

# Pearson Collections: Tutorial

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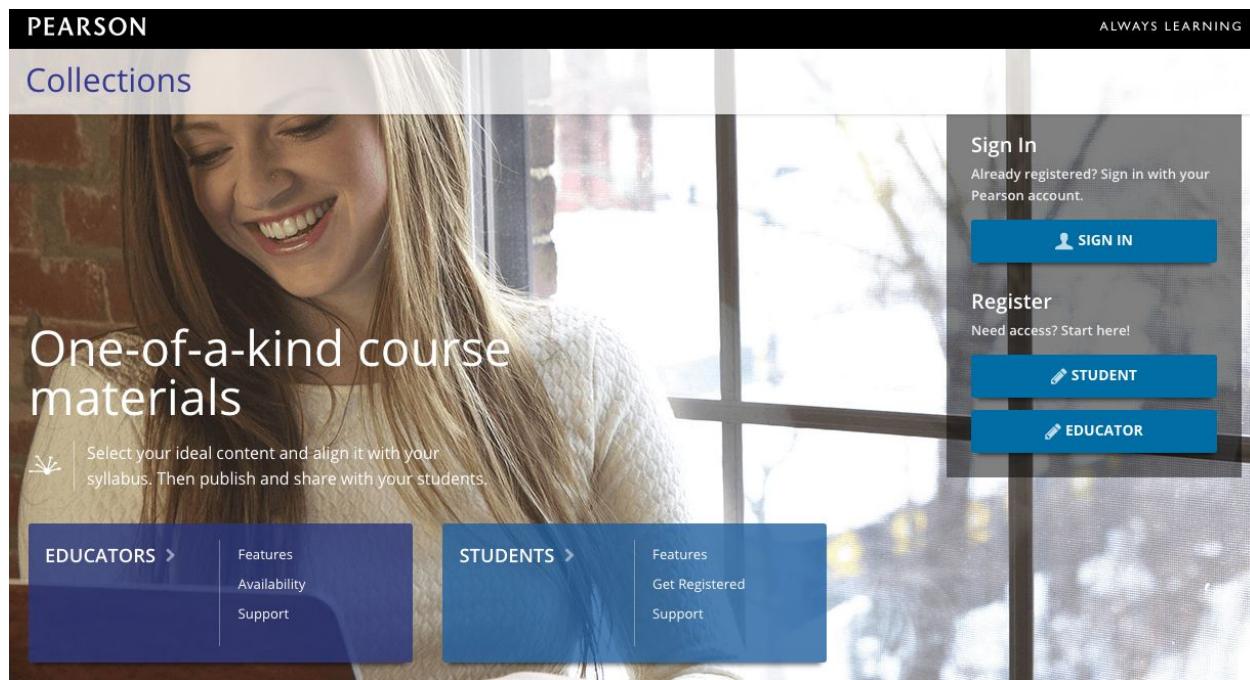
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## Overview and Access

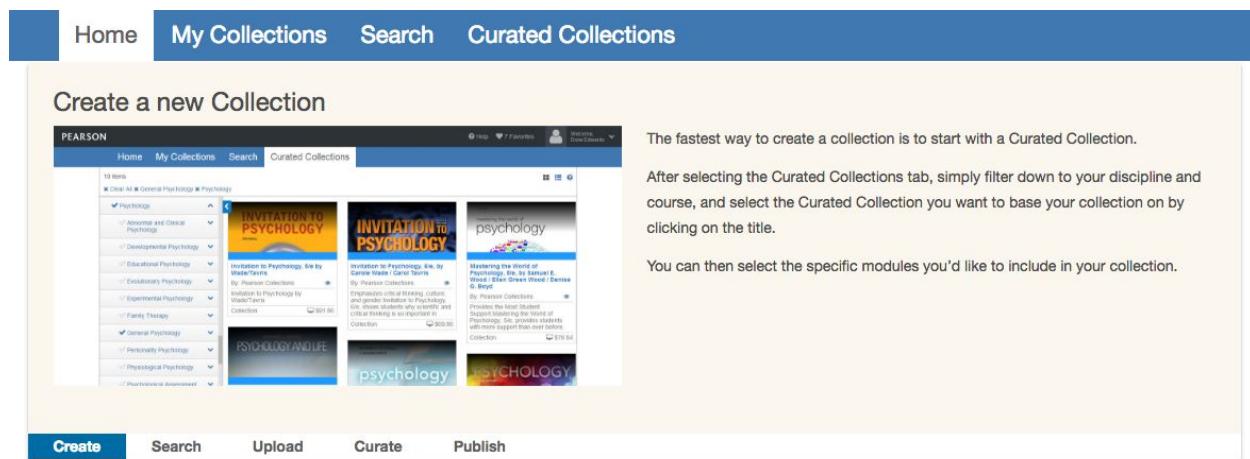
Welcome to [Pearson Collections](#), a new application designed to enable instructors to design a custom collection of course materials, using Pearson, Open Educational Resources and their own content. You can use this build system to create a fully digital (eBook) collection to match your class. Or, you can create a printed textbook with the chapters you need from your preferred text (or texts), plus printable resources such as lessons and images. To log in, go to: [www.pearsonhighered.com/collections](http://www.pearsonhighered.com/collections) and click on Sign In.



This page has links to features, design services and other information of interest to instructors. Click Sign In and then log on with your MyLab/Mastering account credentials

(*NOTE: If you need an educator access code, please [contact your Pearson Representative](#) to obtain an access code for MyLab/Mastering and Collections*). Once you have an access code, click on the “Educator” button underneath “Register”, to register for Collections. Once you are registered, click “Sign In” when returning to Collections, to sign into Collections.

## Using Collections



The fastest way to create a collection is to start with a Curated Collection. After selecting the Curated Collections tab, simply filter down to your discipline and course, and select the Curated Collection you want to base your collection on by clicking on the title. You can then select the specific modules you'd like to include in your collection.

