

# Checklist: 10 Trends in Teaching Introduction to Business--What Every Instructor Needs to Know

This checklist provides Introduction to Business instructors with practical strategies and detailed action steps to integrate emerging trends into their courses. The goal is to create engaging, relevant, and future-oriented classrooms that prepare students for the dynamic business world.

## Digital Transformation of Business

Action Steps:

- ☐ Integrate AI tools such as ChatGPT or Canva AI for assignments.
- ☐ Develop projects requiring students to analyze business problems using data analytics.
- ☐ Create simulations where students automate a business process using cloud-based platforms.
- ☐ Invite a guest speaker from a digitally transformed company.

## Globalization and Cross-Border Business

Action Steps:

- ☐ Use case studies from companies like Coca-Cola or McDonald's on global strategies.
- ☐ Role-play international trade negotiations with students assigned as different countries.
- ☐ Assign students to research and present on emerging global markets.
- ☐ Encourage analysis of cross-border supply chains and cultural communication styles.

## Corporate Social Responsibility (CSR)

Action Steps:

- ☐ Assign group projects to design a CSR initiative for a company.
- ☐ Use case studies on companies like Unilever or Patagonia.
- ☐ Invite local CSR leaders or nonprofits for panel discussions.
- ☐ Have students analyze how CSR strategies affect company reputation and profitability.

## **Distributed Workplaces and Remote Collaboration**

Action Steps:

- ☐ Incorporate platforms like Zoom, Slack, or Trello in group projects.
- ☐ Assign projects where students manage virtual teams with specific roles.
- ☐ Teach students how to evaluate productivity metrics in distributed teams.
- ☐ Have students reflect on challenges of remote teamwork and propose solutions.

## **Sustainability and Green Business Practices**

Action Steps:

- ☐ Require sustainability audits in student business plans.
- ☐ Analyze Tesla and IKEA as case studies for sustainable business models.
- ☐ Assign students to redesign a traditional company into a green business.
- ☐ Host debates on balancing profit with sustainability goals.

## **Personalized and Adaptive Learning**

Action Steps:

- ☐ Use adaptive platforms like Smart Sparrow or Coursera AI features.
- ☐ Have students set personal learning goals in a digital journal.
- ☐ Provide personalized feedback through tools like Turnitin Draft Coach.
- ☐ Adjust assignments for student-specific career interests.

## **Focus on Emotional Intelligence (EQ)**

Action Steps:

- ☐ Facilitate role-playing exercises on conflict resolution and negotiation.
- ☐ Assign reflective journals on emotional responses in group projects.
- ☐ Use peer assessments to measure collaboration and empathy.
- ☐ Conduct workshops on leadership styles emphasizing EQ.

## **The Rise of the Gig Economy**

Action Steps:

- ☐ Introduce students to Upwork, Fiverr, and TaskRabbit for gig simulations.
- ☐ Create projects where students act as freelance consultants.
- ☐ Analyze gig economy case studies like Uber and Airbnb.
- ☐ Have students develop personal branding plans.

## **Cross-Industry Collaboration**

Action Steps:

- ☐ Create interdisciplinary group projects combining business with STEM or arts majors.
- ☐ Analyze Apple–Nike collaborations or Amazon–Whole Foods partnerships.
- ☐ Host brainstorming sessions for cross-industry product development.
- ☐ Simulate a merger between two companies in different industries.

### **Ethical Leadership and Governance**

#### **Action Steps:**

- ☐ Use corporate scandals like Enron or Volkswagen for analysis.
- ☐ Assign projects where students design governance policies for a company.
- ☐ Invite board members or ethics officers as guest speakers.
- ☐ Have students debate shareholder vs. stakeholder models.