As a learning science company, we create content that supports higher order thinking skills. Within McGraw-Hill Connect, we tag content according to Blooms, difficulty, AACSB, learning objective and more! This allows you to filter, search, assign and report on the assessments you want to assign.

The chart below shows a few of the key assignable, digital assets available for Connect Introduction to Business aligned with Bloom’s Taxonomy. Take your students higher by assigning a variety of application exercises, moving them from simple memorization to concept application.
**SmartBook 2.0**
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. 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 Drags**
Click and Drag exercises challenge students to apply business concepts to a variety of scenarios critically thinking about concepts in the real world.

**Manager’s 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.

**Application-Based Activities/Mini Sims**
These highly interactive, automatically graded exercises provide students a safe space to practice using problem-solving skills to apply their knowledge to realistic scenarios. Each scenario addresses key concepts and skills that students must use to work through and solve course-specific problems, resulting in improved critical thinking and relevant workplace skills.

**Business Plan Prep Activities**
These exercises use guided activities and examples to help students understand and differentiate the various elements of a business plan.

**Writing Assignment Plus**
McGraw-Hill’s Writing Assignment Plus delivers a learning experience that helps students improve their written communication skills and conceptual understanding. Faculty can assign, monitor, grade, and provide feedback on writing projects efficiently. Built-in grammar and writing review helps students improve writing quality while an originality check helps students correct potential plagiarism before submission—helping students practice and develop important workplace skills of writing and critical thinking.