Exploring Entrepreneurship Economics (W/CD-ROM)

Cengage Learning, Inc. BASAL ISBN **9780538729345**

A consistent use of easy-to-find features in ea chapter will help students relate to prior knowledge, and other core subjects. Based on real-life experiences of teenage entrepreneurs, the text teaches critical thinking skills by using relevant activities.

9780538729437 Teacher Edition $113.50

AIE, Exploring Entrepreneurship And Economics

AIE contains solutions appearing on an overprint of the student pages. The Hunter Lesson Plan model appears in the side-column margins. Teaching method instructions, strategies, reading selections, and instructional support materials are also provided.

9780538729376 Free with Purchase $454.75 Accessibility NONE

Module Box, Exploring Entrepreneurship And Economics

Module box contains Annotated Teacher's Edition, Instructor's Resource CD, ExamView®, and Video.

Free 1:20 SE purchased-1st year only

9780538729420 Free with Purchase $54.75 Accessibility NONE

Ebook 8 On CD-ROM Exploring Entrepreneurship Economics

Our E-Books can be viewed on the computer and look like the printed version, including content, photos, graphics, and rich fonts.

Free 1:1SE purchased-1st year of adoption

Content
Business/ Marketing Concepts and Applications

Contract Price
$54.75

Grade
7, 8

Type
P1

Author
Greene

Copyright
2007

Edition
1

Accessibility
NIMAS

Provided by the Publisher					Provided by the Publisher
ISBN	9780538729345	Publisher	Cengage Learning, Inc.		
Exploring Entrepreneurship And Economics (W/Cd-Rom)					
Type - P1	Author - Greene				
Copyright - 2007	Edition - 1	Readability - 7.5			
Course - Business/ Marketing Concepts and Applications?	Grade(s) - 7, 8				
Teacher Edition ISBN if applicable.....9780538729437					

Overall Recommendation:	Recommended
Overall Strengths, Weaknesses, Comments:	
Provides an overview of business and marketing concepts, using entrepreneurship as the vehicle. Some materials and examples may need to be updated due to the 2007 copyright date. Materials are exploratory in nature.	
Course(s)	Business and Marketing Career Exploration – 7th and 8th grades; course in the Program of Studies is Business and Marketing Career Exploration – 8th and 9th grades. Is the course in the Program of Studies identified at the correct level? The material in this textbook may be too elementary for 9th graders.

CRITERIA This basal resource …

A. Encompasses KY Content Standards & Grade Level Expectations	Moderate Evidence

☐ Text is designed to be used in an elective course outside the Program of Studies

1) Includes one or more of the following Practical Living/Vocational/Career Studies and/or Career & Technical Education Programs	
a) Health Education	Not Applicable
b) Consumerism	Not Applicable
c) Vocational/Career Studies	Not Applicable
d) Career & Technical Education Program(s): Agricultural Education, Business Education, Engineering & Technology, Family & Consumer Sciences, Health Science, Industrial Education, Information Technology, Marketing Education, and/or Pathway to Careers	Moderate Evidence
2) Addresses content-specific enduring understandings from the related Program of Studies standards.	Not Applicable
3) Addresses content-specific skills and concepts from the related Program of Studies standards.	Moderate Evidence
4) Addresses content from the Career & Technical Education Program of Studies.	Moderate Evidence
5) Content addressed is current, relevant and non-trivial	Moderate Evidence
6) Provides opportunities for critical thinking/reasoning	Moderate Evidence

7) Strengths, Weaknesses, Comments:

- Specific strengths-which areas/concepts are covered exceptionally well?
- Specific weaknesses-which areas/concepts would likely require supplementing?

Good introductory materials.

B. Functionality & Suitability	Moderate Evidence
1) Suitability	Moderate Evidence

- Should be suitable for use with a diverse population and is free of bias regarding race, age, ethnicity, gender, religion, social and/or geographic environment; is free of stereotyping or bias of any kind.

2) Content quality — Moderate Evidence

- Free from factual errors
- Content is presented conceptually when possible—more than a mere collection of facts
- Content included accurately represents the knowledge base of the discipline
- Content includes integration of academics

3) Connections to Literacy — Moderate Evidence

- Employs a variety of reading levels and is grade/level appropriate
- Use of multiple representations-concrete, visual/spatial, graphs, charts, etc.
- Provides opportunities for summarizing, reviewing, and reinforcing vocabulary skills and concepts at multiple levels of difficulty for a variety of learning styles.
- Student text provides opportunity to integrate reading and writing
- Uses vocabulary that is age and content appropriate
- Focuses on critical vocabulary vs. extensive lists
- Identifies key vocabulary through definitions in both text and glossary
- The text is engaging and facilitates learning
- Embedded activities enhance the understanding of the text
  Note: may apply to either student or teacher editions

4) Connections to Technology — Moderate Evidence

- Integrates technology and reflects the impact of technological advances
- Uses technology in the collection and/or manipulation of authentic data
- Embeds web links as a resource.