This is your “Home” page. When you first log on, there are no Collections in your account, and you will see a brief overview of important areas of the Collections website.

When you first start building a Collection, you can find it quickly by clicking the drop- down menu next to “See your most recent Collections,” and clicking “In Progress”.

After you publish a Collection, but before it is approved by Pearson, the Collection is found by clicking Published and Pending Approval.

Once a Collection is approved for students, it is found by clicking Published and Approved.

If a Collection is not approved, which can happen if, for example, one uploads content from another publisher and permissions haven’t been cleared, it is found by clicking Published and Not Cleared for Use.

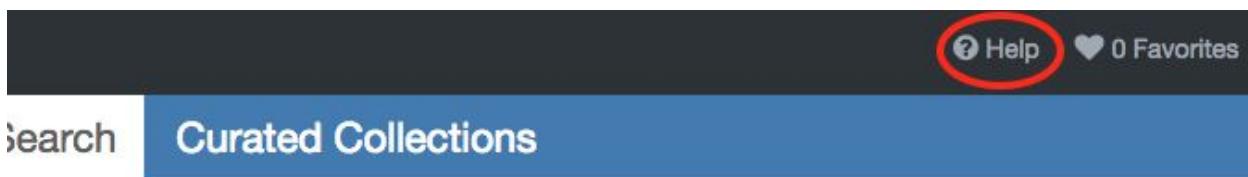
You can see all of your collections at once by clicking the See All of Your Collections link.

## Help and Support for Collections

If you need help at any point while using Collections, simply click on the small blue help icons that are displayed throughout each Collections page:



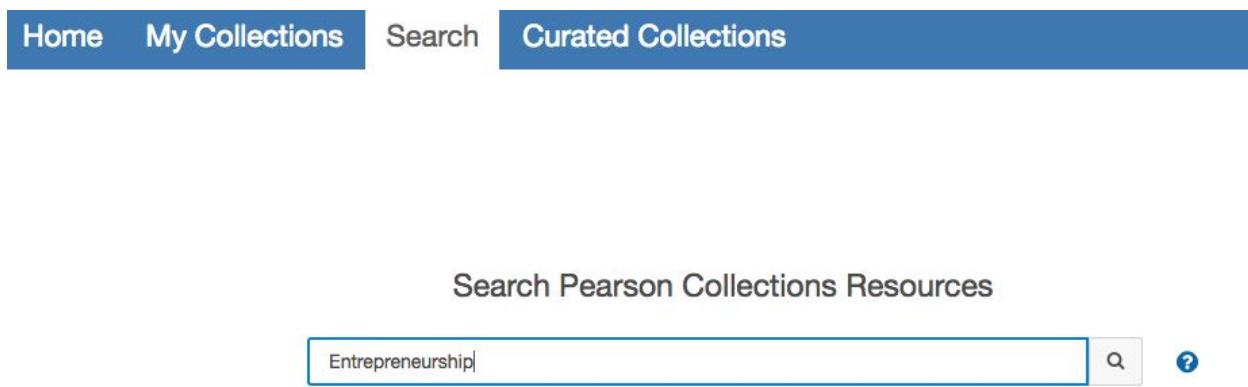
A full, comprehensive, searchable help menu is available, via the top bar of Collections, here:



Pearson Tech Support is also available, via our [Educator Support page](#). Simply click on the link to [contact tech support](#).

## Searching for Content

Simply click on the Search tab, to get started. You can enter words, author names, or ISBNs, in this field.



In this example, a search for “Entrepreneurship” yields a variety of content. To examine book content, select “Books” from the tabs above the search results.

Entrepreneurship Search ?

All Cases Chapters Readings More Books

Showing 1 - 12 of 5038 results Sort: Relevance View: List

 **Management and Entrepreneurship**  
This is chapter 6 from Modern Management: Concepts and Skills, 13/e by Certo/Certo  
by Samuel Certo/Trevis Certo

Chapter \$11.49 \$4.99 Heart

 **CORPORATE ENTREPRENEURSHIP: LEADING ENTREPRENEURSHIP**  
This is the first of a four-case series (310-174-5, 310-175-5, 310-176-5 and 310-177-5). Leading entrepreneurship occurs on two levels. First, leading entrepreneurship is about shaping the ...  
by Rogan, Michelle

When viewing “Books”, click on the “View Resources” (or “View Table of Contents”) link to see all of the book’s chapters.

 **Entrepreneurship: Starting and Operating A Small Business, 4/e**  
For courses in Entrepreneurship, Small Business Management, and Starting a Business. A Comprehensive, Practical Approach to ...  
by Steve Mariotti / Caroline Glackin

View Resources

In this example, I have now selected the first four chapters of this book, to add to a Collection. Note the little checkboxes are selected -- selecting little checkboxes will be a repeating theme throughout Collections.

Home My Collections Search Curated Collections + Add (4) Resources to a Collection

Entrepreneurship Search ?

Back to Search

 **Entrepreneurship: Starting and Operating A Small Business, 4/e**  
For courses in Entrepreneurship, Small Business Management, and Starting a Business. A Comprehensive, Practical Approach to ...  
by Steve Mariotti / Caroline Glackin  
ISBN: 9780133934458 \$170.81 \$93.81

Sort: Sequence

Resources in this Collection

Resource	Price	Status
<input checked="" type="checkbox"/> <a href="#">Entrepreneurs Recognize Opportunities</a>	<span style="border: 1px solid black; padding: 2px;">\$11.49</span> <span style="border: 1px solid black; padding: 2px;">\$5.99</span>	<span style="border: 1px solid black; padding: 2px;">Heart</span>
<input checked="" type="checkbox"/> <a href="#">The Business Plan: Road Map to Success</a>	<span style="border: 1px solid black; padding: 2px;">\$11.49</span> <span style="border: 1px solid black; padding: 2px;">\$5.99</span>	<span style="border: 1px solid black; padding: 2px;">Heart</span>
<input checked="" type="checkbox"/> <a href="#">Creating Business from Opportunity</a>	<span style="border: 1px solid black; padding: 2px;">\$11.49</span> <span style="border: 1px solid black; padding: 2px;">\$5.99</span>	<span style="border: 1px solid black; padding: 2px;">Heart</span>
<input checked="" type="checkbox"/> <a href="#">Exploring Your Market</a>	<span style="border: 1px solid black; padding: 2px;">\$11.49</span> <span style="border: 1px solid black; padding: 2px;">\$5.99</span>	<span style="border: 1px solid black; padding: 2px;">Heart</span>

Of note: for business disciplines, we have hundreds of business cases available, by publishing groups such as Ivey and Harvard, which can be added to your Pearson Collection.

