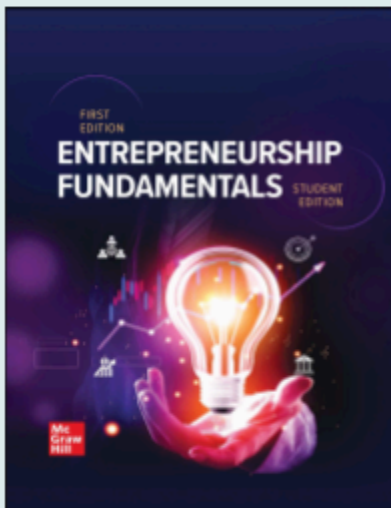


**Dear Reviewers,**

McGraw Hill recognizes the appeal of websites that provide ratings and reviews of educational materials. We understand that these websites are widely relied upon by educators for their convenient, one-stop shop approach to reviewing and rating curriculum materials, and we believe that these sites play a significant role in bringing attention to important issues in education. However, it is impossible for the diverse needs of students and schools in each state and district across the country to be adequately served by any single organization's one-size-fits-all ratings.

Thank you for your dedication to the success of your learners, and your efforts to support our commitment to helping empower great teaching.



## Features and Benefits

### ***Entrepreneurship Fundamentals* © 2024**

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*Entrepreneurship Fundamentals* is the high school student's guide to understanding what it takes to bring ideas to life. The digital world has leveled the playing field and every student can be a successful entrepreneur, if they are prepared with some basic principles.

Students begin each chapter with an introduction to a real-life entrepreneurial scenario and experience dialog as they learn how to think and solve problems like an entrepreneur. Authentic simulations throughout the digital course immerse the student in engaging scenarios and help students understand how to obtain and evaluate data and make informed decisions.

Designed to work independently or as part of a sequence of courses to introduce students to the world of business.

#### ***Highlights of Entrepreneurship Fundamentals:***

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- **A print and digital experience** that can be implemented effectively in both low-tech and high-tech environments
- **Over 900 business-related questions and exercises** to build critical soft skills
- **High-quality simulations** that allow students to observe and react to authentic experiences and receive instant feedback
- **Wealth of digital teaching resources** including presentation materials and instruction manuals to help both experienced and new CTE teachers deliver pedagogically sound lessons
- **Designed using Blooms Taxonomy** to easily integrate into any teaching plan

▶ See reverse for a detailed list of features and benefits of *Entrepreneurship Fundamentals*





Feature	Benefit
<b>Dialog over Dictation</b>	<i>Entrepreneurship Fundamentals</i> applies modern instructional techniques that go beyond simply giving the learner the information. Students witness the development of thoughts and ideas that emerge from authentic character dialog and transport their mind into actual business scenarios where they apply information to real situations - effectively bringing the learning to life.
<b>Digital Teaching Resources</b>	Extensive array of teaching resources including presentation materials optimized for both in-person and virtual instruction, detailed instruction manual with a "Module-at-a-Glance" and "how-to-use-questions" to engage students to discover the "why" behind discussion prompts.
<b>Core Concept Notebook</b>	Students will find the Core Concept Notebook contained in each chapter a valuable resource. The notebook includes key concepts from each lesson as well as ample space for students to enter their own personal notes or questions for follow-up.
<b>Robust Summative Assessments</b>	Summative assessments are available in both print and digital. Digital assessment options affords teachers the utmost in flexibility as they can use the pre-built assessments, create an assessment from the bank of questions, create their own assessment questions, or any combination of the above.
<b>Designed to Motivate</b>	Built using Keller's ARCS instructional design model, <i>Entrepreneurship Fundamentals</i> incorporates content and scenarios designed to grab attention, connect with students, build confidence, and deliver feedback and encouragement. As students progress, they find satisfaction in learning and become intrinsically motivated.
<b>High Quality Simulations</b>	<i>Entrepreneurship Fundamentals</i> incorporates real-life simulations in the digital experience to teach and reinforce key concepts. Students are immersed into authentic situations managers and entrepreneurs typically encounter, observe and "ingest" data, and receive instant feedback based on actions and decisions they recommend.
<b>Rich Media and Video Content</b>	Teachers will find a mix of video cases, animated Seeit! Videos, and Manager's Hot Seat Videos to help students comprehend core concepts and differentiate between commonly confused topics.
<b>Integrated Soft Skill Exercises</b>	Over 900 business-related questions and exercises to help build critical skills in reading for information, applied mathematics, and locating information.

