

## Discover the World of the Entrepreneur

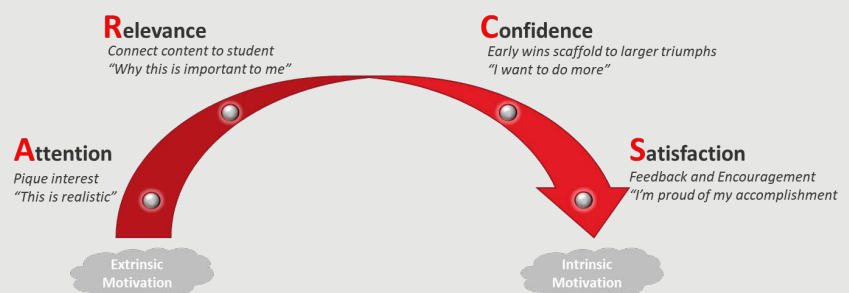
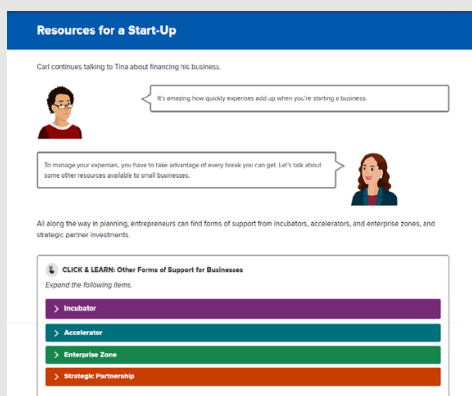
*Entrepreneurship Fundamentals* is the high school student's guide to understanding what it takes to bring ideas to life. The digital world has leveled the playing field and every student can follow their dreams be a successful entrepreneur, if they are prepared with some basic principles.

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 immerse the student in engaging scenarios and help students understand how to obtain and evaluate data and make informed decisions.

## Key Features

Designed with the content and support tools to help new and seasoned teachers bring entrepreneurship to life in their classroom.

- High-quality simulations that allow students to observe and react to authentic experiences and receive instant feedback.
- Short, contemporary, and engaging animated videos summarizing some of the most challenging marketing concepts.
- Updated content and real-world business scenarios.
- Digital teaching resources including instructors manual, presentation materials, discussion prompts, and more
- Built using Blooms Taxonomy and motivational strategies based on the Keller's ARCS Model
- Over 900 business-related questions and exercises to build critical soft skills



# Entrepreneurship Fundamentals

Mobile | Digital | Print

Chapter 1	Entrepreneurship: Going from an Idea to a Business
Chapter 2	Products
Chapter 3	Pricing and Distribution
Chapter 4	Promotion Mix: Tools, Goals, and Strategies
Chapter 5	Introduction to Marketing
Chapter 6	Understanding your Customer
Chapter 7	Accounting and Financial Statements

## Real-life Digital Simulation

A high-quality simulation follows the student as they progress through each chapter providing instant feedback as they apply the concepts they've learned to solve the realistic business scenario.

**Local Business Report**

**Business Saturation**

Small Business Type	Number of Similar		Percent Saturation	Degree of Saturation
	Businesses in Local Area	Businesses in Similar Areas		
Web Designer	28	16	175%	Over
Cleaning Services	114	110	104%	Over
Life Coach	18	21	86%	Under
Electrician	11	16	69%	Under
Accountant, CPA	22	22	100%	Equal
Teacher (K-12)	36	48	75%	Under
Plumber	9	9	100%	Equal
Landscaper	85	91	93%	Under
Taxi Driver	6	4	150%	Over
App Developer	14	11	127%	Over
Restaurant Owner	41	35	117%	Over
Baker	16	12	133%	Over

**Chat Window:**

Ashley: I've known you for quite a long time, and I know you are very good at baking! I love the muffins you make! But you also built that website for me last year, and it is perfect. Hey, there's Ashley! Maybe she has some ideas.

Shelley: Hey there! What's up?

Ashley: Hey Ashley! I wanted to get your opinion on what type of business I should start. We've thought about a bakery or maybe a website development business.

Ashley: Those are great businesses, but are there too many of these types of businesses here in town at the moment? Do you think you could be profitable quickly?

Shelley: I'm good at web development, and the market could easily handle one more business!

Ashley: The markets for bakeries and web development are pretty saturated. Maybe, I should look into something different.

Shelley: Yes, the idea of a bakery is great, and this type of business is underserved in our community! You said you think my muffins are fantastic, so a bakery is the way to go!

Submit

## Dynamic Digital Resources

*Entrepreneurship Fundamentals*

Digital Edition features rich multimedia content that enhances the student experience and provides teachers with the tools and resources to deliver engaging lessons and activities.

- Authentic, high quality simulations
- Short animated videos summarizing some of the most challenging concepts
- Interactive eBook available in 120 languages with the Google Translate plug-in
- More than 1,000 question and assessment banks including soft skill practice
- Pre-built exercises in each chapter to allow students to apply what they've learned
- ReadAnywhere app provides off-line access to ebook anywhere
- Integrates into Canvas, Google Classroom, and Schoology

**Available in print and 1 to 8 year digital and bundle subscriptions**

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