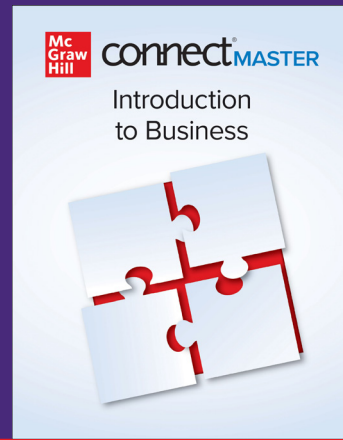




# connect<sup>®</sup>



## List of Updates

### Connect Master Introduction to Business 2022 Release Notes

#### Content Updates

These updates support all components of the product including the Interactive eBook, Core Concepts Notebook, Adaptive Learning, Test Bank, Quizzes, Exercises, and Instructor Resources.

- Entrepreneurship: Going from an Idea to a Business

#### New Application-Based Activities

- Money and Banking: Summer at the Fed
- Employee-Management Relations: Union Station
- Product and Price Strategies: Vending Ventures
- Recruiting and Selecting Employees: Virtual Visions
- Distributing Products: Distinctive Designs
- Business Formation: Classic Cruisers

NEW

NEW

NEW

#### Updated Test Banks

- Fundamentals of the Business World
- Acting Ethically and Socially Responsible
- Core Components of Finance and Banking
- Securities, Investing, and Financial Literacy
- Essentials of Leadership and Management
- Human Resource Management and Labor Relations
- Organizational Behavior
- Introduction to Marketing
- Products
- Pricing and Distribution

NEW

#### NewsFlash

NewsFlash activities incorporate current events impacting the business industry today. Students interact with relevant news stories and are assessed on their ability to connect the content to the key business

concepts building critical thinking skills. These auto-graded activities are updated twice a year, mapped to the key learning objectives, and use a variety of reputable sources to cover a wide range of topics and companies.

#### New Assignable Exercises

- The Many Forms of Entrepreneurship
- Forms of Support for Business
- Cousins Maine Lobster Video Case
- Manager's Hot Seat: A Dose of Cross-Cultural Malpractice
- Manager's Hot Seat: Serving up Communication Mishaps
- Manager's Hot Seat: To Serve and Protect and Discriminate?
- Manager's Hot Seat: Management Hits Rough Waters
- Manager's Hot Seat: Tidying Up Motivation Concepts
- Manager's Hot Seat: Landing the Deal

#### Updated Instructor Resources

- Content Map
- Instructor's Manual
- PowerPoint Files
- Connect Asset Map
- Video Library

NEW

#### Business Pro Tips Blog

Discover resources to build your Introduction to Business students' personal, professional, and career skills! Covering a variety of topics for success, you'll discover new contributions to reference and inspire students monthly. To check out Business Pro Tips, [CLICK HERE](#).

To learn more about Connect Master Introduction to Business, [CLICK HERE](#)

# Connect Master Marketing 2022 Release Notes

## Continued Accessibility Improvements

The assignable **adaptive learning** component of Connect Master, a core learning element of the product and vehicle for essential course content delivery, has received its VPAT™, making it accessible to all learners. Additional accessibility elements of Connect Master include some keyboard navigability, color contrast, assistive technology functionality and the ability for instructors to create assignment extensions and exceptions.

For further information, please contact accessibility@mheducation.com. To learn more about our continued dedication to accessibility, [CLICK HERE](#).

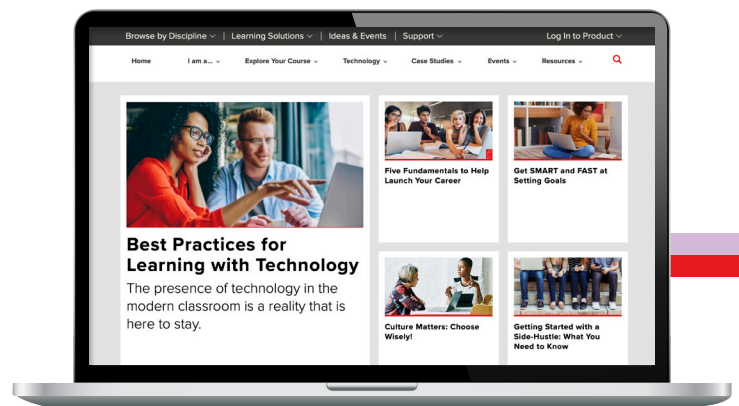
## Trying to decide how to utilize our Application-Based Activities (ABA)?

Our ABAs are one of our most engaging, auto-gradable assignment types available within Connect. This update includes several new role-playing-style ABAs to try! To learn more, [CLICK HERE](#).

Need tips on how to assign, how they are graded, or how to get started? Once logged into Connect Master, click on → Instructor Resources → ABA Supplements.

## Overwhelmed by the content in Connect Master and wondering what is available to assign for each module?

Look no further than the Planning Guide and Content Map. Both are found under Instructor Resources. Once logged into Connect Master, click on → Instructor Resources.



To learn more about Connect Master Introduction to Business, [CLICK HERE](#)