



connect[®]

Application-Based Activities in Connect

Business Communication



Gauge student knowledge in real-world scenarios

Application-Based Activities (ABAs) in Connect are highly interactive, assignable exercises that provide students a safe space to apply the concepts they have learned to real-world, course-specific problems. Each Application-Based Activity involves the application of multiple concepts, allowing students to synthesize information and use critical thinking skills to solve realistic scenarios.

Features Include

- Automatic grading syncs with Connect reports
- 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 from discipline
- Continued software development to support all learners

How to Access Your ABAs

- Log in to your Connect course
- Go to Add Assignment and choose Application-Based Activity
- Find the ABA you want to assign using the filter tools on the left-hand side of the page
- Assign the ABA to your students and give them practice applying course concepts to real-world scenarios.

What Instructors Are Saying...

“My students truly enjoy these type of learning experiences.”

Allison Smith, professor, West Kentucky Community & Technical College

Contact your rep today at mhhe.com/rep to learn more »



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?

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?

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?

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?

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?

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.

Teamwork in Turmoil**

A team in a large tech company has been working together for awhile but conversations are not going well. They call you in for advice on their communication issues and for a few suggestions on ways they can navigate the situation to get back on track.

Visualizing Success: Communicating Value Through Document Design**

You are the newest employee in a marketing firm but have the goal of showing your creative value. When the firm's lead designer goes on vacation, you're asked to demonstrate document design skills for a potential new business. Do you have what it takes to design on the fly?

****Coming Summer 2023**



Application-Based Activities for Business Communication Continued

Refer to the ABA Supplements under Instructor Resources in Connect for the ABA Implementation Guide and ABA Teaching Notes. These supplements are written by the authors of the ABAs who successfully use this activity type with hundreds of students in their own classes.

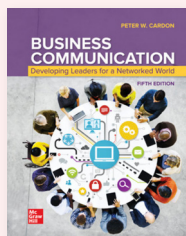
ABAs are Available in Connect for the Following Titles



Heidi Schultz
Patricia Lynn Harms

Connect Master
Business
Communication

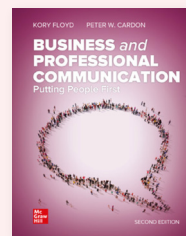
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Peter Cardon

Business
Communication:
Developing Leaders
for a Networked
World, 5e

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Kory Floyd
Peter Cardon

Business and
Professional
Communication, 2e

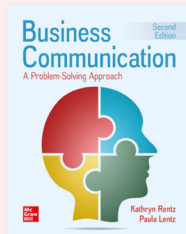
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Kitty Locker
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Business
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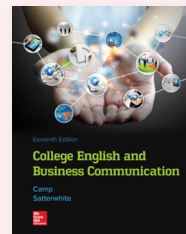
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Kathryn Rentz
Paula Lentz

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A Problem-Solving
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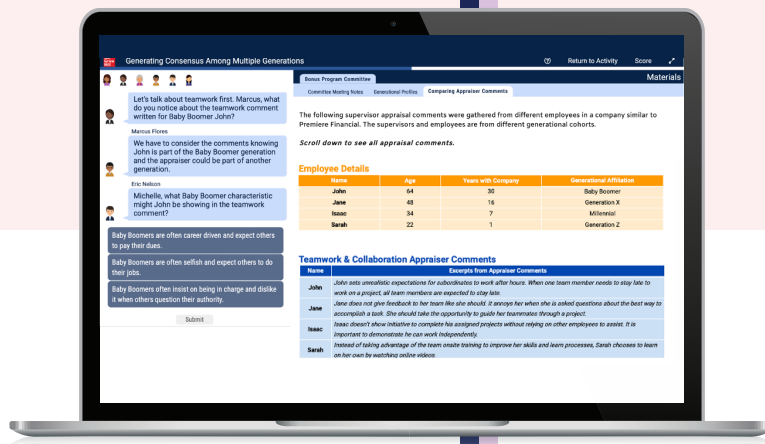
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