Home My Collections Search Curated Collections

+ Add Resources to a Collection

Filters Clear All

**Publisher**

- Harvard Business School Publishing (1725)
- Ivey Publishing (1024)
- Darden Business Publishing (259)
- Stanford University (200)
- INSEAD (116)
- IMD (63)
- Show More

**Industry**

- Entrepreneurship (1243)

Entrepreneurship

All Cases Chapters Books More

Showing 1 - 12 of 4035 results Sort: Relevance View:

**A Process Model of Academic Entrepreneurship**  
Innovations stemming from research conducted on university campuses are a growing source for the ideas and core technologies...  
by Wood, Matthew S.  
[View Abstract](#) \$4.36 \$4.30

**Note on Decision Making, Emotions and Entrepreneurship**  
The students will learn the role of emotion in decision making and understand the specific implications of emotion in entre...

**One note on Curated Collections:** Curated Collections were previously used to represent full books and sets of business cases; the Curated Collections tab is, at this point, mostly unnecessary and will possibly be removed from Collections in the near future. Instead of using “Curated Collections”, simply use the “Search” feature and then after searching, select “Books”.

## Building a Collection

Now that we've searched for, and selected content, it's time to build a Collection. Here's how it's done.

Select the content you'd like to add, and simply click “+ Add (X) Resources to a Collection” near the top right of the screen. In this example, I have selected four chapters from an Entrepreneurship title.

Home My Collections Search Curated Collections

+ Add (4) Resources to a Collection

Entrepreneurship

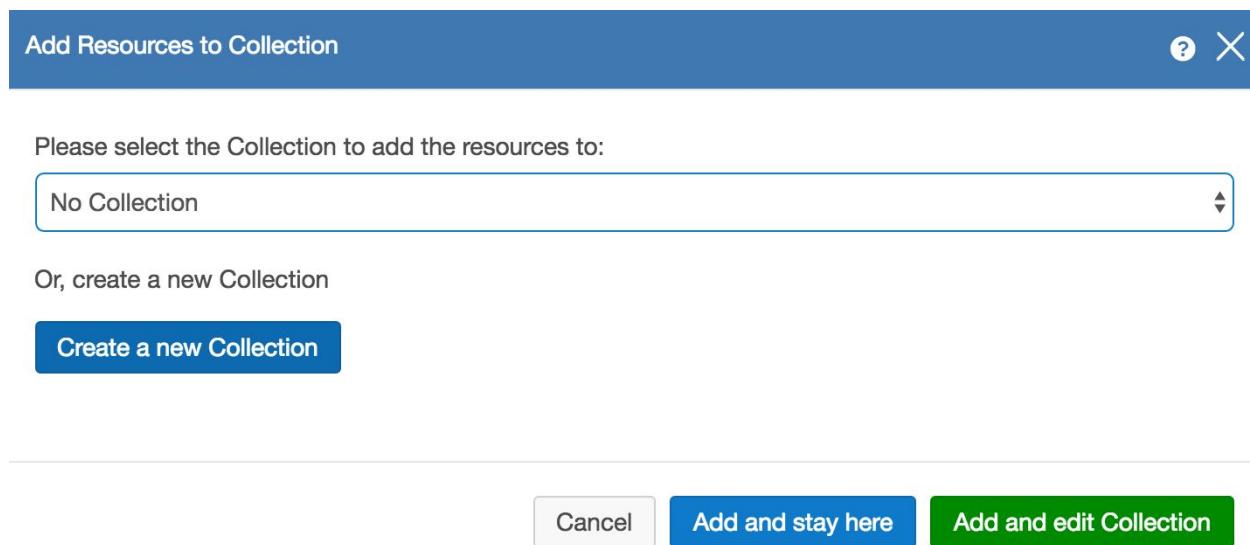
Back to Search

**Entrepreneurship: Starting and Operating A Small Business, 4/e**  
For courses in Entrepreneurship, Small Business Management, and Starting a Business. A Comprehensive, Practical Approach to ...  
by Steve Mariotti / Caroline Glackin  
ISBN: 9780133934458 \$170.81 \$93.81

Resources in this Collection Sort: Sequence

<input checked="" type="checkbox"/>	Entrepreneurs Recognize Opportunities	\$11.49  \$5.99
<input checked="" type="checkbox"/>	The Business Plan: Road Map to Success	\$11.49  \$5.99
<input checked="" type="checkbox"/>	Creating Business from Opportunity	\$11.49  \$5.99
<input checked="" type="checkbox"/>	Exploring Your Market	\$11.49  \$5.99

Now, if you already have a Collection created, you can select it from the drop-down menu. Otherwise, select the button to “Create a new Collection”.



