



Career Technical Education (CTE)

Business and Marketing Adoption Guide

For additional information (e.g. pricing, copyright, ISBN) and Idaho completed evaluations, please contact the curricular materials coordinator.

Materials in this guide are contracted from November 2020-December 31, 2026

GRADES 9-12

B.E. Publishing

Principles of Marketing

- **Recommendation: Component**
 - Strengths:
 - The text is written with real-world examples embedded throughout each chapter. References to popular real-world companies are included to guide students in connecting theory to real-life marketing practices.
 - Chapters highlight practical tips for maximizing marketing efforts such as understanding social selling to using technology platforms and more. Chapters also contain career path information about the skills and responsibilities related to marketing.
 - Key vocabulary terms are bolded throughout the text and clear definitions provide deeper understanding of marketing concepts.
 - Weaknesses: Text does not provide opportunities to support English Language Learners. The individual text is available in print only.
 - Key Features: Principles of Marketing explores foundational marketing concepts relevant to today's global economy. By emphasizing how marketing impacts businesses and influences our daily lives, this textbook introduces real-world skills that students will use in the classroom, the workplace, and beyond. Principles of Marketing leads students to a thorough understanding of product, price, place, and promotion—the 4 P's of marketing. In addition, students will learn how marketers conduct research, make decisions, and strategize to help sell goods and services, and will use this knowledge to complete a comprehensive marketing plan for a company. The skills introduced in this textbook will help students make informed choices as consumers and plan for future careers in business and marketing.

Foundations of Business

- **Recommendation: Component**

- Strengths: Student are allowed to base assignment on their choice of business, there are several supplemental and reinforcement activities at the end of each chapter that involves writing, reading, listening and speaking, the text is easily read with varying paragraph lengths., students have a variety of activities including writing, designing presentations via power point, posters etc. In several chapters, the students are shown employability skills that can be used in the workplace. Students are shown a variety of situations and activities to utilize their knowledge and skills. The textbook addressed several standards but very limited in its content. The textbook addressed planning, organizing, business competition, employee development and compensation and customer service strategies in detail. The textbook explained types of financial documents in detail. The textbook is appropriately formatted for high school use with a nice touch of color.
- Weaknesses: This text is for basic business information and does not dive deeply into content. The textbook failed to meet many of the standards for a basic program. Those standards include community involvement, federal legislation, inventory, separation, termination and transition of employees, time management skills, technology in management, ethics and responsibility.
- Key Features: Foundations of Business prepares students for the global business environment by exploring themes of economics, leadership, marketing, financial management, and employment. Students use what they learn in each of these units to create a comprehensive business plan portfolio demonstrating a practical business idea. Business management, administration, finance, and marketing careers are spotlighted throughout the book to introduce students to real-world employment opportunities. Students also learn how to plan for a career and develop employability skills critical to domestic and international business. In addition, chapter exercises provide key terms and assessments to help students become successful in any business environment.

Cengage

Century 21 Accounting: General Journal

- **Recommendation: Comprehensive**

- Strengths: The textbook and materials are very easy to follow, have a great layout and real-world applications. It is a very comprehensive program and designed well. Information builds from each chapter and includes practice sets for students. The book incorporates National Business Education Association (NBEA) accounting standards. Since virtually all accounting today is done using accounting software systems, the book

- instructs students so procedures they learned within a manual accounting context would be familiar if they found a job in a modern accounting office. This edition is also aligned 100% to the Precision Exams Accounting I and II Exams.
- Weaknesses: The online platform is not user friendly. It may be difficult to customize the assignments and activities to meet the need of our students.
 - Key Features: Transform your high school accounting course with CENTURY 21 ACCOUNTING GENERAL JOURNAL, the leader in high school accounting education for more than 100 years. CENTURY 21 ACCOUNTING maintains its renowned instructional design and step-by-step approach to teaching accounting. Greater emphasis on conceptual understanding and financial statement analysis encourages students to apply accounting concepts to real-world situations and make informed business decisions. The organization ensures clear student understanding. The step-by-step instructional approach clearly reinforces text concepts, while the consistent use of T accounts increases student comprehension of journalizing transactions. Learning Objectives connect the chapter coverage from beginning to end. The lesson structure consists of two to six lessons per chapter and corresponding assessment activities. Each end-of-lesson section includes a Work Together problem and an On Your Own assignment. The Work Together problem allows you to demonstrate the new accounting concept to your class. Students can then check their understanding by completing the On Your Own assignment. The end-of-chapter material includes short application problems to ensure students' understanding before they tackle the longer mastery and challenge problems. The market's first Online Working Papers, powered by Aplia, feature automatic grading for instructors and immediate feedback for students. C21 Accounting Online Working Papers mirror the print working papers and tests including online journals, ledgers, worksheets, financial statements, and other forms students use to complete their textbook problems and tests. Correlated to Precision Exams Accounting I (210) Exam and Accounting (212) Exam, and two exams (pre/post) are included for each unit purchased of the "Student Edition + MindTap bundles.

