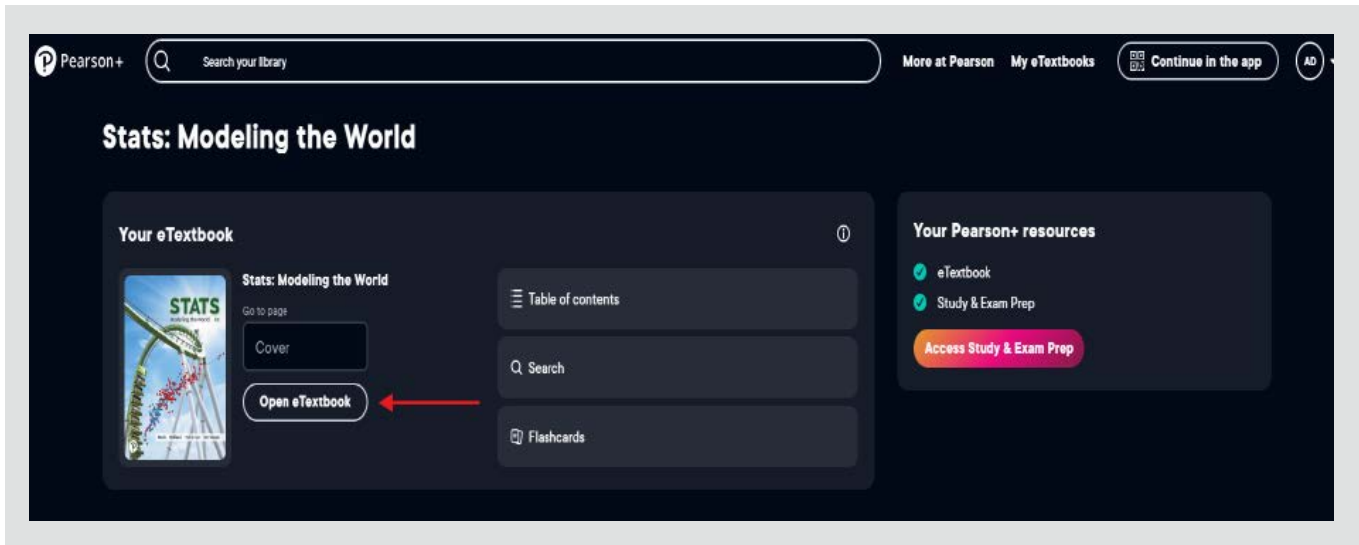
- ▶ View the [eText](#) that mirrors your textbook.
- ▶ Read your complete [Pearson eText](#) here. Use this Pearson eText as you would use a print book. You can:
  - ▶ Highlight
  - ▶ Bookmark pages
  - ▶ Take notes
  - ▶ Search within eText
- ▶ Download the [Pearson+ app](#) for iOS or Android to access your eText from your favorite device, anytime - even offline.
- ▶ Need help? [Get help here.](#)