Add Resources to Collection ? X

Please select the Collection to add the resources to:

No Collection

Or, create a new Collection

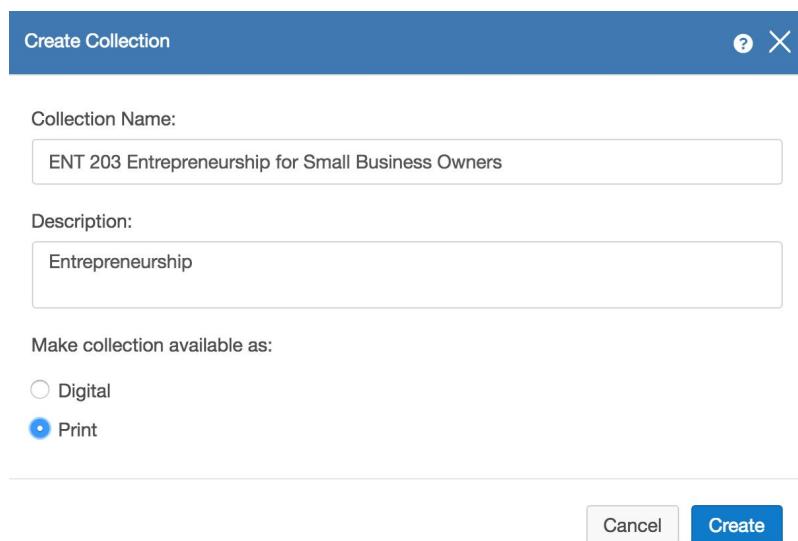
Create a new Collection

Cancel Add and stay here Add and edit Collection

Give your Collection a name and a description; description is optional. Also, select if you'd like to create a print book, or if you'd like to create an eBook aka “Digital Collection” (note that eBooks are delivered via a single link where students can either register an access code from the bookstore, or purchase access directly via a credit card).

In this example, I am creating a custom print book.

NOTE: Canadian users, disregard notes about Digital Collections. Digital Collections are not available in Canada, at this time.



Create Collection ? X

Collection Name:  
ENT 203 Entrepreneurship for Small Business Owners

Description:  
Entrepreneurship

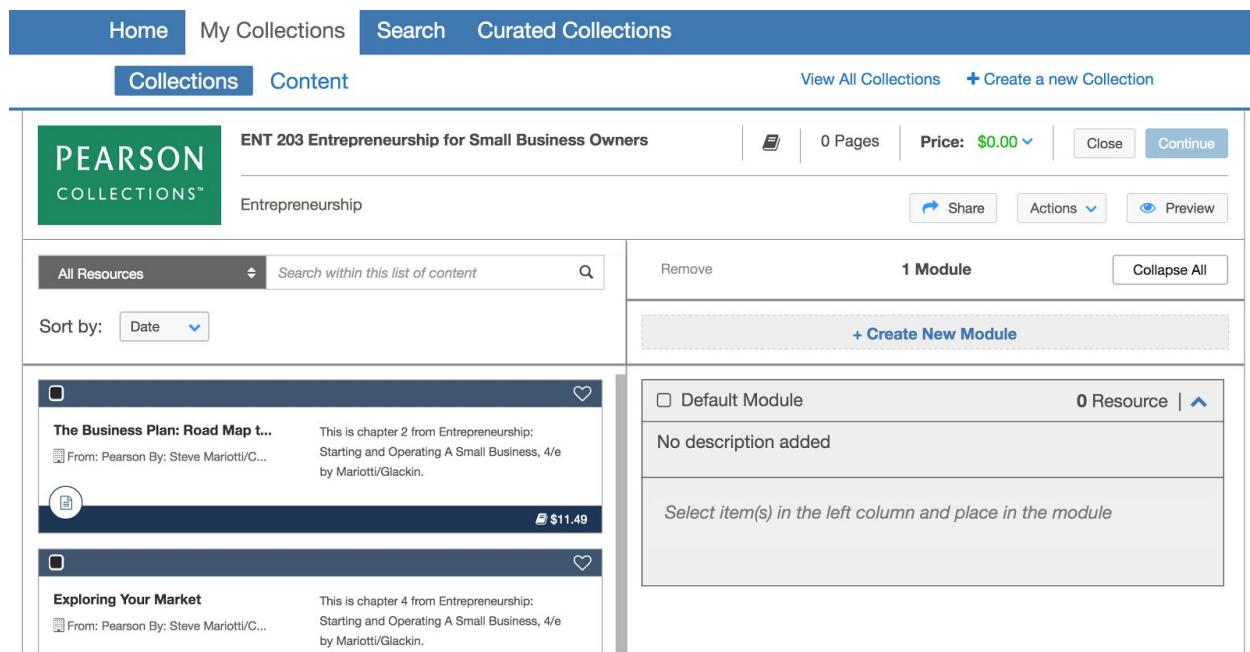
Make collection available as:

Digital

Print

Cancel Create

After clicking “Create”, you will see a green bar confirming that the Collection has been created, and you be redirected to a screen where you can assemble your content.

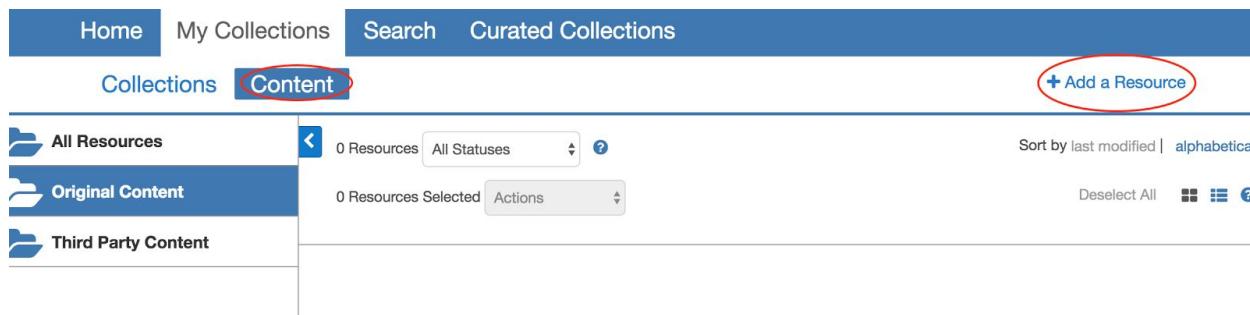


The screenshot shows the Pearson Collections interface. At the top, there are tabs for Home, My Collections, Search, and Curated Collections. Below these, there are sub-tabs for Collections and Content. On the right, there are buttons for View All Collections and + Create a new Collection. The main area displays a collection titled "ENT 203 Entrepreneurship for Small Business Owners". The collection is categorized under "Entrepreneurship". It shows 1 Module and 0 Pages, with a price of \$0.00. There are buttons for Share, Actions, and Preview. On the left, there is a sidebar with "All Resources" and a search bar. Below this, there is a "Sort by" dropdown set to "Date". The main content area lists two items: "The Business Plan: Road Map t..." and "Exploring Your Market". Each item has a thumbnail, a title, a description, and a price of \$11.49. On the right, there is a module titled "1 Module" with a "Remove" button. Below it is a button "+ Create New Module". Further down, there is a "Default Module" section with a "Remove" button and a note "No description added". At the bottom, there is a placeholder text "Select item(s) in the left column and place in the module".

