

This Connect course contains a variety of different content resources for you to assign to your students. This document was created to assist you in your planning of the course assignments.

### General notes:

- Assign assignments to your students and make their performance part of their final course grade (minimum of 10-15% to encourage student compliance).
- Don't become student's tech support. Ask students to call McGraw-Hill's CXG support team at 1-800-331-5094 or contact us by visiting <http://mpss.mhhe.com/contact.php>. They should only come to you with a CXG ticket # in hand so you may follow-up.
- Always make assignments due during tech support hours so students are always able to get their issues resolved before the due date. CXG hours can be found at the above URL.

### Interactive Applications (IAs)

- IAs are composed of several different formats (video cases, drag-and-drop, case analysis, etc.) that ask students to apply chapter concepts to a real world scenario.
- Each chapter contains 3-10 IA assignments. Each of these activities will take the average student about 15 minutes. We recommend you create separate assignments for each IA assignment to allow students to complete an assignment faster.
- We've organized all assignments by chapter and learning objective within each chapter. This allows you to select assignments for your course based on learning objective, topic, or comprehension level.
- All assignments listed below are auto-graded.

**Connect Business Communication supporting Rentz, Lesikar's Business Communication**

Chapter	Assignment Type	Title	Topic(s)	Learning Objective(s)	AACSB Accreditation Tagging	Bloom's Taxonomy
1	Case Analysis	Meeting a Communication Challenge at Webwaves	The Role of Communication in Business	01-01; 01-02; 01-03; 01-05	Analytic	Understand
1	Drag and Drop	The Business Communication Process	The Business Communication Process	01-06; 01-07; 01-08	Communication	Understand
1	Video Case	Ethics in Business Communication	The Role of Communication in Business; The Business Communication Process	01-01; 01-02; 01-03; 01-04; 01-06; 01-07	Ethics	Apply
1	Quiz	Quiz	ALL	ALL		
1	Test Bank	Test Bank	ALL	ALL		
2	Decision Generator	Analyzing Another Culture	Dimensions of Cultural Difference	02-04	Analytic	Evaluate
2	Drag and Drop	Test Your Cross-Cultural Knowledge	Dimensions of Cultural Difference; Problems of Language; Advice for Communicating Across Cultures	02-02; 02-03; 02-04; 02-05; 02-06	Communication	Analyze
2	Video Case	Cross-Cultural Differences: Let's Break a Deal	Dimensions of Cultural Difference; Advice for Communicating Across Cultures	02-03; 02-04; 02-06	Communication	Apply
2	Quiz	Quiz	ALL	ALL		
2	Test Bank	Test Bank	ALL	ALL		
3	Case Analysis	Selecting the Best Wording for a Thank-You Letter	The Importance of Adaptation; Suggestions for Selecting Words; Suggestions for Nondiscriminatory Writing	03-01; 03-02; 03-03; 03-04; 03-05; 03-06; 03-07; 03-08	Communication	Apply
3	Drag and Drop	Name That Wording Problem	Suggestions for Selecting Words	03-03; 03-06; 03-07	Communication	Understand
3	Comprehension Case	Using Active and Passive Voice to Communicate Effectively	Suggestions for Selecting Words	03-07	Communication	Apply
3	Quiz	Quiz	ALL	ALL		
3	Test Bank	Test Bank	ALL	ALL		
4	Drag and Drop	Identifying Sentence Problems	Care in Sentence Design	04-02; 04-04	Communication	Understand
4	Drag and Drop	Managing Emphasis with Sentence Design	Care in Sentence Design	04-03	Analytic	Analyze

