Introduction to Business
Application-Based Activities/Mini Sims

Bridge the gap between classroom theory and real-world application with Application-Based Activities/Mini Sims that engage students and put them in the decision-making seat. Students practice their problem-solving and critical thinking skills as they immerse themselves in real-life business scenarios that require them to apply the course concepts they have learned. Each branching simulation is designed to take 10-20 minutes to complete.

Application-Based Activities/Mini Sims available NOW within Connect:
- Accounting and Financial Ratios: Expanding the Vintage Lily
- Business Environment and Trade: The International Landscape
- Economics: Acing the Interview
- Entrepreneurship: What’s Your Bright Idea?
- Finance and Banking: ButterStone Campground
- International Trade: Expanding Dr. Tasty Donuts
- Operational Decisions: Bump Up Your Bumper
- Organizational Structure: Accessing Authentic Brew
- Securities and Investing: Making Money to Move Out
- The 4 Ps of Marketing: Frondescence Food Truck
- The Economics of a Pandemic: The Market for N95 Masks
- Human Resource Management: Solving Employee Problems at Metal Labs
- Market Growth Strategies: The Morning Grind
- Motivation: Enhancing Productivity at Falcon Propulsion

These Introduction to Business Application-Based Activities/Mini Sims are available for the following titles:
- Connect Master 2.0 Introduction to Business
- Ferrell/Hirt/Ferrell, M: Business
- Ferrell/Hirt/Ferrell, Business Foundations
- Nickels/McHugh/McHugh, Understanding Business: The Core
- Nickels/McHugh/McHugh, Understanding Business

For information about Application Based Activities, watch this 2-minute video: bit.ly/ABAVideo »
Accounting and Financial Ratios: Expanding the Vintage Lily. Use accounting knowledge of financial statements and financial ratios to help the Vintage Lily expand into a brick-and-mortar store.

Business Environment and Trade: The International Landscape Assume the role of an employee at Be-wiser, a health and beauty company that is hosting its annual manager’s meeting in New York City. Interact with international colleagues and contribute to team discussions about trade and global expansion.

Economics: Acing the Interview Interview with two employees of the United States Department of Labor for a position as an economic analyst. Impress the interviewers by correctly answering questions about economic systems, the business cycle, and monetary and fiscal policy. Analyze economic data to determine the best answer to some of the interviewers’ questions.

Entrepreneurship: What’s Your Bright Idea? Alongside a team of friends and former professors, become an entrepreneur. Determine which type of business to start, the appropriate form of ownership, and how to finance the business.

Exploring Ethics: Labor Practices in Vietnam On a trip to Vietnam to visit a supplier, use ethical decision making to determine whether the firm is operating within legal and ethical frameworks. To uncover clues, strive to be an ethical decision-maker with a high level of professionalism.

Finance and Banking: ButterStone Campground Try to start a well-known campground franchise, ButterStone Campgrounds, by getting the necessary funding. Differentiate among types of forecasting and create a financing plan to impress the franchisor.

Human Resource Management: Solving Employee Problems at Metal Labs. Apply your human resource knowledge to pinpoint the causes of some of the “people” issues for a small manufacturing company.

International Trade: Expanding Dr. Tasty Donuts Use your knowledge of global trade to help sell the Dr. Tasty, a delicious ice cream-filled donut, in Asia.

Market Growth Strategies: The Morning Grind. Apply various strategies to grow your coffee shop’s profit, which will allow you to hire another part-time employee.

Motivation: Enhancing Productivity at Falcon Propulsion. Help your team overcome low motivation and productivity issues.

Operational Decisions: Bump Up Your Bumper Make operational decisions to effectively and efficiently start an aftermarket automobile accessory business from inherited equipment. Alongside Gary and Asha, select the best location, facility layout, inventory system, and quality control certification for Bump Up Your Bumper.

Organizational Structure: Assessing Authentic Brew Join the Authentic Brew team to determine the best organizational structure to support continued growth. Correlate employee attitudes to organizational design issues and justify your decisions. Use professional communication along the way to impress your colleagues.

Securities and Investing: Making Money to Move Out Use your knowledge of securities and investing to grow your money, so you can move into a nice apartment after college.

The 4 Ps of Marketing: Frondescence Food Truck Jump into an internship with a food truck entrepreneur to make critical marketing decisions. Identify which of the 4 Ps each decision affects and guide the marketing strategy to maximize sales.

The Economics of a Pandemic: The Market for N95 Masks Help a medical supply company navigate the uncertain issues of supply and demand during a sudden coronavirus outbreak.