## Adding Original Material to Your Collection

You can add your own content to your Collection, to accompany Pearson content or to simply build a Collection of *just* your content. Here's how to do it.

Within the screen where you assemble the content, click the “Content” heading near the top left. Then, click “+ Add a Resource”.



The screenshot shows the Pearson Collections interface with the "Content" tab selected. There is a red circle around the "Content" tab and another red circle around the "+ Add a Resource" button. The interface shows a sidebar with categories: All Resources, Original Content (which is selected and highlighted in blue), and Third Party Content. The main content area shows 0 Resources and 0 Resources Selected. There are buttons for Actions, Sort by last modified | alphabetical, and Deselect All. There are also icons for grid and list view.

Now, select “Yes” if you own the rights to your content, or “No”, if you don’t. Note that if you do not have the rights to your content, we can assist with the process of obtaining rights, but it could take a significant amount of time and may add cost to the project, and require a minimum enrollment adoption, in order to use the content.

## Adding Your Learning Resources to be Used in Your Collections

In order to add and use your learning resources to Collections you create, you must have all the necessary rights to do so. If you do not have these rights, we can help you acquire them. Please note that certain [Terms of Use](#) provisions apply to your uploaded content.

### Do you have the content rights to this resource?



Yes, I have the necessary rights to add and use the content



*In order to use any uploaded material in your Collections, **YOU MUST HAVE ALL RIGHTS NECESSARY** (meaning that you either have complete control of the copyrighted material OR you can demonstrate that you have been granted all necessary rights to use the material from the party that controls the copyright).*

*Please refer to the [Terms of Use](#) and the [U.S. Copyright Office FAQ](#) for additional information.*



No, I need assistance in obtaining the necessary rights



*If you do not have all necessary rights to upload and use this material in the Service, you will need to get such rights before using the material in your Collections. If requested by you, we can attempt to obtain the necessary rights for you. Depending on the resource, there may be fees charged by the rights-holder to use it, which will be passed on to your students who purchase the Digital Collection(s). It **may take up to 6 weeks** or more in order to obtain these rights, if they are available. Clicking **Next** and inputting the necessary information on the next screens will allow us to better estimate these costs and lead times for you, but you are not obligated to use the resource in any Collections.*

[Close](#)

[Next](#)

After clicking “Next”, you’ll need to fill out all of the relevant information for your content. Note that the Resource types available are limited to seven types.

### What to Do?

1. Enter the resource information.  
Students will see the title and description you enter.
2. Select a resource type (for example, a video) and file type.

**Resource Information**

<b>Title</b> <input type="text"/>	<b>Est. Users</b> <input type="text"/>
Students will see this Title	
<b>Description</b> <input type="text"/>	
<b>Keywords</b> <small>Optional</small> <input type="text"/> <i>Separate keywords with a comma</i>	
<b>Author First Name</b> <input type="text"/>	
<b>Author Last Name</b> <input type="text"/>	
<b>Resource Type</b> <div style="border: 1px solid #ccc; padding: 2px; display: inline-block;"><input checked="" type="checkbox"/> Select One</div> <div style="background-color: #f0f0f0; padding: 5px; border: 1px solid #ccc; margin-top: 2px;"><input type="checkbox"/> Textbook <input type="checkbox"/> Video <input type="checkbox"/> Image <input type="checkbox"/> Activity <input type="checkbox"/> Slide <input type="checkbox"/> Website <input type="checkbox"/> Lesson <input type="checkbox"/> Quiz</div>	

The most common type of content would be “book” which will allow you to then upload a PDF file, or link to an external URL for a PDF file to your Collection.

NOTE that PDF files are the the only type of content supported by print collections. Digital Collections may contain other file types.

### What to Do?

1. Enter the resource information. Students will see the title and description you enter.
2. Select a resource type (for example, a video) and file type.

### Resource Information

<b>Title</b>	<b>Est. Users</b>
Entrepreneurship Reading #1	25
<b>Description</b>	
A sole proprietor's perspective	
<b>Keywords</b>	<b>Optional</b>
sole, proprietor, entrepreneurship	
<b>Author First Name</b>	
Pearson	
<b>Author Last Name</b>	
Author	
<b>Resource Type</b>	
Textbook	
<b>File Type</b>	<b>Upload File</b>
File	<input type="button" value="Choose File"/> No file chosen We support pdf files less than 30MB in size

Once you have selected the file, the original material will then be available to assemble into your Collection, as if it were simply another chapter or resource. Continue, below, to learn about how to assemble your content.

## Assembling Your Content

Here's where it gets a little bit tricky. Each of the blue bars on the left represents a content item; again, in this case I have four chapters of an Entrepreneurship book.

Select the little checkboxes at the top left of each item. After selecting item(s) you will see, on the right side, little "Place Here" links appear. The "Place Here" links will not appear until you have selected an item.

All Resources  Search within this list of content

Default Module Sort by: Date

**1 Module**

+ Create New Module

Default Module 0 Resource |

No description added

Select item(s) in the left column and place in the module

Click “Place Here” on the right side to add the selected content to the Collection, and you will now see the content move to the right side, where you can re-order or reorganize the content.

