



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 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 "Ethiquette" 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.

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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.