



connect[®]**MASTER**

Introduction to Business

**ONLINE LEARNING
WITHOUT COMPROMISE**



ONLINE LEARNING WITHOUT COMPROMISE

*Students often struggle to connect concepts to application. Connect Master Introduction to Business's customizable content is built with deliberate instructional alignment which provides students with focused instruction and assessments. Master takes students **beyond rudimentary knowledge to mastery** of foundational concepts through adaptive learning with just-in-time learning resources, paired with **practical assessments**.*

**Introduction to Business
Course Survey Key Findings**
532 Instructors Surveyed

COURSE GOALS:

60% of instructors rate their top desired course outcome in Introduction to Business as students leaving with an understanding of “the functions of business and how they are interconnected.”

Additionally, this survey ranked their **TOP COURSE CHALLENGES** in Introduction to Business as:

- 1** Getting students to read the course materials
- 2** Supporting students who lack basic college-success skills
- 3** Engaging students
- 4** Making the course relevant

DIGITAL-FIRST COURSEWARE

Connect Master Introduction to Business content is designed for digital use, rather than a static reading experience. This allows for:

ENGAGEMENT

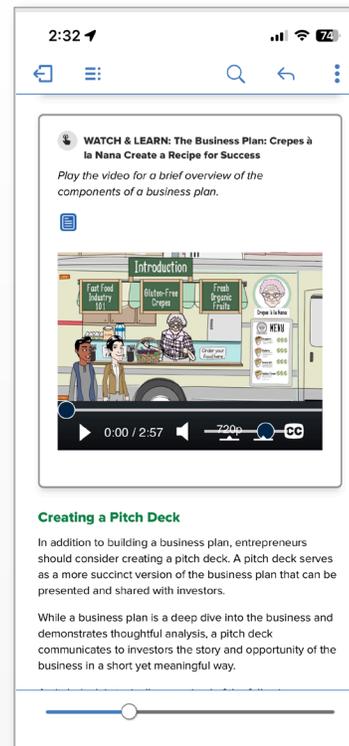
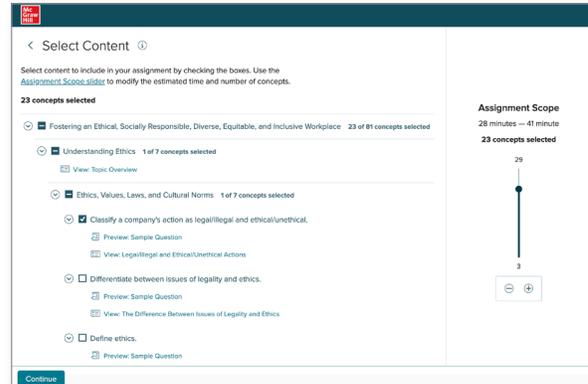
More immersive concept exploration, boosting engagement and efficiency for students and addressing the often-raised concern that “student don’t read.”

FLEXIBILITY

Content is organized and divided at a more granular level. This, combined with the transparent instructional alignment, makes it easier than ever to delete, add, and move content while still preserving the cohesion of the learning experience.

CURRENCY

An Evergreen delivery model provides new and updated content and tools delivered directly to your existing course. Engage students and freshen up assignments with coverage of select topics and new questions, all without having to switch editions or build a new course. Release notes offer a complete list of updates with each evergreen release and are available within your Connect course at connect.mheducation.com



SKILLS GAP:

Instructors expect their students to develop these top five competencies after completing Introduction to Business to assist in workforce readiness:

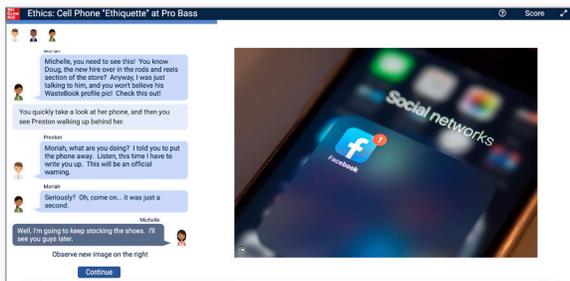


PRACTICAL ASSESSMENTS

Practical assessments, such as application-based activities, case studies, writing assignments, and more, help students develop their skills and show their work. This approach supports lifelong learning and allows instructors to better assess students' 21st century skills.

