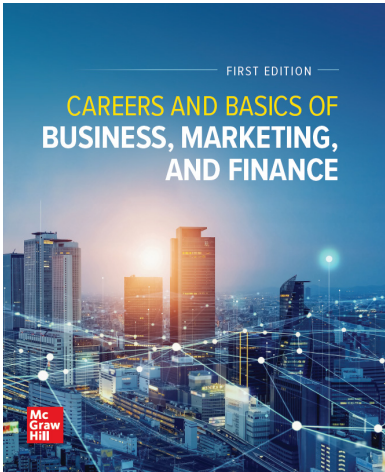


**Guide Students through the World of Business!**

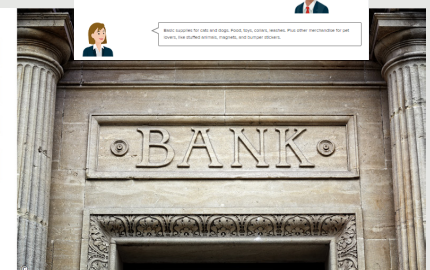
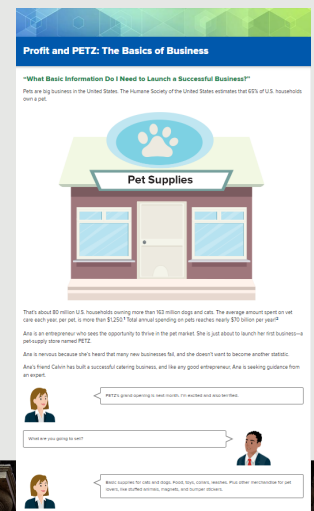
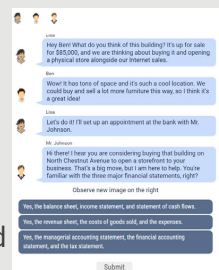
*Careers and Basics of Business, Marketing, and Finance* is the high school student’s guide to exploring how businesses operate and the key occupations that lead organizations. Nearly every student will go on to work for or run a business at some point, and a basic understanding of how businesses and functional groups within companies operate will help them succeed.

Designed with student engagement in mind, students will gain a broad, foundational introduction to critical business functions. What are the important principles that guide companies and industries each day? How does interdepartmental collaboration impact performance? Students experience these questions and more first-hand as they experiencing real-life business scenarios and authentic decision simulations.



**Key Features**

- High quality digital simulations provide instant feedback as students apply the concepts they’ve learned to solve the realistic business scenario
- Digital teaching resources including presentation materials for each chapter, discussion prompts, extensive question and assessment bank
- Detailed Instructor Manual including “Module-at-a-Glance” and “how-to” use questions to engage students to discover the “why” behind discussion prompts
- Over 900 business-related questions and exercises to build critical soft skills
- Built using Blooms Taxonomy and motivational strategies based on the Keller’s ARCS model
- Print and robust digital experience that can be implemented effectively in both low-tech and high-tech environments
- eBook available in 120 languages with the Google Translate plug-in
- Integrates into Canvas, Google Classroom, and Schoology

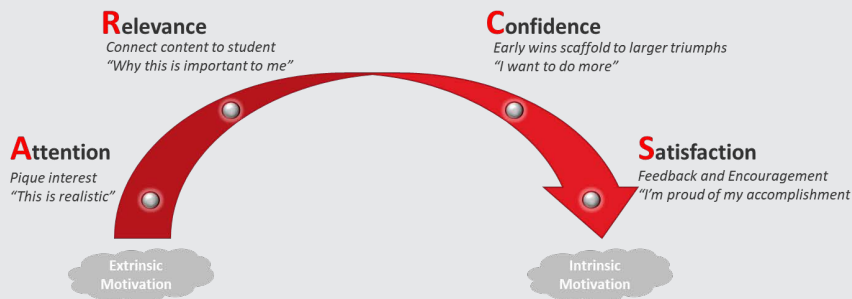


# Careers and Basics of Business, Marketing, and Finance

Mobile | Digital | Print

## Optimized for Teachers

- Built using Blooms Taxonomy to easily integrate into any teaching plan
- Comprehensive instructor's manual aids both new and experienced business teachers deliver engaging, pedagogically sound lessons
- Saves time and helps teachers assess both soft skill and technical skill gaps with hundreds of available problems and questions using authentic business situations
- Print and digital LMS formats available with enough content for two semesters



## Designed for High School Students

- Structured using Keller's ARCS Model to motivate students by showing relevance to the learning objective
- Builds retention, expertise, confidence, and problem-solving skills
- Uses real-life scenarios start-up businesses encounter and dialog to inform and teach students how to seek solutions to business problems
- Provides instant feedback with high-quality simulations in the digital version

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