

## 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.

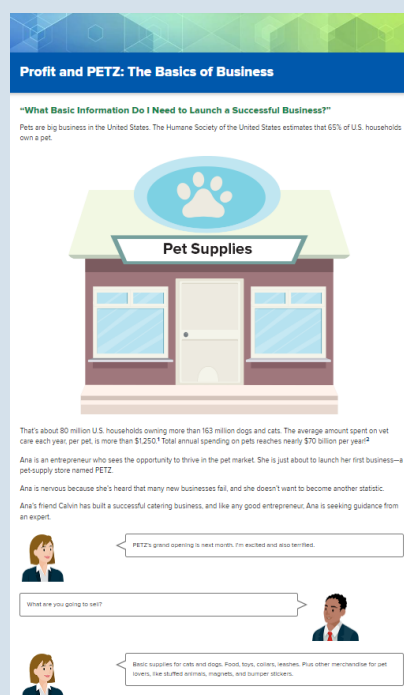
Designed with student engagement in mind, students will gain a broad, foundational introduction to critical business functions. What are the important principles that guide companies and industries each day? How does interdepartmental collaboration impact performance? Students experience these questions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

## More Personalized. More Productive. More Prepared.

*Smartbook*® delivers personalized, adaptive learning tailored to each student's individual needs by pinpointing knowledge gaps and focusing instruction on the concepts that require additional study. Teachers can assign a specific chapter, topic, or concept and access advanced reporting features that track individual and class progress with actionable insights to inform in-class instruction.

## 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

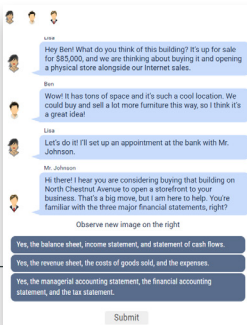
- Structured using Keller's ARCS Model to **motivate students** by showing relevance to the learning objective.
- **Builds retention**, expertise, confidence, and problem-solving skills.
- Uses **real-life scenarios** start-up businesses encounter and dialog to inform and teach students how to seek solutions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

# Careers and Basics of Business, Marketing, and Finance

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## 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.



## Dynamic Digital Resources

*Careers and Basics of Business, Marketing, and Finance* 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.

- Interactive eBook
- Digital glossary
- More than 1,000 question and assessment bank including soft skill practice
- Prebuilt exercises in each chapter to allow students to apply what they've learned
- Presentation material complete with charts, tables, and practice questions for each chapter

## Table of Contents

<b>Chapter 1:</b> Fundamentals of the Business World	<b>Chapter 5:</b> Human Resource Management and Labor Relations
<b>Chapter 2:</b> Ethical and Social Responsibility in Business	<b>Chapter 6:</b> Organizational Behavior
<b>Chapter 3:</b> Essentials of Leadership and Management	<b>Chapter 7:</b> Introduction to Marketing
<b>Chapter 4:</b> Operations Management	<b>Chapter 8:</b> Accounting and Financial Statements

## ISBN List

Standard Student Bundle (Student Edition, Online Student Edition Subscription)	6-year: 978-1-26-662545-9	1-year: 978-1-26-662406-3
Online Student Edition	6-year: 978-1-26-661817-8	1-year: 978-1-26-660851-3
Student Edition	978-1-26-660595-6	

## Key Features

- **Digital teaching resources** including pacing guide, 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.
- **High-quality simulations** that allow students to observe and react to authentic experiences and receive instant feedback.
- **Over 900 business-related questions and exercises** to build critical soft skills.
- Updated content and **real-world** business scenarios.
- Built using Blooms Taxonomy and **motivational strategies** based on the Keller’s ARCS model.

### OTHER TITLES AVAILABLE IN THIS SERIES

<i>Entrepreneurship Fundamentals</i> ©2024	978-1-26-660679-3
<i>Marketing Fundamentals</i> ©2024	978-1-26-660641-0

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