



connect®

Business Communication: 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 Business Communication

Back on Track: Implementing a Social Media Police at Work

Vector Technology is suffering from cyber-loafing, which is employee use of work internet access for personal use. Can you lead a task force in creating a new social media policy for Vector before productivity drops even further? Keep in mind that you don't want to create employee backlash!

Banking on Awareness: Impacting the Bottom Line with Emotional Intelligence

You are a branch manager at a local bank. Your boss mentions to you that two of your employees are under-performing. Can you help them improve before they lose their jobs?

Breakdown at the Fitness Center

A local chain of fitness centers is seeing an increase in injuries due to lack of equipment maintenance and other cost-saving measures. Managers of the various branches are not communicating well with each other to identify this problem. Can you help them?

Building Your Team for Success

Teamwork is the backbone of problem solving and productivity in the workplace. You have been asked to lead a team in developing a new app that could be the next big thing for your organization. The success of the team depends on your ability to choose the right people and start them with clear goals. Can you lead your team to success?

NEW

Can You Sell it? Analyzing the Audience for Success

You are on the sales team for a company that sells stationary and greeting cards. One of your coworkers is out of the office and left you information about three of her clients while asking if you would contact them to close the sales. Can you adapt your communication for each client to effectively close the deal?

NEW

Generating Consensus: Finding Common Ground Among Generational Differences

You've been asked to serve on the hiring committee for a new position in the accounting department. While you are the youngest committee member, you've been given the opportunity to contribute to the team. Can you work with different generations to find the best new hire?

Is Perception Reality? Dealing with Diversity in the Workplace

As the new sales manager for a business development group, you must address employee concerns about diversity in the organization. Can you effectively address the issues to find lasting solutions?

NEW

Moving to Virtual Communication

After the recent discovery of mold in the walls of your office building, the entire company is required to work remotely for three months while they remediate the problem. As a Vice President, you must successfully initiate virtual meetings with your team to ensure they complete their projects on time.

Available Application-Based Activities for Business Communication

Perfecting the Job Interview: A Crucial Skill to Land a New Job

So, they have offered you an interview? What are your steps to prepare for that interview? Walk through the interview preparation stages from the answers you will give down to the clothes you will wear. Afterwards, consider how you can appropriately follow-up when the interview is over.

Selecting Appropriate Communication Channels

Your team is putting together an upcoming conference and you must work together for the conference to be successful. The results of the team and their perceptions of your credibility depend on how you utilize the available communication channels as a leader.

The Hazard of Communicating the Ethical Choice

Ethical decision making can impact a business' credibility and bottom line. Sometimes communicating that decision is difficult when the choice impacts costs and shareholder value. The Total Paper Company must decide if switching to a new manufacturing chemical is worth the risk or the reward. Help them decide!

We Need to Talk: Navigating Conflict

Business growth is often a reflection of positive employee performance. But what happens when conflict occurs, and a difficult conversation must take place? As the sales manager for a furniture company, you must deal with the conflict between two of your top sales associates. Can you look past the negativity, listen, and give honest feedback and still expect to see a positive change?