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4	Timeline	Writing Organized, Coherent Paragraphs	Care in Paragraph Design	04-05	Communication	Apply
4	Quiz	Quiz	ALL	ALL		
4	Test Bank	Test Bank	ALL	ALL		
5	Comprehension Case	Tactfully Handling a Customer Error	The Importance of a Positive Effect; Using the You-Viewpoint; Accentuating the Positive; Being Courteous; Managing Emphasis for a Positive Effect	05-01; 05-03; 05-04; 05-05; 05-06	Communication	Apply
5	Video Case	Striving for Positive Results	Using a Conversational Style; Using the You-Viewpoint; Accentuating the Positive	05-02; 05-03; 05-04	Communication	Analyze
5	Decision Generator	Asking for Better Work from Your Boss	The Importance of a Positive Effect; Using a Conversational Style; Using the You-Viewpoint; Accentuating the Positive	05-01; 05-02; 05-03; 05-04	Communication	Apply
5	Quiz	Quiz	ALL	ALL		
5	Test Bank	Test Bank	ALL	ALL		
6	Decision Generator	Choosing the Right Channel	Letters; Memorandums (Memos); Email; The Newer Media in Business Writing	06-03 -06-07	Analytic	Evaluate
6	Drag and Drop	The Writing Process and Effective Writing Strategies	The Process of Writing	06-01	Communication	Understand
6	Comprehension Case	Personal Activities on Company Time	The Newer Media in Business Writing	06-07	Analytic	Evaluate
6	Quiz	Quiz	ALL	ALL		
6	Test Bank	Test Bank	ALL	ALL		
7	Case Analysis	Ensuring a Successful Conference	The General Direct Plan; Favorable Responses	07-02, 07-04	Communication	Evaluate
7	Comprehension Case	Working Together	The General Direct Plan; Operational Messages	07-02, 07-08	Communication	Evaluate
7	Timeline	Granting a Client's Claim and Regaining Her Trust	Adjustment Grants	07-07	Communication	Apply
7	Quiz	Quiz	ALL	ALL		

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7	Test Bank	Test Bank	ALL	ALL		
8	Comprehension Case	A Policy Change at Affinity Software	The General Indirect Plan; Negative Announcements	08-02; 08-06	Communication	Apply
8	Case Analysis	When the Customer Isn't Always Right	The General Indirect Plan; Adjustment Refusals	08-02, 08-05	Communication	Evaluate
8	Timeline	Saying "No" to the Cedar Creek Chamber Orchestra	The General Indirect Plan; Refused Requests	08-02; 08-03	Communication	Apply
8	Quiz	Quiz	ALL	ALL		
8	Test Bank	Test Bank	ALL	ALL		
9	Case Analysis	Enjoying the SkyLounge Club	Sales Messages	09-04; 09-05	Communication	Apply
9	Comprehension Case	Proposing a Company Purchase	Proposals	09-06	Communication	Apply
9	Decision Generator	Persuading Employees to Drive Safely	The Rationale for Indirectness in Persuasive Messages, General Advice about Persuasion, Persuasive Requests	09-01; 09-02	Communication	Understand
9	Quiz	Quiz	ALL	ALL		
9	Test Bank	Test Bank	ALL	ALL		
10	Case Analysis	Writing an Effective Cover Letter	Writing the Cover Message	10-05	Communication	Analyze
10	Case Analysis	Writing Jean's Résumé	Constructing the Résumé	10-04	Communication	Evaluate
10	Comprehension Case	Planning Your Internship or Job Search	The Job Search	10-01, 10-02	Communication	Evaluate
10	Quiz	Quiz	ALL	ALL		
10	Test Bank	Test Bank	ALL	ALL		
11	Drag and Drop	Using Strong Report-Writing Strategies	Determining the Report Problem and Purpose, Determining the Factors, Interpreting the Findings, Organizing the Report Information, Writing the Report	11-01; 11-02; 11-03; 11-04; 11-05; 11-06	Communication	Analyze
11	Comprehension Case	Youth4Tomorrow's Summer Fundraiser	Determining the Report Problem and Purpose, Determining the Factors, Organizing the Report Information	11-01; 11-02; 11-04; 11-05	Analytic	Apply

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11	Case Analysis	Staying Fit at Sierra Publishing Company	Determining the Report Problem and Purpose, Determining the Factors, Gathering the Information Needed, Interpreting the Findings, Organizing the Report Information	11-01; 11-02; 11-03; 11-04	Reflective Thinking	Apply
11	Quiz	Quiz	ALL	ALL		
11	Test Bank	Test Bank	ALL	ALL		
12	Drag and Drop	Name That Report	An Overview of Report Components; Types of Short Reports; Components of Long, Formal Reports	12-01; 12-04; 12-05	Communication	Understand
12	Comprehension Case	Investigating an Employee Blog	Characteristics of Shorter Reports, Forms of Shorter Reports	12-02; 12-03	Communication	Analyze
12	Decision Generator	Recommending the Purchase of Email Marketing Software	An Overview of Report Components; Characteristics of Shorter Reports; Forms of Shorter Reports	12-01; 12-02; 12-03	Communication	Apply
12	Quiz	Quiz	ALL	ALL		
12	Test Bank	Test Bank	ALL	ALL		
13	Drag and Drop	Choosing the Best Resource for Secondary Research	How to Find Existing Research	13-04; 13-05; 13-07; 13-08	Technology	Understand
13	Drag and Drop	Matching the Research Strategy to Its Definition	How to Do New Research	13-09; 13-10; 13-11; 13-12; 13-13	Evaluate	Understand
13	Comprehension Case	Planning a Student Survey	What Research Is, How to Do New Research	13-02; 13-03; 13-09; 13-10	Analytic	Apply
13	Quiz	Quiz	ALL	ALL		
13	Test Bank	Test Bank	ALL	ALL		
14	Case Analysis	Oakdale Hospital's Quest to Improve Communications	Planning the Visuals, Constructing Textual Visuals; Constructing Charts, Graphs, and Other Visuals;	14-01, 14-03, 14-04	Reflective Thinking	Apply
14	Comprehension Case	Visuals for Allied	Planning the Visuals, Constructing Textual Visuals; Constructing Charts, Graphs, and Other Visuals;	14-01, 14-03, 14-04	Analytic	Apply