APPLICATION-BASED ACTIVITIES

- Highly interactive, assignable exercises that boost engagement and provide a safe space to apply concepts learned to real-world, course-specific problems.



MANAGER'S HOT SEAT VIDEOS

- Videos put students in the manager's hot seat where they will use their critical thinking skills to apply concepts, they've learned to real managerial challenges.



iSeeit! ANIMATED VIDEO CASES

- Short, contemporary, and engaging animated videos explain concepts that challenge students according to data from our adaptive study assignments.

VIDEO CASES

- Live-action videos with accompanying multiple-choice questions challenge students to apply business concepts to everyday situations, real products, and companies.

NEWSFLASH

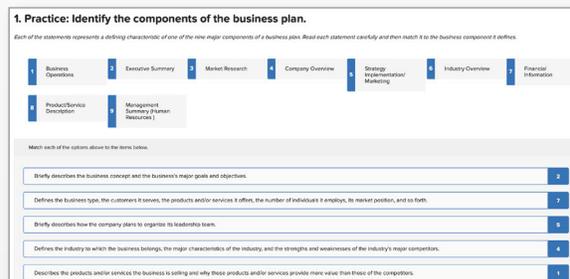
- Incorporate current events impacting the business industry today. Students interact with relevant news stories and are assessed on their ability to connect the content to the key business concepts, building critical thinking skills.

WRITING ASSIGNMENTS

- Software evaluates, scores, and gives feedback on student responses to provided prompts to improve grammar, word choice, sentence structure, idea development, and overall writing style

BUSINESS PLAN PREP EXERCISES

- Model business plan components guide students in applying chapter concepts by creating a basic business plan. Business Plan Prep Exercises cover all major parts of a business plan.



CLICK & DRAG EXERCISES

- Brief, interactive activities challenge students to demonstrate their knowledge of key concepts and terms by applying them to a variety of real-world business scenarios.



“With Connect Master, I can be confident knowing that students are getting really good exposure to the material outside of class. This will free up my time in class to help them really explore the material.”

– LISA CHERIVTCH,
BUSINESS INSTRUCTOR, OAKTON COMMUNITY COLLEGE

“Connect Master allows you to have more interactive practice than most regular classes. I feel as if I gained more from Connect Master than I have in any other course.”

– ZADA LACY,
STUDENT, MOTT COMMUNITY COLLEGE

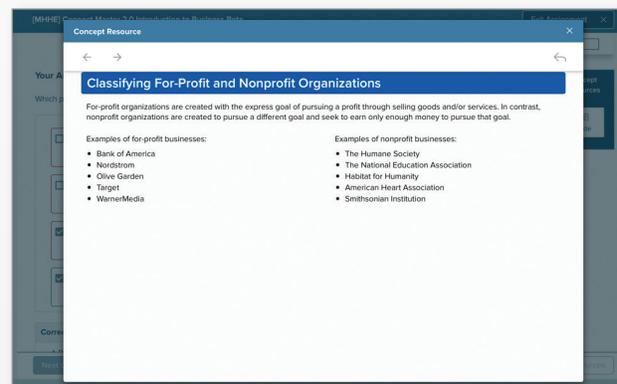
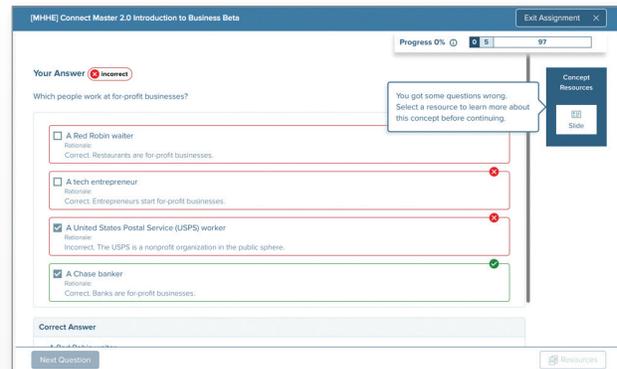
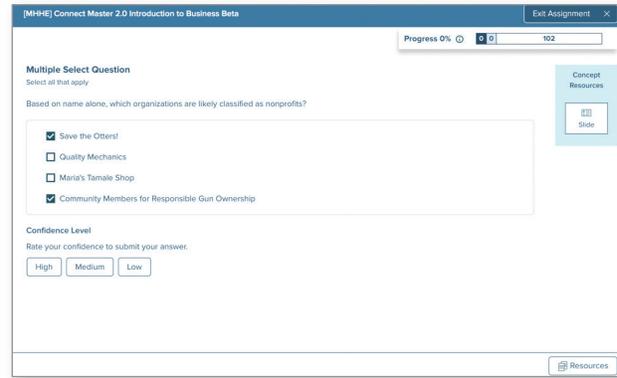
INSTRUCTIONAL ALIGNMENT

