

Adaptive Learning Assignment in Connect

Business Communication

Provide a learning experience that adapts to the unique needs of each learner

Available within Connect and Connect Master, Adaptive Learning Assignments provide each student a personalized path to learning concepts instructors assign in their course. The assignments continually adapt to the individual, identifying knowledge gaps and focusing on areas where remediation is needed. All adaptive content—including questions and integrated concept resources—is specifically targeted to, and directly aligned with, the individual learning objectives being assessed in the course.

Instructor Features Include:

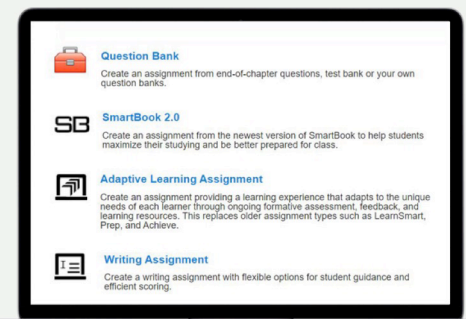
- Ability to assign at the sub-topic level and easily adjust estimated assignment time
- Review Assignments to address each class's weaknesses
- In-depth reports provide easy access to actionable data

Student Features Include:

- Recharge option enables students to review concepts independently
- Built for all learners, with enhanced color contrast, keyboard navigation, and screen reader support, among other improvements
- Mobile access for students to complete assignments on the free ReadAnywhere app

How to Access Your ALAs

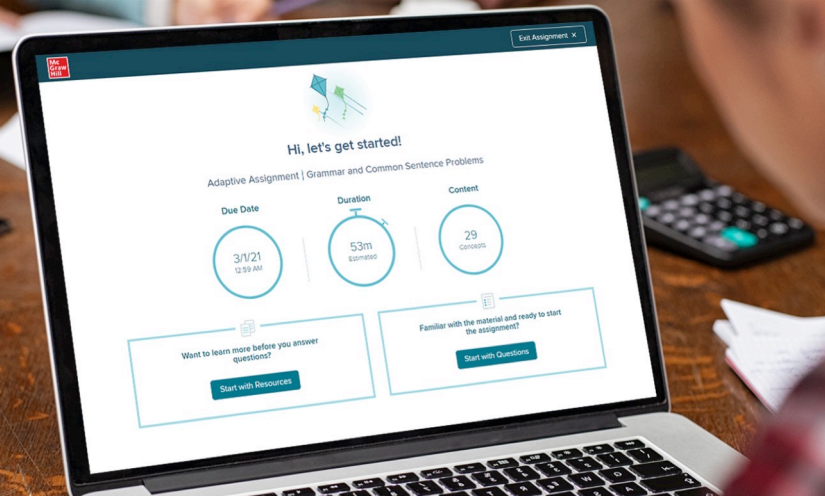
- Log in to your Connect course
- Go to Add Assignment and choose Adaptive Learning Assignment
- Select the Assignment Type and Content
- Set your assignment policies
- Assign your ALA to give your students an adaptive learning experience in Connect



[For More Information, Contact Your McGraw Hill
Learning Technology Representative »](#)

Adaptive Learning Assignment Topics

Business Communication



Adaptive Reading, Grammar, Writing and Research

Writing Process

The Writing Process • Generating Ideas • Planning and Organizing • Drafting • Revising • Editing, Proofreading, and Formatting Texts

Critical Thinking

Reading to Understand • Critical Reading and Evaluating Visual Information

Research Process

Developing and Implementing a Research Plan • Evaluating Information and Sources • Integrating Source Material into a Text • Using Information Ethically and Legally

Reasoning and Argument

Developing an Effective Thesis or Claim • Using Evidence and Reasoning to Support a Thesis or Claim • using Logos (Logic) to Persuade Readers • Using Ethos (Credibility) to Persuade Readers • Using Pathos (Emotion) to Persuade Readers

Grammar and Common Sentence Problems

Parts of Speech • Phrases and Clauses • Sentence Types • Sentence Fragments • Fused (Run-on) Sentences and Comma Splices • Pronouns • Pronoun-Antecedent Agreement • Pronoun Reference • Subject-Verb Agreement • Verbs and Verbals • Adjectives and Adverbs • Dangling and Misplaced Modifiers • Mixed Constructions • Verb Tense and Voice Shifts