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14	Drag and Drop	Selecting Visuals	Planning the Visuals, Constructing Textual Visuals; Constructing Charts, Graphs, and Other Visuals;	14-01, 14-03, 14-04, 14-05	Communication	Analyze
14	Quiz	Quiz	ALL	ALL		
14	Test Bank	Test Bank	ALL	ALL		
15	Video Case	Whistleblowing: Code Red or Red Ink	Informal Workplace Talking; Listening	15-01, 15-04	Communication	Analyze
15	Case Analysis	Running an Effective Meeting	Informal Workplace Talking; Conducting and Participating in Meetings; Listening	15-01, 15-02, 15-04	Analytic	Apply
15	Drag and Drop	Recognizing Types of Nonverbal Communication	The Reinforcing Role of Nonverbal Communication	15-05	Communication	Analyze
15	Quiz	Quiz	ALL	ALL		
15	Test Bank	Test Bank	ALL	ALL		
16	Comprehension Case	Planning an Oral Presentation	Giving Speeches and Presentations, Preparing Yourself to Speak, Supporting Your Talk with Visuals	16-02; 16-03; 16-04	Communication	Understand
16	Decision Generator	Reporting the Results of a Communication Study	Reporting Orally, Giving Speeches and Presentations; Preparing Yourself to Speak, Supporting Your Talk with Visuals	16-01; 16-02; 16-03; 16-04	Communication	Apply
16	Case Analysis	Increasing Business at Hot Wings	Reporting Orally, Supporting Your Talk with Visuals	16-01; 16-04	Communication	Apply
16	Quiz	Quiz	ALL	ALL		
16	Test Bank	Test Bank	ALL	ALL		
17	Drag and Drop	Process	Tools for Constructing Messages	17-02	Technology	Apply
17	Comprehension Case	Revise a Document	Tools for Constructing Messages	17-02	Technology	Analyze
17	Comprehension Case	Managing a Group Writing Project	Computer Tools for Collaboration	17-03	Technology	Analyze
17	Quiz	Quiz	ALL	ALL		
17	Test Bank	Test Bank	ALL	ALL		
18	Drag and Drop	Agreement in Sentence Elements	Standards for Grammar	18-02	Communicate	Apply
18	Drag and Drop	Dangling Modifiers and Faulty Parallelism	Standards for Grammar	18-02	Communicate	Apply

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18	Drag and Drop	Using the Apostrophe, Comma, Semicolon, and Colon	Standards for Punctuation	18-01	Communicate	Apply
18	Drag and Drop	Avoiding Sentence Faults	Standards for Grammar	18-02	Communicate	Apply
18	Drag and Drop	Using Possessives Correctly	Standards for Punctuation; Standards for Grammar	18-01; 18-02	Communicate	Apply
18	Drag and Drop	Avoiding Double Negatives	Standards for Grammar		Communicate	Apply
18	Drag and Drop	Using Pronouns in a Non-Sexist Manner	Standards for Grammar	18-02	Communicate	Apply
18	Drag and Drop	Using Adjectives and Adverbs Correctly	Standards for Grammar	18-02	Communicate	Apply
18	Drag and Drop	Using Homophones Correctly	Standards for Grammar	18-02	Communicate	Apply
18	Drag and Drop	Using the Comma, Colon, and Semicolon	Standards for Punctuation	18-01	Communicate	Apply
18	Quiz	Quiz	ALL	ALL		
18	Test Bank	Test Bank	ALL	ALL		