McGraw Hill

Because learning changes everything.®

Asset Alignment with Bloom's Taxonomy

Business Ethics • Business & Society • Change • Compensation • Employee Benefits • Entrepreneurship / Small Business Management • Human Relations • International Management • Labor Relations • Leadership • Management Skills • Negotiation • Staffing • Supervision • Technology & Innovation • Training & Development

We Take Students Higher

As a learning science company, we create content that supports higher order thinking skills. Within McGraw Hill Connect®, we tag content 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.

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

	SmartBook® 2.0	Video Cases/ Case Analyses*	Manager's Hot Seat Videos*	Self-Assessments*	Application-Based Activities*/ Mini Sims	Test Bank
CREATE						
EVALUATE				✓	✓	
ANALYZE		✓	✓	✓	✓	✓
APPLY		✓	✓	✓	✓	✓
UNDERSTAND	✓	✓	✓	✓	✓	✓
REMEMBER	✓	✓	✓	✓	✓	✓

Higher Order Thinking Skills ↑

Lower Order Thinking Skills ↓

*Available for select chapters in select titles

SmartBook 2.0

Smartbook 2.0 is an adaptive learning solution that provides personalized learning to individual student needs,continually adapts to pinpoint knowledge gaps and focuses learning on concepts requiring additional study. It fosters more productive learning, takes the guesswork out of what to study, and helps students better prepare for class.

Video Cases/ Case Analyses*

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

Manager's Hot Seat Videos*

These actor-portrayed videos depict real-life situations where a manager is faced with a dilemma that needs to be analyzed based on management concepts. These videos enable students to see how managers in realistic situations deal with employees and complex issues. Students will use their critical thinking skills to apply, analyze, and evaluate these managerial challenges, while learning from the manager's mistakes

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.

Test Bank / Test Builder

Available within Connect, Test Builder is a cloud-based tool that enables instructors to format tests that can be printed or administered within a LMS. Test Builder offers a modern, streamlined interface for easy content configuration that matches course needs, without requiring a download. Select titles include Bloom's level tags for each question.

For more information, please visit: **mheducation.com/highered/management**