

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 be a successful entrepreneur, if they are prepared with some basic principles.

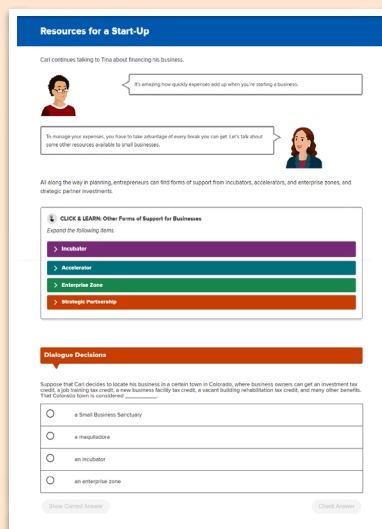
Students begin each chapter with an introduction to a real-life entrepreneurial scenario and experience dialog as they learn how to think and solve problems like an entrepreneur. Authentic simulations throughout the digital course immerse the student in engaging scenarios and help students understand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

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** that 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.

Entrepreneurship Fundamentals

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Table of Contents

- 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

Dynamic Digital Resources

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 banks including soft skill practice
- Prebuilt exercises in each chapter to allow students to apply what they have learned
- Presentation material complete with charts, tables, and practice questions for each chapter

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.

ISBN List

Standard Student Bundle (Student Edition, Online Student Edition Subscription)	6-year: 978-1-26-663641-7 1-year: 978-1-26-662946-4
Online Student Edition	6-year: 978-1-26-661928-1 1-year: 978-1-26-660976-3
Student Edition Print	978-1-26-660679-3

OTHER TITLES AVAILABLE IN THIS SERIES

Careers and Basics of Business, Marketing, and Finance ©2024	978-1-26-660595-6
Marketing Fundamentals ©2024	978-1-26-660641-0

Key Features

- **Digital teaching resources** including pacing guide, instructors manual, presentation materials for each chapter, discussion prompts, extensive question and assessment bank.
- **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.
- **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**.

