



# connect<sup>®</sup>



## Introduction to Business Application-Based Activities

Included in McGraw Hill Connect

Bridge the gap between classroom theory and real-world application with Application-Based Activities that engage students and put them in the decision-making seat. Students practice their problem-solving and critical thinking skills as they immerse themselves in real-life business scenarios that require them to apply the course concepts they have learned. Each branching simulation is designed to take 10-20 minutes to complete.

### Application-Based Activities available NOW within Connect:

- Accounting and Financial Ratios: Expanding the Vintage Lily
- Business Environment and Trade: The International Landscape
- Economics: Acing the Interview
- Employee-Management Relations: Union Station
- Entrepreneurship: What's Your Bright Idea?
- Exploring Ethics: Labor Practices in Vietnam
- Finance and Banking: ButterStone Campground
- Fundamentals of Business: Study Abroad Trip
- Human Resource Management: Solving Employee Problems at Metal Labs
- International Trade: Expanding Dr. Tasty Donuts
- Management and Leadership: Job-Shadowing Project
- Market Growth Strategies: The Morning Grind
- Marketing Environment: JumCon Jumbo Controllers
- Money and Banking: Summer at the Fed
- Motivation: Enhancing Productivity at Falcon Propulsion
- Operational Decisions: Bump Up Your Bumper
- Organizational Structure: Accessing Authentic Brew
- Product and Price Strategies: Vending Ventures
- Securities and Investing: Making Money to Move Out
- The 4 Ps of Marketing: Frondescence Food Truck
- The Economics of a Pandemic: The Market for N95 Masks

### These Introduction to Business Application-Based Activities are available for the following titles:

- Connect Master 2.0 Introduction to Business
- Ferrell/Hirt/Ferrell, M: Business
- Ferrell/Hirt/Ferrell, Business Foundations
- Nickels/McHugh/McHugh, Understanding Business: The Core
- Nickels/McHugh/McHugh, Understanding Business

For information about Application Based Activities, watch this 2-minute video: [bit.ly/ABAVideo](https://bit.ly/ABAVideo) »

**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.

**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.

**NEW** **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.

**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.

**Management and Leadership: Job-Shadowing Project** Visit several local businesses to quickly get a feel for different management and leadership styles.

**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.

**NEW** **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.

**NEW** **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.

**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.

**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.