

Application-Based Activities in Connect

Corporate Finance

Gauge student knowledge in real-world scenarios

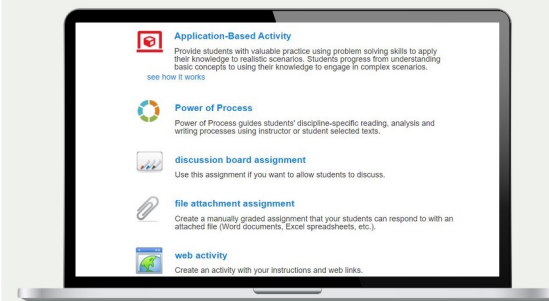
Application-Based Activities (ABAs) in Connect are highly interactive, assignable exercises that provide students a safe space to apply the concepts they have learned to real-world, course-specific problems. Each Application-Based Activity involves the application of multiple concepts, allowing students to synthesize information and use critical thinking skills to solve realistic scenarios.

Features include:

- Automatic grading syncs with Connect gradebook
- Data-informed decision-making scenarios that allow for multiple outcomes
- Highly interactive, game-like interface
- Students practice problem-solving skills in real-world scenarios
- Reinforces key course learning objectives from discipline
- Continued software development to support all learners

How to Access Your ABAs

- Log in to your Connect course
- Go to Add Assignment and choose Application-Based Activity
- Find the ABA you want to assign using the filter tools on the left-hand side of the page
- Assign the ABA to your students and give them practice applying course concepts to real-world scenarios.



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What Instructors Are Saying...

“My students truly enjoy these type of learning experiences.”

Allison Smith, professor, West Kentucky Community & Technical College

Application-Based Activities



Capital Markets

Sean just started his first professional job two weeks ago and his parents have already started nagging him to start investing. Since he already has a small account open at Vanguard, he reluctantly decides to give them a call to discuss his options. Help answer Sean's questions about the markets and talk him through different scenarios.

Common and Preferred Stock Financing

Tesla needs additional funding to finance their ambitious plans. As the company CFO, help Elon Musk think through how to best proceed to raise additional funds.

Cost of Capital

Joe and two other Airbnb employees meet for lunch and discuss a project idea to enter the real estate market and build properties for Airbnb. Calculate the cost of capital and whether it's a good idea financially.

Current Asset Management

Verizon Wireless has sent their national and regional leaders on a company retreat where they can learn skills to become better financial managers. You join a trivia session on current asset management at the retreat.

Dividend Policy and Retained Earnings

The year is 2002 and you are an investor in a company called "Amazon." You are attending an annual shareholder meeting, where their founder Jeff is talking about building warehouses all around the country. The meeting progresses to the Q&A section and it's clear the shareholders are not pleased with the lack of dividends so far. Listen to their concerns and offer advice on Amazon's dividend policy.

External Growth through Mergers

You are the President of T-Mobile and, just last night, the head of Sprint approached you about a potential merger between the two companies. You have another meeting next week continuing the discussion and you want to be prepared. Meet with your Chief Financial Officer, Jennifer, and talk through the proposed deal and decide if this is a good move for your shareholders.

Financial Analysis

As a new Financial Analyst in the Corporate Finance group at Netflix you are asked to calculate common financial ratios.

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Application-Based Activities



Financial Forecasting

Next Day Hardware has not planned out investments and cash flow in the past. Due to recent cash flow constraints, owners Paul and Cory are now reevaluating their growth strategy and have hired you to prepare a financial plan for next year so these pains can be addressed. Help Paul and Cory plan for next year so their business can continue to grow.

International Financial Management

Lead the leadership team at Coca-Cola through the process of deciding whether to introduce a new product in the European market and understanding exchange rate impacts.

Investment Banking

Together with the other co-founders of a new app, you navigate the process of raising capital for a growing business venture.

Long-Term Debt and Lease Financing

Rosa and Sofia spent the last 10 years building their white-water rafting business from the ground up. They are planning a major expansion and are undecided how to pay for new vehicles to transport customers between sites. Listen in on their discussion and offer advice on lease financing options.

Operating and Financial Leverage

Navigate a day as Chris, the airline CFO, that involves everything from helping a friend studying finance with a few questions to dealing with investor concerns about your company.

Options and Options Valuation

You are planning to purchase stock options in a retail company which you believe is undervalued by the market. You discuss your plans with your friend Marcia.

Review of Accounting

SpaceX is planning a major expansion, requiring new investors and more scrutiny of their financial statements. The founder, Elon, has hired you to analyze their cash flow and deliver these figures to investors. Help Elon understand their cash flow so they can get the investment needed to expand.

Risk and Capital Budgeting

You are tasked with presenting a forecast scenario analysis to the board of directors at Warner Brothers as the company considers changing its business model.

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Application-Based Activities Continued



Sources of Short-Term Financing

You work in the finance department at Toyota, where they are reviewing their credit and short-term financing policies. When you get into work one morning, your boss delivers the news that you will be on a big new project to help the management team optimize their borrowing and credit terms.

The Capital Budgeting Decision

You are an Operations Analyst at Monster Beverage, where you are involved with the manufacturing process. Today you are working with the Finance department to evaluate whether to purchase a new machine that will allow more efficient canning of their various drinks. Analyze the situation and cash flows and provide a recommendation on whether the company should purchase this new machine.

The Goals and Activities of Financial Management

The CEO of a startup is meeting with her mentor. Her product is bringing in revenue, but she's never managed a company before. She asks for your help. Help Kiara sort out the basics of financial management for her new company.

The Time Value of Money

In this activity, you will play the role of Luke Johar. Luke is a senior at the University of Nebraska and is the third runner up for the Heisman Trophy. His agent, Steve Shuetz, just called to say he has three different proposals for Luke to play for a major West Coast NFL team.

Valuation and Rates of Return

You just finished orientation at RKT Capital Partners, where you are a summer intern. Your department is responsible for valuing new investment opportunities for the firm. One of the partners is comparing several companies and calls you in to see what you think they are worth.

Working Capital and the Financing Decision

You are a finance manager at LG Electronics, and you need to develop an asset financing plan for next year. Using what you know about LG's current assets and input from an economist consultant, put together a plan and expected outcome.

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