Better Business 2ce provides Introduction to Business instructors and students with an improved digital user experience that supports new teaching models, including: hybrid courses; active learning; and learning outcome-focused instruction.

Better Business strives to engage the student in the material, pique their interest, drive their curiosity, and promote active reading. Active reading assists them in doing what they came to university or college to learn how to do—think deeply about issues of importance in our society. Ultimately, the process of active reading helps the student to understand and retain what they read and assists them in mastering academic reading. This mastery leads to a successful educational experience and will also serve the student well in their future profession.

Instructor Resources
- MyBizLab
- Instructor’s Manual
- Pearson MyTest
- Test Item File
- PowerPoint Presentations
- Image Library

Student Resources
- MyBizLab
Brief Contents

Chapter 1  Business Fundamentals
Chapter 2  The Environment of Business
Chapter 3  Economics and Banking
Chapter 4  Entrepreneurship, Small Business, and New Venture Creation
Chapter 5  Business Management
Chapter 6  Motivation and Teamwork
Chapter 7  Human Resource Management
Chapter 8  Marketing and Consumer Behaviour
Chapter 9  Marketing Mix: Product, Price, Promotion, and Place
Chapter 10  Operations Management: Goods and Services
Chapter 11  Financial Management and Accounting
Chapter 12  Global Business

What makes Better Business an effective teaching resource?

Question-Driven Learning
We all use questions to learn and to gain a better understanding of the knowledge that we need in our careers, our studies, and our lives. The importance of question-driven learning cannot be understated; the brain creates pathways to information in response to questions. Strong questions motivate and encourage students to achieve deeper understanding of any topic. Better Business applies the principles of question-driven learning by using in-text questions as the driving force for acquiring knowledge. The interactive writing style of this book makes it an easy-to-read, engaging text for students.

Multiple Levels of Thinking
Better Business reflects Benjamin Bloom’s question-based philosophy by providing a suite of Discussion Questions, Application Exercises, and Critical Thinking Questions that may be used to teach and test not only students’ knowledge, comprehension, and application of specific concepts, but also their higher level thinking skills (analysis, synthesis, and evaluation). Bloom’s classification of educational objectives, popularly known as Bloom’s Taxonomy, can help educators to better assess student learning and thinking skills. In the absence of such a classification system, educators may inadvertently emphasize memorization of facts instead of other (likely more important) learned capabilities. Questions in the Instructor’s Manual and the electronic test bank are associated with specific levels of Bloom’s Taxonomy. Instructors can select questions from Better Business and its online resources that reflect and reinforce each lesson plan’s objective.

Multiple Modalities of Learning
Studies have shown that learning is more effective when it is multimodal. For example, using visuals alongside verbal or textual learning can yield significant benefits for the learner. A Metiri Group research study on multimodal learning recommended that instructors create multimodal and interactive or collaborative lessons in order to engage students’ thinking in a variety of ways, using whatever media is best suited to the student and the material. Better Business follows this approach with the inclusion of MyBizLab, Pearson’s revolutionary online learning system. It gives professors and students easy access to a variety of online lessons, media and activities that get students interacting with business and not just reading about it.