Sort by: Date

Default Module 4 Resources |

No description added

The Business Plan: Road Map t...  Exploring Your Market

Exploring Your Market  Entrepreneurs Recognize Oppor...

Entrepreneurs Recognize Oppor...  Creating Business from Opport...

Creating Business from Opport...

To re-order the content, again you will select the little checkboxes and then click the “Place Here” links to move the content. In this example, I am putting these four chapters in the order that they occur in the source textbook. I have selected the chapter 1 item and am moving it to occur before chapter 2 by clicking “Place Here”

The Business Plan: Road Map t... This is chapter 2 from Entrepreneurship: Starting and Operating A Small Business, 4/e by Mariotti/Glackin.

From: Pearson By: Steve Mariotti/C...

Place Here

Exploring Your Market This is chapter 4 from Entrepreneurship: Starting and Operating A Small Business, 4/e by Mariotti/Glackin.

From: Pearson By: Steve Mariotti/C...

Place Here

Entrepreneurs Recognize Oppor... This is chapter 1 from Entrepreneurship: Starting and Operating A Small Business, 4/e by Mariotti/Glackin.

From: Pearson By: Steve Mariotti/C...

Place Here

Now, I repeat this step for chapter 3, to move chapter 3 between chapters 2 and 4.

+ Create New Module

by Mariotti/Glackin.

Place Here

The Business Plan: Road Map t...  
From: Pearson By: Steve Mariotti/C...  
This is chapter 2 from Entrepreneurship:  
Starting and Operating A Small Business, 4/e  
by Mariotti/Glackin.

Place Here

Exploring Your Market  
From: Pearson By: Steve Mariotti/C...  
This is chapter 4 from Entrepreneurship:  
Starting and Operating A Small Business, 4/e  
by Mariotti/Glackin.

Place Here

Creating Business from Opport...  
From: Pearson By: Steve Mariotti/C...  
This is chapter 3 from Entrepreneurship:  
Starting and Operating A Small Business, 4/e

Now, my chapters are in order: 1, 2, 3, 4

Note that you can also create “Modules” to organize content, for example, if I were combining these four chapters with chapters from a different book, I’d want to create two modules, one for each book’s set of chapters.

Also note: at any time, you can simply click “Search” to find and add more content. Your Collection will automatically “save”. There’s no need to click any save buttons.

Remove

1 Module

Collapse All

+ Create New Module

Here's an example where I've added two more chapters from another book, plus two business cases; I've created three modules representing each section: Mariotti Chapters, Solomon Chapters, and Cases.

The screenshot shows a digital collection interface with three main sections:

- Mariotti Chapters**: Contains 4 resources. One resource is visible: "Entrepreneurs Recognize Oppor...", from Pearson, By: Steve Mariotti/C..., chapter 1 from Entrepreneurship: Starting and Operating A Small Business, 4/e.
- Solomon Chapters**: Contains 2 resources. One resource is visible: "Small Business and the Entrep...", from Pearson, By: Michael R. Solomon..., chapter 05 from Better Business, 4/e by Solomon / Poatsy / Martin.
- Cases**: Contains 2 resources. One resource is visible: "CIBC Small Business Banking", by Christina A. Cavanagh, leader of a newly formed small business banking division of the Canadian Imperial Bank of Commerce (CIBC) decided o...

The price and total page count are displayed at the top of the page, along with a link to Share the collection with other Collections users, as well as Preview, Copy, and Delete the Collection. I'm going to share this Collection with someone and then will be ready to continue.

Note on the "Share" feature: users who you share the Collection with, will be able to edit or delete the Collection. Share wisely!

Product details:

- 259 Pages
- Price: \$68.24

Actions:

- Share
- Actions
- Preview

Share Collection

?

X

Share With:

Search name or email to share with

Lamont, Kristianne (kristianne.lamont@pearson.com) x

Add Note:

Just a test "Share" for a tutorial I'm creating :-)

Cancel

Send

The “Preview” feature will allow you to look at your Collection before proceeding. Close the preview by clicking the X at the top right.

User Collection

ENT 203 Entrepreneurship for Small Business Owners

2016 - 3 Modules 8 Resources

\$68.24

Table of Contents

ENT 203 Entrepreneurship for Small Business Owners

1. Mariotti Chapters 0 notes ▼

- Entrepreneurs Recognize Opportunit... Textbook
- The Business Plan: Road Map to Su... Textbook
- Creating Business from Opportunity Textbook
- Exploring Your Market Textbook

2. Solomon Chapters 0 notes ▲

- Small Business and the Entrepreneur Textbook
- Forms of Business Ownership Textbook

3. Cases 0 notes ▲

- CIBC Small Business Banking Case
- Gates Foundation and Small High S... Case

Show Description

Add Resource Note

Richard Ivey School of Business  
The University of Western Ontario

Ivey

9B00C025

CIBC SMALL BUSINESS BANKING

Professor Christina A. Cavanagh prepared this case solely to provide material for class discussion. The author does not intend to illustrate either effective or ineffective handling of a managerial situation. The author may have disguised certain names and other identifying information to protect confidentiality.

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Version: (A) 2010-01-01

When you’re ready to continue, click the Continue button and you’ll now be able to select your cover art, as well as finalize all of the details for your Collection and view a final preview.

