

GLOBAL  
EDITION



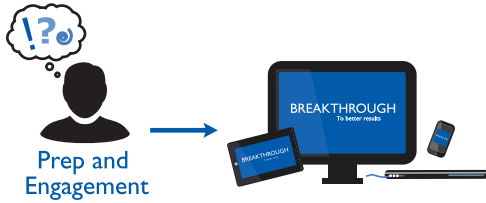
# Better Business

FIFTH EDITION

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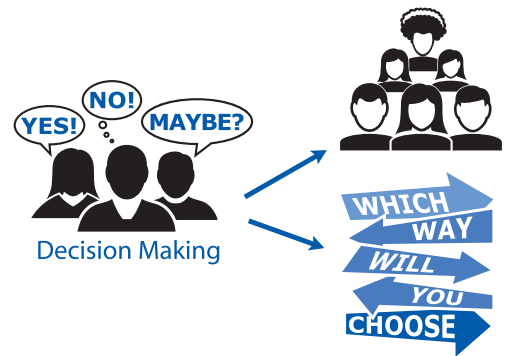
# Practice, Engage, Apply



Prep and Engagement

- **Problem-Based Learning Assignments**—Problem-Based Learning assignments encourage students to ask questions, think critically, solve problems and, if working in a group, engage with others. Problem-Based Learning assignments help students assume responsibility for their own learning, helping them to exercise leadership, and facilitate their ability to apply their knowledge. Students who actively participate in their own learning process are better able to link concept to application.

- **Branching, Decision-Making Simulations**—Put your students in the role of manager as they make a series of decisions based on a realistic business challenge. The simulations change and branch based on their decisions, creating various scenario paths. At the end of each simulation, students receive a grade and a detailed report of the choices they made with the associated consequences included.



Decision Making



- **Video Exercises**—Explore a variety of business topics related to the theory students are learning in class. Quizzes assess students' comprehension of the concepts covered in each video.

- **eText**—Keeps students engaged in learning on their own time, while helping them achieve greater conceptual understanding of course material. Combining resources, such as videos, that illuminate content, MyLab with eText provides students with a complete digital learning experience—all in one place.



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