6. Choose "Pearson etext"



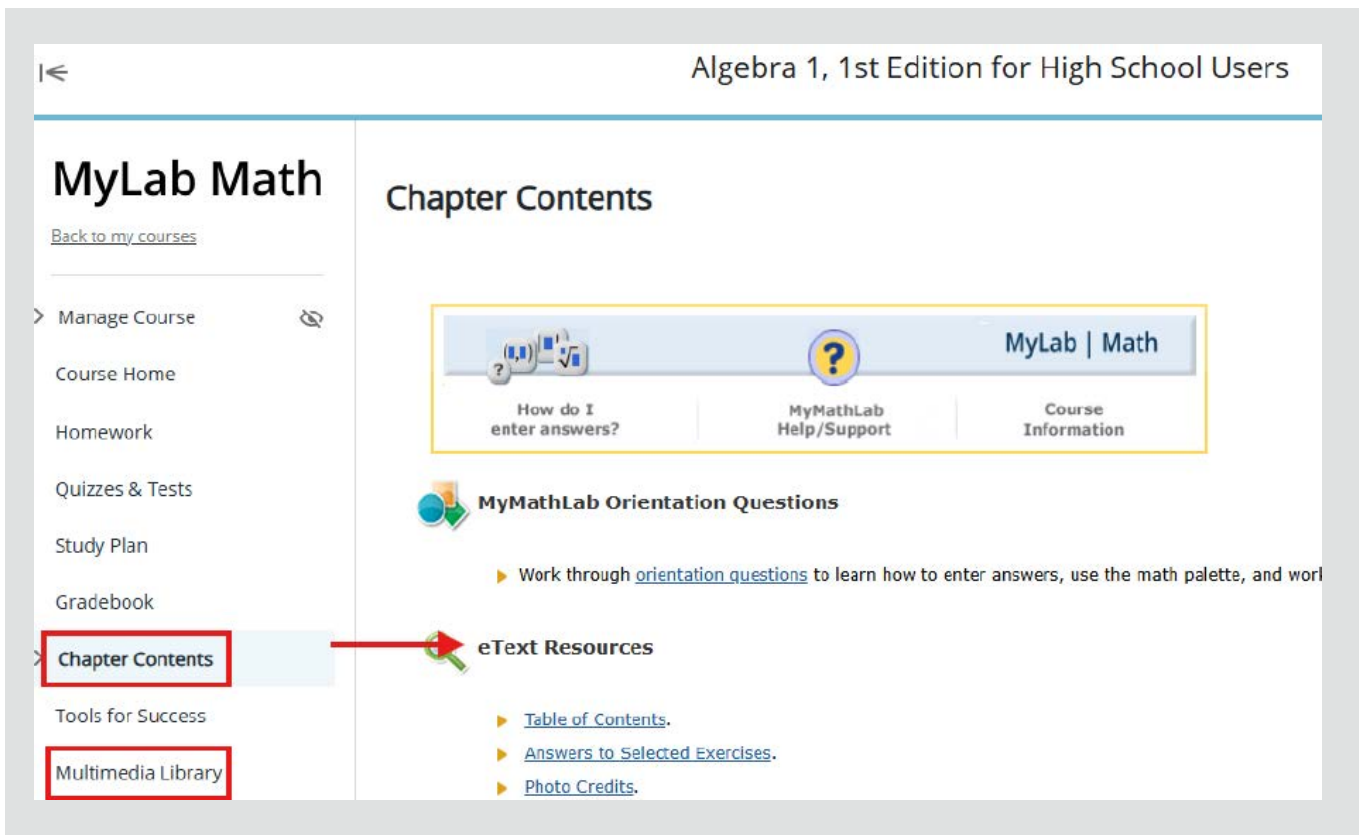
This screenshot is similar to the previous one, but with a red box highlighting the "Pearson eText" link in the second instruction of the eText Contents list. The navigation menu on the left is also visible, with "eText Contents" highlighted.

## 7. Choose "Open eTextbook"



\*\*\*Etext access may vary by title.


Etexts can also be accessed through "Chapter Contents" and "Multimedia Library".



8. Choose a chapter from the navigation bar on the left side of the screen.

The screenshot shows a digital textbook interface. On the left is a navigation bar with a home icon, a search icon, and a list of icons. The main content area is titled "Table of contents" and shows a list of chapters. The first chapter, "Chapter 1: Stats Starts Here", is highlighted. To the right of the table of contents is a preview of the chapter, featuring a line graph and a group of people sitting on the floor. The preview includes a quote from Alice and a definition of statistics.

Section	Page
Table of Contents	vii
Preface	xi
Acknowledgments	xx
Part I: Exploring and Understanding Data	1
Chapter 1: Stats Starts Here	1
Chapter 2: Displaying and Describing Categorical Data	14
Chapter 3: Displaying and Summarizing Quantitative Data	44
Chapter 4: Understanding and Comparing Distributions	85

9. Click on the Home icon  to access study and exam prep

The screenshot shows the MyLab Statistics interface. The left sidebar contains a list of navigation options, with "eText Contents" highlighted. The main content area is titled "eText Contents" and contains a list of instructions for using the eText.

**MyLab Statistics**  
[Back to my courses](#)

- Manage Course
- Course Home
- Assignments
- Student Gradebook
- StatCrunch
- Data Sets
- eText Contents**
- Video & Resource Library
- Study Plan
- Accessible Resources

**eText Contents**

**eText**

- ▶ View the **eText** that mirrors your textbook.
- ▶ Read your complete **Pearson eText** here. Use this Pearson eText as you would use a print book. You can:
  - ▶ Highlight
  - ▶ Bookmark pages
  - ▶ Take notes
  - ▶ Search within eText
- ▶ Download the **Pearson+ app** for iOS or Android to access your eText from your favorite device, anytime - even offline.
- ▶ Need help? [Get help here.](#)