259 Pages

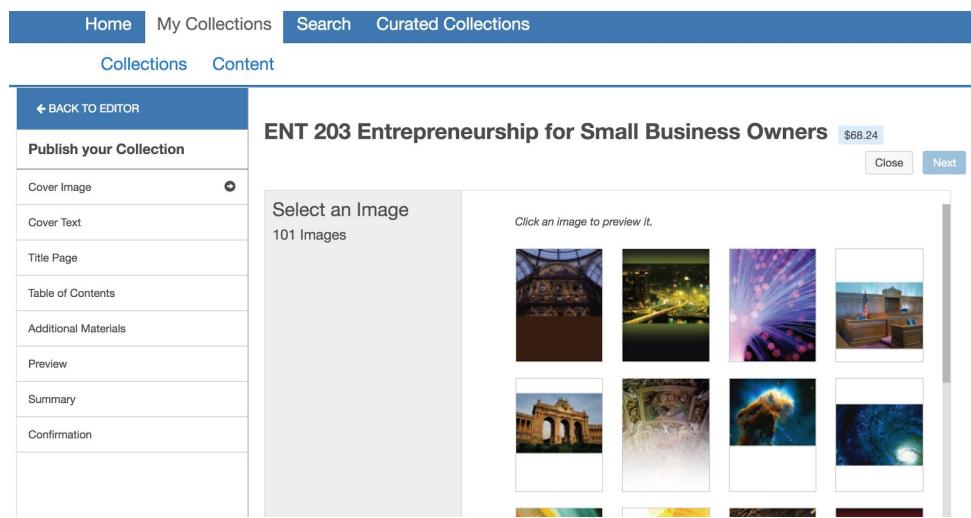
Price: \$68.24 ▾

Close

Continue

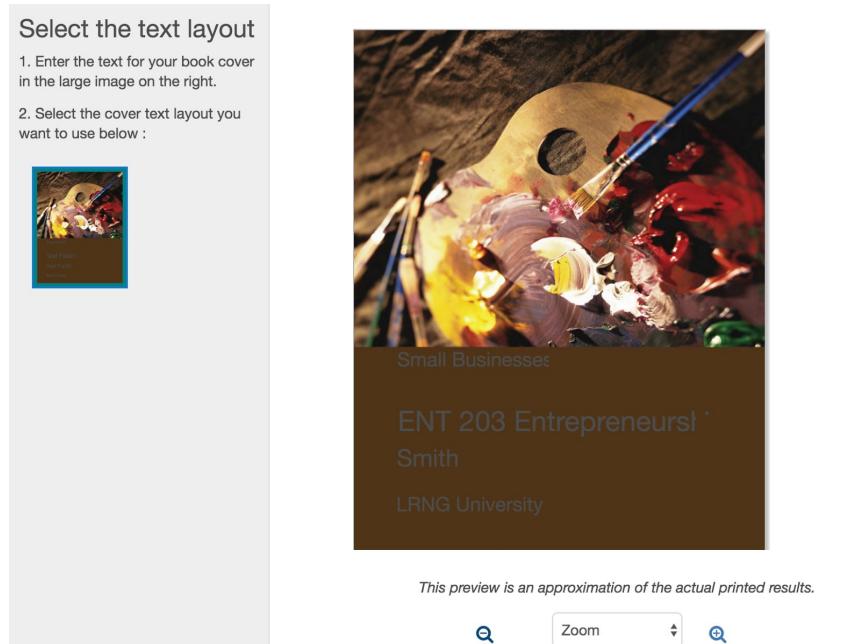
## Selecting Cover Art, Finalizing Your Collection

Select a cover art image for your Collection's cover.



Note that at any time, you can go back to the editor to edit your Collection, via the “Back to Editor” link at the top of the left side of the screen.

Select your cover and text that you'd like to appear on the cover. Note that there are limitations to the numbers of characters that can be input on a cover, the limitations vary cover to cover, based on the cover design.



Click “Next” to view your title page. Note that the fields from the cover, will automatically populate the title page.

← BACK TO EDITOR

**Publish your Collection**

Cover Image ✓

Cover Text ✓

Title Page +

Table of Contents

Additional Materials

Preview

Summary

Confirmation

**Title Page**

Review the title page text. Make any changes needed to this text. The changes you make here do not affect the cover text.

ENT 203 Entrepreneurship \*

Small Businesses

Smith

LRNG University

| PEARSON COLLECTIONS |

PEARSON

**IMPORTANT NOTE:** if you leave any fields blank on the title or cover page, those fields will simply be blank on your final cover. At the end of the process you will be able to preview the final cover.

Next, preview and confirm your table of contents.

← BACK TO EDITOR

**Publish your Collection**

Cover Image ✓

Cover Text ✓

**Title Page** ✓

Table of Contents +

Additional Materials

Preview

Summary

Confirmation

**Table of Contents**

Pearson Collections automatically generates a Table of Contents. You can edit only the titles of modules that you've uploaded or created.

*Edit Chapter Prefix*

Chapter & Number ▼

**Caution:** Editing a module title changes it in both your Collection and the printed book.

**Mariotti Chapters** ✍

Chapter 1. Entrepreneurs Recognize Opportunities	1
Chapter 2. The Business Plan: Road Map to Success	35
Chapter 3. Creating Business from Opportunity	95
Chapter 4. Exploring Your Market	131

**Solomon Chapters** ✍

Chapter 5. Small Business and the Entrepreneur	161
Chapter 6. Forms of Business Ownership	195

