

Business Textbooks: Open and Adapted for Ontario

Ontario educators, in collaboration with Program Managers from eCampusOntario, are proud to share two, open textbooks to support introductory business courses. *Communication for Business Professionals* and *Fundamentals of Business* were adapted and updated by a group of Ontario educators to reflect the Canadian context and align to Ontario's Program Standards and Learning Outcomes for Business.

Major enhancements to both open textbooks are highlighted below. If you have any questions about the process or the products, please contact Jenni Hayman (jhayman@ecampusontario.ca) or Peggy French (pfrench@ecampusontario.ca).

Major enhancements: *Communication for Business Professionals*

1. Business writing for communication chapters extracted for a separate workbook.
2. Reordering of chapters to better suit Ontario curriculum.
3. Addition of a new chapter (chapter 12), "Digital Media and Communications".
4. Canadian language, spelling, and examples incorporated throughout, where possible.
5. Development of consistent APA style for citations, figures, tables, and references.
6. Addition of new graphics and icons to improve curriculum design.
7. Revision and addition of learning outcomes and chapter previews to create a clear learning path.
8. Threaded real-world examples with three business personas, Abe, Dhavit, and Naiomi.
9. *Check Your Understanding* active practice opportunities added for each chapter.

Major enhancements: *Fundamentals of Business*

1. Embedded interactivity (e.g., quiz or drag and drop) at the student's point of need to solidify understanding throughout each chapter.
2. Addition of hypothes.is annotation tool to facilitate individual and collaborative note-taking and empower educators to connect the readings to in-class expectations and activities.
3. Canadian language, spelling, and examples incorporated throughout, where possible.
4. Updated learning objectives and text content to align with programs at Ontario colleges and more recent statistics and business practices.
5. Modernized text content to align with more recent statistics and business practices.
6. Development of consistent MLA style for citations, figures, tables, and references.
7. Enhanced graphics with the option for future educators or institutions to re-brand more easily with institutional colours, fonts, etc.

Thank you for taking the time to review these new resources for Ontario Colleges,

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