Connect Master Introduction to Business content is developed through deliberate and transparent instructional alignment via backward design.

- Learning objectives, assessments, and instructional content are aligned to ensure instruction directly supports what is assessed, and time is not wasted on extraneous content.
- A scaffolded approach helps ensure that students develop the foundational understanding necessary to build their knowledge and receive the practice they need to conquer higher-level assessments.
- This deep instructional alignment also allows a transparent view into how the different aspects of the learning experience connect, making it easier to see the wider implications of course changes and make effective customizations.

ADAPTIVE LEARNING

- Build assignments that cover only the topics or concepts that you want to focus class attention on, resulting in a focused, streamlined learning experience for students.
- Adaptive Learning gives each student a personalized path to learning topics or concepts. All adaptive content—including questions and learning resources—is specifically targeted to, and directly aligned with, the individual learning objectives being assessed.
- Reporting tools in Adaptive Learning show where students are struggling to understand specific concepts and where they excel.



“It was nice to go through real life simulations. I think it better helped me understand and use the materials.”

– CHRISTINA TUDOR,
STUDENT, COLLEGE OF DUPAGE

“The course material was clearly outlined and easily accessible. Also, the platform provided a great opportunity for practice.”

– JOSH WILKINS,
STUDENT, SALISBURY UNIVERSITY

INTERACTIVE READER

The *Connect Master Introduction to Business Interactive Reader* is built around key learning objectives that streamline the essential conceptual information. Key concepts are enhanced by resources to provide an active learning experience.

These resources include:

WATCH & LEARNS

– Animated videos explain challenging concepts.

CLICK & LEARNS

– Expandable outlines summarize key components of a large concept or step in a process while offering additional context.

CLICK & LEARN: Constructing a PERT Chart

- ▶ Identify the Tasks
- ▶ Arrange Tasks in Order
- ▶ Estimate Time for Each Task
- ▶ Diagram the Task Sequences and Times

DIALOGUE DECISIONS

– Business dialogues are incorporated throughout each lesson, where students are engaged in a conversation designed to help them better relate, understand, and apply the technical content to a business scenario.

Dialogue Decisions

Walker and Owen want to integrate more quality assurance into their business. They discuss how they are going to approach the process.

I'd like to get our leads together and brainstorm with them about how we can make getting better an everyday priority.

CORE CONCEPTS NOTEBOOK

– While *Connect Master Introduction to Business* is a fully digital product, we have also developed a **Core Concepts Notebook** which can be used alongside the digital product for those students who value a print reference. The Core Concepts Notebook contains the essential narrative content (without the interactives) from the **Interactive Reader** and is available as a printable PDF within *Connect Master* if assigned.

Is it Legal? Is it Ethical?

When a people are faced with decisions, how can they determine the most ethical action? There are three questions help make this determination:

1. Is the action legal?
2. Would I want to be treated like this?
3. Will the outcome of my decision make me feel guilty?

Note: Each entry refers to business practices in the United States. The situation may differ in other countries.

Corporate Social Responsibility: Pros and Cons

Corporate social responsibility (CSR) is about being a good organizational citizen. CSR is a concern for taking actions that will benefit the interests of society as well as the organization.

What is the Goal of a Business?

Maximum Profits
The social responsibility of business is to make profits, "within the law economic Milton Friedman (1970) Perspective: "There is one and only one social responsibility of business: to increase its profits and create jobs to increase the profit of."

Corporate Social Responsibility
There are three primary purposes for CSR:
• Customers aren't inspired from the end of society. Because businesses create some problems such as environmental damage, they should look to correct those problems.