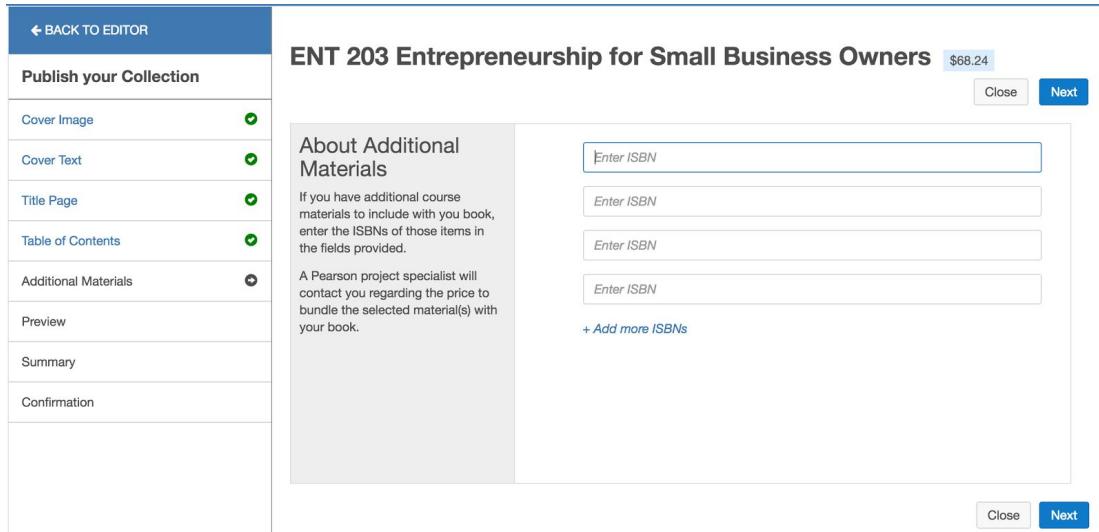
**Cases** ✍

CIBC Small Business Banking	223
Gates Foundation and Small High Schools	235

| PEARSON COLLECTIONS |

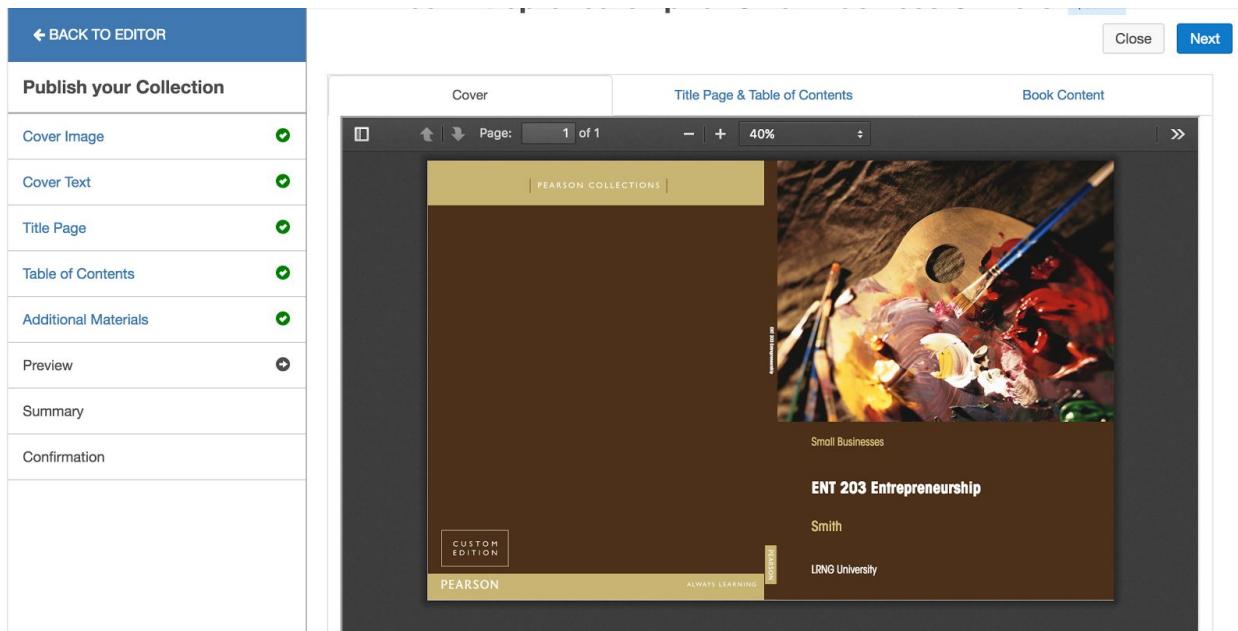
PEARSON

Next, you'll have the ability to add other materials to a package with this new custom Collection. For example: if you wanted to package another Pearson book or MyLab access code card, with this custom Collection, just fill out the access card ISBN, here.



The screenshot shows the 'About Additional Materials' step in the 'Publish your Collection' wizard. The left sidebar lists steps: 'Cover Image' (green checkmark), 'Cover Text' (green checkmark), 'Title Page' (green checkmark), 'Table of Contents' (green checkmark), 'Additional Materials' (green checkmark), 'Preview', 'Summary', and 'Confirmation'. The main area shows the title 'ENT 203 Entrepreneurship for Small Business Owners' and price '\$68.24'. It includes a 'Close' and 'Next' button. A sidebar on the left contains instructions: 'If you have additional course materials to include with your book, enter the ISBNs of those items in the fields provided.' A Pearson project specialist will contact you regarding the price to bundle the selected material(s) with your book. There are four 'Enter ISBN' input fields, a '+ Add more ISBNs' button, and a 'Close' and 'Next' button at the bottom.

Next, you will be able to preview your entire Collection. Note that there are separate tabs previewing the Cover, Title Page & Table of Contents, and Book Content. At the bottom of the screen you will see an option to download a PDF of the cover and table of contents, to share with other instructors, or anyone that you'd like to share it with.



The screenshot shows the 'Preview' step in the 'Publish your Collection' wizard. The left sidebar lists steps: 'Cover Image' (green checkmark), 'Cover Text' (green checkmark), 'Title Page' (green checkmark), 'Table of Contents' (green checkmark), 'Additional Materials' (green checkmark), 'Preview' (blue plus sign), 'Summary', and 'Confirmation'. The main area shows a preview of the book cover, title page, and table of contents. The cover features a painter's palette and brush. The title page includes 'PEARSON COLLECTIONS', 'ENT 203 Entrepreneurship', 'Small Businesses', 'Smith', 'LRNG University', and 'ALWAYS LEARNING'. The table of contents page shows a list of chapters. There are 'Close' and 'Next' buttons at the top and bottom of the preview area.

Next, select your binding type and complete all of the adoption details.

← BACK TO EDITOR

### Publish your Collection

Cover Image	✓
Cover Text	✓
Title Page	✓
Table of Contents	✓
Additional Materials	✓
Preview	✓
Summary	●
Confirmation	●

**ENT 203 Entrepreneurship for Small Business Owners** \$68.24

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