5) Support for Diverse Learners — Strong Evidence

- Provides support for English Language Learners (ELLs)
- Provides support for differentiation of instruction for diverse learners
- Challenge for gifted and talented students
- Support for students with learning difficulties
  Note: may apply to either student or teacher editions

6) Strengths, Weaknesses, Comments:

- Reviewers may provide page numbers to point out specific strong examples for individual evaluation standards.

Content is basic.

C. Supports Inquiry and Skill Development — Moderate Evidence

1) Promotes Inquiry, Research and Application of Learning — Moderate Evidence

- Provides opportunities for inquiry and research that includes activities such as gathering information, researching resources, observing, interviewing, evaluating information, analyzing and synthesizing data, communicating findings and conclusions, and formulating authentic questions to deepen and extend reasoning.
- Requires students to use higher-level cognitive skills (analysis, synthesis, evaluation, generalizing, justifying, etc.)
- Provides activities and projects for students to deepen their knowledge and cultivate and strengthen problem-solving and decision-making skills.
- Provides opportunities for application of learned concepts.
- Uses a variety of relevant charts, graphs, diagrams, number lines, and other illustrations to invite and motivate students to engage in discussion, problem solving, and other high-order thinking skills.
- Emphasizes conceptual understandings that invite students to predict, conclude, evaluate, develop and extend ideas to support reasoning.
  Note: may apply to either teacher or student edition

2) Technical Skill Development — Moderate Evidence

- Provides opportunities for real world application of program specific content
- Provides opportunities for project based learning.
- Provides opportunities for performance based activities.
- Provides opportunities for critical thinking and reasoning.
- Provides opportunities to justify/prove responses.
- Provides opportunities for in-depth questioning.
- Contains embedded activities (or extensions) that emphasize use of technology for problem solving
  Note: may apply to either teacher or student edition

3) Strengths, Weaknesses, Comments:

Strong evidence of inquiry and skill development related to entrepreneurship. Moderate strength for overall introduction to business and marketing concepts.

D. Supports Best Practices of Teaching and Learning — Strong Evidence

1) Engages Students — Moderate Evidence

- Includes content geared to the needs, interests, and abilities of all students
- Engages and motivates students using components such as real-life situations, simulations, experiments, and data gathering.
- Includes information and activities that assist students in recognizing relevance of concepts (where appropriate) to their own lives and experiences
- Provides a variety of strategies, activities, and materials to enhance student learning at the appropriate learning levels
- Provides connections to Career & Technical Student Organizations when appropriate
  Note: may apply to either teacher or student edition

2) Uses Assessment to Inform Instruction — Strong Evidence

- Includes multiple means of assessment as an integral part of instruction
- Provides evaluation measures in the teacher edition that supports differentiated learning activities
- Embedded assessments reflect a variety of knowledge levels
  Note: may apply to either teacher or student edition

3) Strengths, Weaknesses, Comments:

- Reviewers may provide page numbers to point out specific strong examples for individual evaluation standards

Assessment is apparent throughout the teacher's edition of the textbook; this will be helpful to the classroom teacher.

E. Has an Organization/ Format that Supports Learning and Teaching — Strong Evidence

1) Organizational Quality — Strong Evidence

- Print and/or electronic materials present minimal barriers to learners, but also add encouragement for students to stretch and make further explorations.
- Presents chapters/lessons in an organized and logical sequence
- Provides clearly stated objectives for each lesson.
- Uses text features (e.g., titles, headings, subheadings, review questions, goals, objectives, space, print, type size, color) to enhance readability.
- Makes use of various forms of media (e.g., CD's, recordings, videos, cassette tapes, computer software, web-based components, interactive software, calculators, physical and virtual manipulatives) as either student or teacher resources
- Includes clear, accurate, appropriate and clearly explained illustrations and/or graphics that reinforce content standards.
- Incorporates a glossary, footnotes, recordings, pictures, and/or tests that aid pupils and teachers in using the book effectively
- Uses grade-appropriate type size
- Included media are durable, easy to use and have technical merit
- Construction appears to be durable and able to withstand normal use

2) Essential Components (beyond student and teacher text) — Moderate Evidence

- Items identified as essential components support the learning goals and concept coverage of the basal

3) Strengths, Weaknesses, Comments:

- Reviewers may provide page numbers to point out specific strong examples for individual evaluation standards.

Presentation of materials will be appealing to grade-specific students identified in this course.

F. Has available Ancillary/ Gratis Materials
Note: The decision whether to recommend or not recommend this resource as a basal should not be influenced by Section F — Strong Evidence

1) Ancillary/Gratis Materials

- Coordinates teacher resources easily with student material (e.g., accompaniments included, student pages shown, instructional technology indicated).
- Are well-organized and easy to use
- Provide substantive learning opportunities and are congruent with student learning goals
- Provide opportunities for high-level thinking, assessment, and/or problem solving
- Provides opportunities for intervention.

2) Strengths, Weaknesses, Comments:

- Reviewers may provide page numbers to point out specific strong examples for individual evaluation standards.

Helpful ancillary materials for teachers.