Carroll's Global Social Responsibility Pyramid

The University of Georgia business-ethics scholar Archie B. Carroll provides a guide for thinking about the day-to-day practical and moral matters that businesses encounter. His **Global Corporate Social Responsibility Pyramid** suggests that an organization's obligations in the global economy are to be a good global corporate citizen, to be ethical to obey the law, and to be profitable.

Philanthropic Responsibility: Be a good global corporate citizen, contribute resources to the community, and seek to improve the quality of life for individuals as defined by the host country's expectations.

Ethical Responsibility: Be ethical, taking host country and global standards into consideration.

Legal Responsibility: Obey the laws of host countries as well as international law.

Economic Responsibility: Seek to be profitable and create a strong economic foundation.

Note: A **host country** is the country in which a company is doing business.

NOTES

© 2018 S. Carroll, "Managing Ethically with Global Stakeholders: A Process and Future Challenge," *Academy of Management Executive*, May 2008, 4-18. Also see: R. Ferrel and D. B. Allen, "Corporate Social Responsibility for the Multinational Enterprise: Strategic and Institutional Adaptation," *Journal of International Business Studies*, November 2005, pp. 109-120.



"Connect Master has many interactive opportunities that require active participation and focus."

– **MARLYN SANTIAGO,**
STUDENT, NEW JERSEY INSTITUTE
OF TECHNOLOGY

"Connect Master provides you with the tools to be successful, including a schedule to help keep you on task. While I like being able to learn straight from a professor in a classroom setting, I was in Afghanistan during this course. Connect Master gave me everything I needed to complete the course."

– **RONNIE MASON,**
STUDENT, GEORGIA SOUTHERN UNIVERSITY

CONNECT MASTER INTRODUCTION TO BUSINESS TAKES STUDENTS HIGHER

As a learning science company, we create content that supports higher-order thinking skills. This chart shows a few of the key assignable Introduction to Business assets aligned with Bloom's Taxonomy.

	Interactive Reader	Adaptive Learning	iSeeit! Videos	Video Cases/ Case Analyses	NewsFlash	Manager's Hot Seat Videos	Application-Based Activities	Business Plan Prep	Writing Assignment
Create									✓
Evaluate								✓	✓
Analyze						✓	✓	✓	✓
Apply				✓	✓	✓	✓	✓	✓
Understand	✓	✓	✓	✓	✓	✓	✓	✓	✓
Remember	✓	✓	✓	✓	✓	✓	✓	✓	✓



MEET TIM BROXHOLM, LEAD CONTENT ARCHITECT

Tim Broxholm (MA, Seattle Pacific University)

For many learners, their business education journey begins with Introduction to Business, and Tim has had the pleasure of educating thousands of unique students in this course. His innovative teaching methods, applications of learning science, and use of educational technology have taken this foundational course to the next level. He arms students with the skills needed to perform like pros in the world of work, excel in future college courses, build wealth, and become savvy consumers.

Tim has been teaching marketing, management, and entrepreneurship courses at Green River College in Auburn, Washington, since 2010. He was tenured in 2015 and is best known for co-creating and then leading the country's first Bachelor of Applied Science (BAS) in Marketing and Entrepreneurship. Tim also developed an Applied Management BAS program. Affordable schools.net has recognized the Marketing & Entrepreneurship program as the #1 most affordable entrepreneurship program in the country and the #7 most affordable entrepreneurship program by UniversityHQ. Tim is a recipient of Green River College's Distinguished Faculty Award.

In addition to teaching and authoring, Tim works in the technology industry as a Senior Manager at Microsoft, which provides him the ability to bridge the divide between today's higher education curriculum and the rapidly changing needs of today's employers. While Tim serves in many roles, his most important role is as husband to his wife, Danielle, and dad to his sons, Raymond and Joey.

TABLE OF CONTENTS

- Fundamentals of the Business World
- Fostering an Ethical, Socially Responsible, Diverse, Equitable, and Inclusive Workplace
- Fundamentals of Economics and Types of Markets
- The Development of the Global Economy
- Entrepreneurship: Going from an Idea to a Business
- Accounting and Financial Statements
- Core Components of Finance and Banking
- Securities, Investments, and Financial Literacy
- Management and Leadership
- Operations Management
- Human Resource Management and Labor Relations
- Organizational Behavior
- Introduction to Marketing
- Products
- Pricing and Distribution
- Promotion Mix: Tools, Goals, and Strategies



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