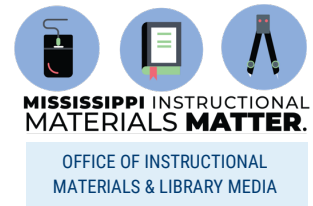


# BUSINESS TECHNOLOGY TEXTBOOK ADOPTION REPORT



The *Mississippi Business and Technology Framework* has been aligned with the Career and Technical Education framework and in accordance with the National Standards for Business Education. The courses lay the foundation for both college and career readiness. As an introduction to business education, the courses provide fundamental basic business skills and knowledge related to economic fundamentals, management, communications, finance, human relations, career development, ethics, and business etiquette.

**Marketing Essentials** includes elements that will help contribute to student success in marketing-related careers. This course provides a broad introduction to the marketing environment by incorporating the foundations of marketing, consumer behavior, the marketing mix, marketing research, the marketing plan, and global marketing.

## OVERALL RATING: MEETS EXPECTATIONS

### GOODHEART-WILCOX SNAPSHOT

#### Program Strengths

- Animation Library includes videos and quizzes.
- Provided workbook is a great resource.

#### Program Challenges

- No challenges were provided.



No Findings



Does Not Meet Expectations






Partially Meets Expectations



Meets Expectations

# GOODHEART-WILCOX REVIEW

RUBRIC	Findings
<p><b>GATEWAY 1   CRITERION 1.1: Alignment and Coherence</b> Materials adequately address the National Standards for Business Education.</p>	 <b>16 points out of 16 points</b>
<p><b>GATEWAY 2   CRITERION 2.1: Student Learning</b> Materials identify ways in which materials are designed for each student's regular and active participation in grade-level/grade band/series content.</p>	 <b>15.2 points out of 16 points</b>
<p><b>GATEWAY 3   CRITERION 3.1: Teacher Supports</b> Materials support teacher planning, learning, and understanding of the Standards. Materials provide teachers with guidance to build their own knowledge and to give all students extensive opportunities and support to explore key concepts</p> <p><b>GATEWAY 3   CRITERION 3.2: Assessment</b> Materials offer assessment opportunities that genuinely measure progress and elicit direct, observable evidence of the degree to which students can independently demonstrate the assessed standards.</p> <p><b>GATEWAY 3   CRITERION 3.3: Technology</b> Materials support effective use of technology to enhance student learning. Digital materials are accessible and available in multiple platforms.</p>	 <b>24 points out of 24 points</b>

**TOTAL SCORE: 55.2 POINTS OUT OF 56 POINTS**

