



connect®



# Introduction to Business: Application-Based Activities

Included in McGraw Hill Connect

## Gauge Student Knowledge in Real-World Scenarios

Prepare students for the real world with Application-Based Activities (ABA) in Connect. These highly interactive, assignable exercises boost engagement and provide a safe space to apply concepts learned to real-world, course-specific problems. Each ABA involves the application of multiple concepts, providing the ability to synthesize information and use critical-thinking skills to solve realistic scenarios.

### Why ABAs?

- Automatic grading syncs with Connect gradebook
- Data-informed decision-making scenarios that allow for multiple outcomes
- Highly interactive, game-like interface
- Students practice problem-solving skills in real-world scenarios
- Reinforces key course learning objectives
- Continued software development to support all learners



### Easy to access in Connect

- 1 Log in to your Connect Course
- 2 Go to your Assignments and click "Add Assignment"
- 3 Select Application-Based Activity
- 4 Choose to Assign or Preview the chosen ABA

# Available Application-Based Activities for Introduction to Business

2025 Release

NEW

**New 6-part Application-Based Activities** feature the same company and cover multiple topics, offering the flexibility of assigning together in a series or individually.

- **Connect Jeans 1:** Foundations of Business
- **Connect Jeans 2:** Business Formation
- **Connect Jeans 3:** Management Planning
- **Connect Jeans 4:** Management and Organizational Behavior
- **Connect Jeans 5:** Marketing
- **Connect Jeans 6:** Managing Financial Resources

## **Accounting and Financial Ratios: Expanding the Vintage Lily**

Use accounting knowledge of financial statements and financial ratios to help the Vintage Lily expand into a brick-and-mortar store.

## **Business Environment and Trade: The International Landscape**

Assume the role of an employee at Be-wiser, a health and beauty company that is hosting its annual manager's meeting in New York City. Interact with international colleagues and contribute to team discussions about trade and global expansion.

## **Business Formation: Classic Cruisers**

Select the right form of ownership that works best for your business type.

## **Debt and Equity: The Viper Pit**

Pitch your product to the venture capitalists to secure funding and grow your business.

## **Distribution: Distinctive Designs**

Decide the best distribution strategy for your shirt business.

## **Economics: Acing the Interview**

Interview with two employees of the United States Department of Labor for a position as an economic analyst. Impress the interviewers by correctly answering questions about economic systems, the business cycle, and monetary and fiscal policy. Analyze economic data to determine the best answer to some of the interviewers' questions.

## **Employee-Management Relations: Union Station**

Learn about the issues that emerge between employees and management.

## **Entrepreneurship: What's Your Bright Idea?**

Alongside a team of friends and former professors, become an entrepreneur. Determine which type of business to start, the appropriate form of ownership, and how to finance the business.

## **Ethics: Cell Phone "Etiquette" at Pro Bass**

Navigate through a variety of ethical dilemmas in the workplace.

## **Exploring Ethics: Labor Practices in Vietnam**

On a trip to Vietnam to visit a supplier, use ethical decision making to determine whether the firm is operating within legal and ethical frameworks. To uncover clues, strive to be an ethical decision-maker with a high level of professionalism.

## **Finance and Banking: ButterStone Campground**

Try to start a well-known campground franchise, ButterStone Campgrounds, by getting the necessary funding. Differentiate among types of forecasting and create a financing plan to impress the franchisor.

## **Fundamentals of Business: Study Abroad Trip**

Select a destination to explore on the trip. Cover key terms and fundamentals of business to make the most of your adventure.

## **Human Resource Management: Solving Employee Problems at Metal Labs**

Apply your human resource knowledge to pinpoint the causes of some of the "people" issues for a small manufacturing company.

## **International Trade: Expanding Dr. Tasty Donuts**

Use your knowledge of global trade to help sell the Dr. Tasty, a delicious ice cream-filled donut, in Asia.

## **Legal Environment of Business: Leland University Executive Training**

Seek expert advice as you hire employees and deal with customers in your small business.

## **Management and Leadership: Job-Shadowing Project**

Visit several local businesses to quickly get a feel for different management and leadership styles.

# Available Application-Based Activities for Introduction to Business

2025 Release

## **Management and Organizational Behavior: Elevate Airlines**

Use motivational theories to improve your workers' performance.

## **Management Planning: Silver Bullet Restorations**

Apply your understanding of planning and decision making to direct the future of your business.

## **Managing Personal Finance: Time to Ask a Professional**

Learn about assets, asset protection, and retirement planning with a financial advisor.

## **Market Growth Strategies: The Morning Grind**

Apply various strategies to grow your coffee shop's profit, which will allow you to hire another part-time employee.

## **Marketing Environment: JumCon Jumbo Controllers**

Investigate what is causing of the decline in sales at JumCon.

## **Money and Banking: Summer at the Fed**

Learn the strategies involved in the Fed's operations.

## **Motivation: Enhancing Productivity at Falcon Propulsion**

Help your team overcome low motivation and productivity issues.

## **Operational Decisions: Bump Up Your Bumper**

Make operational decisions to effectively and efficiently start an aftermarket automobile accessory business from inherited equipment. Alongside Gary and Asha, select the best location, facility layout, inventory system, and quality control certification for Bump Up Your Bumper.

## **Organizational Structure: Assessing Authentic Brew**

Join the Authentic Brew team to determine the best organizational structure to support continued growth. Correlate employee attitudes to organizational design issues and justify your decisions. Use professional communication along the way to impress your colleagues.

## **Product and Price Strategies: Vending Ventures**

Decide how to grow the existing business. Determining the right products and price for the market is going to be crucial for your success.

## **Recruiting and Selecting Employees: Virtual Visions**

Learn how to build your sales team.

## **Securities and Investing: Making Money to Move Out**

Use your knowledge of securities and investing to grow your money, so you can move into a nice apartment after college.

## **Stocks and Bonds: Straight & Level Flying School**

Determine how to obtain financing in order to expand your pilot training facility.

## **Supply and Demand Economics: Frustration Station**

Use economics to help your fellow employees understand the issues of supply and demand during periods of change.

## **The 4 Ps of Marketing: Frondescence Food Truck**

Jump into an internship with a food truck entrepreneur to make critical marketing decisions. Identify which of the 4 Ps each decision affects and guide the marketing strategy to maximize sales.

## **The Economics of a Pandemic: The Market for N95 Masks**

Help a medical supply company navigate the uncertain issues of supply and demand during a sudden coronavirus outbreak.