

Checklist: Research-Backed Methods to Spark Curiosity in Business Students in Introduction to Business Courses

This checklist provides evidence-based strategies for increasing student engagement in Introduction to Business courses. Use these research-backed methods to build flexible, inclusive, and dynamic learning environments that resonate with today's diverse student body.

1. Incorporate Current Events into Lessons

- ☐ Start each class with a 10–15 minute discussion of a recent business news story.
- ☐ Assign rotating 'Business Observer' roles for weekly student industry updates.
- ☐ Set up a virtual Business News Wall using platforms like Padlet or Miro.

2. Personalize Learning Through Student Interests

- ☐ Conduct an interest survey at the beginning of the semester.
- ☐ Use survey results to shape examples, content, and guest speakers.
- ☐ Align assignments with student career goals (e.g., startups, corporations, nonprofits).

3. Gather Continuous Feedback and Adapt

- ☐ Use weekly minute papers to collect quick feedback on content clarity and engagement.
- ☐ Distribute monthly online surveys to assess teaching methods and pacing.
- ☐ Facilitate mid-semester focus groups to gather more in-depth feedback.

4. Offer Flexible Assignment Formats

- ☐ Provide assignment format options (e.g., written reports, videos, websites, infographics).
- ☐ Create clear rubrics that assess learning outcomes across all formats.
- ☐ Encourage creativity and autonomy in how students demonstrate understanding.

5. Integrate Learning Management Systems (LMS) and Collaborative Tools

- ☐ Use LMS features like forums, wikis, and collaborative document sharing.
- ☐ Host regular virtual office hours for additional support.
- ☐ Encourage asynchronous contributions to extend class discussions.

6. Use Gamification and Business Simulations

- ☐ Implement business simulation platforms like GoVenture or Marketplace Simulations.
- ☐ Use gamified elements such as challenges, points, or badges to motivate participation.
- ☐ Debrief simulations with reflection activities on decision-making and outcomes.

7. Promote Inclusion Through Diverse Case Studies

- ☐ Select business examples representing leaders from various backgrounds and regions.
- ☐ Include cases that address issues of ethics, sustainability, and social impact.
- ☐ Balance traditional models with examples of stakeholder capitalism and social enterprises.

8. Foster Cultural Competence with Global Assignments

- ☐ Incorporate cross-cultural business communication exercises.
- ☐ Assign regional business analysis or stakeholder impact projects.
- ☐ Discuss how business decisions affect diverse communities and markets.

Using these strategies, instructors can revitalize their Introduction to Business course, making it more relevant, inclusive, and engaging for all students. Regular adaptation and integration of student feedback will further strengthen the course's effectiveness and real-world impact.

IF YOUR TEXTBOOK DOESN'T SPARK CURIOSITY, IT WON'T SPARK LEARNING

THE SCIENCE OF CURIOSITY

Curiosity Is the Engine of Learning

- Curiosity activates brain regions tied to memory and motivation
- Students retain more when they 'want' to know the answer
- Passive reading ≠ active learning



Is your textbook truly engaging your students—or just delivering information? Curiosity is the spark that ignites deep learning, but most textbooks extinguish it with dense content and outdated approaches.

This infographic reveals why sparking curiosity is essential for lasting understanding—and how *Business in Action* is purposefully designed to turn student curiosity into real-world business insight.

CURIOSITY BLOCKERS

Spark Curiosity—Ignite Engagement

- Real-world business dilemmas to solve
- Visuals and infographics that prompt questions



THE BUSINESS IN ACTION DIFFERENCE

A Textbook That Turns "Why?" into "Wow!"

- Questions that challenge assumptions
- Modular design that encourages exploration
- Stories that connect concepts to the real world



Click the link above to order an examination copy.

Ready to Spark True Learning?

Adopt *Business in Action*—the only textbook built to ignite curiosity, drive engagement, and foster lasting understanding.

