Introduction to Business
Application-Based Activities/Mini Sims

Bridge the gap between classroom theory and real-world application with 12 Application-Based Activities/Mini Sims that engage students and put them in the decision-making seat. Students practice their critical thinking and problem solving skills as they immerse themselves in real-life challenges that require the application of course concepts, and see the implications of their decisions as they go. Each simulation is designed as a 15 minute experience, unless students eagerly replay for a better outcome.

Role-playing application-based activities/Mini Sims available NOW within Connect:

- NEW! The Economics of a Pandemic: The Market for N95 Masks
- Accounting and Financial Ratios: Expanding the Vintage Lily
- Culture 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

See next page for more information

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 6e
- Ferrell/Hirt/Ferrell, Business Foundations 12e
- Nickels/McHugh/McHugh, Understanding Business: The Core 2e
- Nickels/McHugh/McHugh, Understanding Business 12e
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.

Culture 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.

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.

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.

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.

Learn more at: www.mheducation.com/highered/introduction-to-business