

Asset Alignment with Bloom's Taxonomy

Introduction to Business

We Take Students Higher

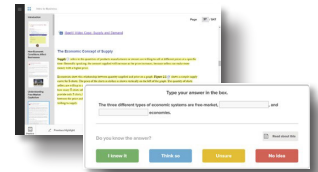
As a learning science company, we create content that builds up higher-order thinking skills. Within McGraw-Hill Connect®, we tag it accordingly so you can filter your search, assign it, and receive reporting on it. These content asset types can be associated with one or more levels of Bloom's Taxonomy.

The chart below shows a few of the key assignable business assets within Connect aligned with these levels. Take your students higher by assigning a variety of applications, moving them from simple memorization to concept application.

		SmartBook®	iSeeit! Videos	Video Cases/ Analysis	Click and Drag	Hot Seat Videos	Mini Simulations	Business Plan Prep
Higher Order Thinking Skills ↑	CREATE							✓
	EVALUATE						✓	✓
Lower Order Thinking Skills ↓	ANALYZE					✓	✓	✓
	APPLY			✓	✓	✓	✓	✓
	UNDERSTAND	✓	✓	✓	✓	✓	✓	✓
	REMEMBER	✓	✓	✓	✓	✓	✓	✓

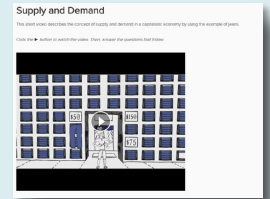
SmartBook

Adaptively aids students to study more efficiently by highlighting where in the chapter to focus, asking review questions and pointing them to resources until they understand



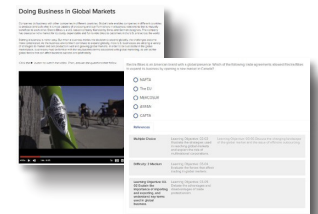
iSeeit! Videos

Short, contemporary videos provide engaging, animated introductions to key course concepts. Available at the chapter level. Perfect for launching lectures and assigning as pre- or post-lecture



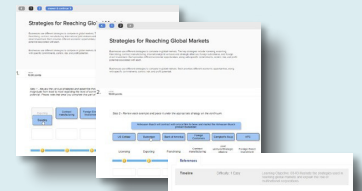
Video Cases & Case Analyses

Mini-cases and scenarios of real-world firms accompanied by questions that help students analyze and apply core business concepts.



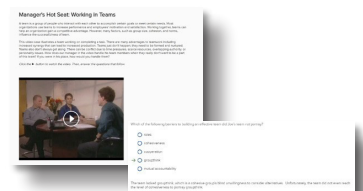
Click and Drag

Click and Drag exercises challenge students to apply business concepts to a variety of scenarios critically thinking about concepts in the real world.



Hot Seat Videos

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



Business Plan Prep Activities

These exercises use guided activities and examples to help students understand and differentiate the various elements of a business.



Mini Simulations

Mini Sims help students immerse themselves into a business scenario, analyze the situation and apply their knowledge to real world business challenges.