Punctuation and Mechanics

Commas • Semicolons • Colons • End Punctuation • Apostrophes • Quotation Marks • Dashes and Parentheses • Hyphens and Spelling • Abbreviations and Symbols • Capitalization • Italics • Numbers

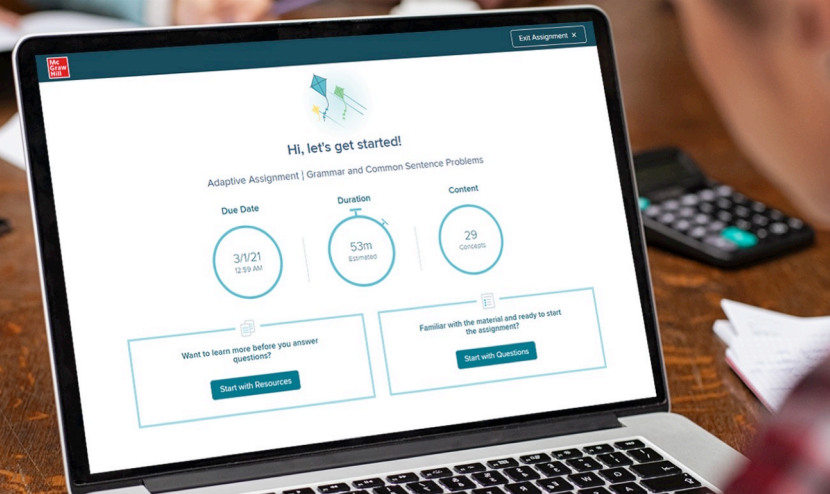
Style and Word Choice

Wordiness • Sentence Variety • Coordination and Subordination • Faulty Comparisons • Word Choice • Clichés, Slang, and Jargon • Parallelism

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Adaptive Learning Assignment Topics

Business Communication



Multilingual Writers

Helping Verbs, Gerunds and Infinitives, and Phrasal Verbs • Nouns, Verbs, and Objects • Articles • Count and Noncount Nouns • Sentence Structure and Word Order • Verb Agreement • Participles and Adverb Placement

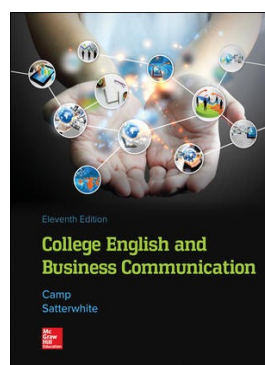
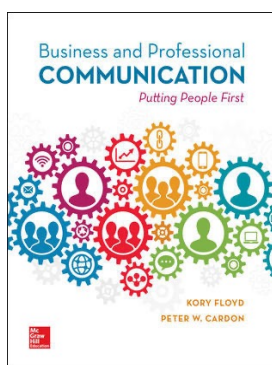
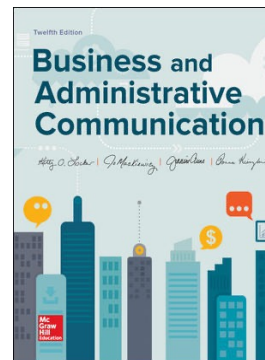
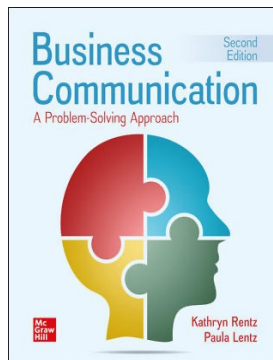
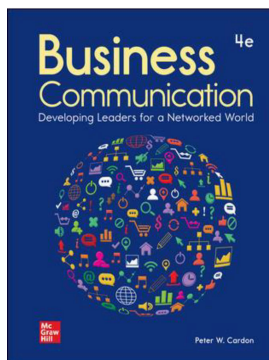
Documenting Sources

Using the MLA Documentation Style • Using the APA Documentation Style • Using the Chicago Documentation Style • Using the CSE Documentation Style

Writing Strong Paragraphs

Using Patterns of Development • Achieving Paragraph Unity • Achieving Coherent Paragraphs • Writing Fully Developed Paragraphs • Writing Strong Introductory and Concluding Paragraphs

ALAs are Available in Connect for the Following Titles



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