Century 21 Accounting: Multicolumn Journal

- **Recommendation: Comprehensive**

- Strengths: Teaches multicolumn accounting in a simple manner. Helps students to scaffold. Exposes the student to accounting careers. Overall organization and presentation are very logical. MindTap Accessibility options, Immediate feedback and read aloud function are excellent. Google Translate works with MindTap for many languages. Lots of variety on different skill levels for rigor and depth. Spanish Glossary.
- Weaknesses: The lack of congruence between the terminology and college text terminology makes for some confusion. This happens particularly in the generally

- accepted accounting principles (GAAP) terminology. Section Introductions to topics should be more concise.
- Key Features: Transform your high school accounting course with CENTURY 21 ACCOUNTING MULTICOLUMN JOURNAL, the leader in high school accounting education for more than 100 years. CENTURY 21 ACCOUNTING maintains its renowned instructional design and step-by-step approach to teaching accounting. Greater emphasis on conceptual understanding and financial statement analysis encourages students to apply accounting concepts to real-world situations and make informed business decisions. The organization ensures clear student understanding. The step-by-step instructional approach clearly reinforces text concepts, while the consistent use of T accounts increases student comprehension of journalizing transactions. Learning Objectives connect the chapter coverage from beginning to end. The lesson structure consists of two to six lessons per chapter and corresponding assessment activities. Each end-of-lesson section includes a Work Together problem and an On Your Own assignment. The Work Together problem allows you to demonstrate the new accounting concept to your class. Students can then check their understanding by completing the On Your Own assignment. The end-of-chapter material includes short application problems to ensure students' understanding before they tackle the longer mastery and challenge problems. The market's first Online Working Papers, powered by Aplia, feature automatic grading for instructors and immediate feedback for students. C21 Accounting Online Working Papers mirror the print working papers and tests including online journals, ledgers, worksheets, financial statements, and other forms students use to complete their textbook problems and tests. Correlated to Precision Exams Accounting I (210) Exam and Accounting (212) Exam, and two exams (pre/post) are included for each unit purchased of the "Student Edition + MindTap bundles.

Century 21 Accounting: Advanced

- **Recommendation: Comprehensive**

- Strengths: Organized by department. Helps students to scaffold and identify many tasks for different entry level opportunities in accounting careers. Overall organization and presentation are very good. MindTap Accessibility options, Immediate feedback and read function are excellent. Google Translate works with MindTap for many languages. Lots of variety on different skill levels for rigor and depth. Spanish Glossary.
- Weaknesses: The lack of congruence between the terminology and college text terminology makes for some confusion. This happens particularly in the generally accepted accounting principles (GAAP) terminology. Some GAAP terminology is too simple and needs alternative references. Section Introductions to topics should be more concise.

- Other: Could use an appendix to clarify background information on some topics.
- Key Features: Transform your high school accounting course with CENTURY 21 ACCOUNTING: ADVANCED, the leader in high school accounting education for more than 100 years. The Century 21 Series is known for its “Work Together” and “On Your Own” pedagogy that offers teachers a chance to model skills and provides students with multiple chances to practice and apply concepts while moving up Bloom’s Taxonomy to analysis and evaluation. In addition, commercial technology is integrated throughout the text and equips students to work with a variety of commercial software programs such as, Microsoft Excel®, Sage 50®, or QuickBooks®. Input from educators, accounting professionals, content experts, and high school accounting students has informed the eleventh edition's new critical-thinking activities, real-world applications, updated accounting instruction, and enhanced online learning solution, MindTap® with Aplia Online Working Papers for Century 21 Accounting: Advanced, 11th. MindTap® is the digital learning solution that helps teachers engage and transform today’s students into critical thinkers. Through paths of dynamic Aplia Online Working Paper assignments, simulations, readings, study tools that you can personalize, MindTap® helps you turn cookie cutter into cutting edge, apathy into engagement, and memorizers into higher-level thinkers. Correlated to Precision Exams Accounting Advanced 213 Exam, and two exams (pre/post) are included for each unit purchased of the "Student Edition + MindTap bundles.

Law for Business and Personal Use

- **Recommendation: Basic**

- Strengths:
 - The text is very well organized.
 - The standards where they build on previous knowledge is strong.
 - The “Think Critically” section in each chapter is excellent practice for thinking about evidence.
 - The “Cyber Law” sections in each chapter are excellent and added into every chapter.
 - The on-line piece allows for Google Translate for those that are ELL and all on-line sources are well differentiated for ELL.
- Weaknesses: The only weakness found because of the complexity of the material is that some explanations could also be in the glossary in Spanish.
- Key Features: Explore the foundations of business law as well as the application of legal concepts to everyday life. The text is correlated to Precision Exams Business Law Exam and combines strong content and interactive technology with consistent, proven instruction to maintain student interest and support active learning. Covers the skills,

education, work experience, and industry opportunities required to a variety of law-related careers with various Career Clusters. Coverage includes a new bonus chapter on E-Commerce and Cyberlaw. This edition also covers contracts, criminal law, environmental law, family law, and consumer protection. With more than 1,000 cases, this text offers plenty of opportunities for case analysis and research. Includes "Online Research", "Entrepreneurs and the Law," "Mock Trial Prep," "Cyberlaw," and "Economic Impact"--providing a foundation for a wide range of business and personal legal matters, with more than 1,000 cases available for analysis and research. Planning a Career in Law presents the needed skills, education, work experience, and industry opportunities for a variety of law-related careers with various Career Clusters. Develop Your Leadership Skills and Develop Your Interpersonal Skills cover important transferable work/life skills. Features such as Hot Debate, What's Your Verdict? and A Question of Ethics asks students to consider real-world examples of ethical and legal topics. Economic Impact examines recent laws and their effect on the economy. "Winning Edge" prepares students for BPA, DECA, and FBLA competitive events. Addresses topics that meet CLEP curriculum guidelines and help students pass the exam for college credit.

Business Communication

- **Recommendation: Component**

- Strengths:
 - The text is written in everyday language with bulleted and enumerated lists that highlight important concepts. Colorful photos and figures provide visual reinforcement and act as a starting point for class discussion. The text focuses on real-world issues such as ethics and occupational success. Each chapter ends with real-world case studies and career case studies.
- Weaknesses: The on-line downloadable student documents do not come in Spanish for the English Language Learners.
- Key Features: Turning you into an effective communicator across all media types, Means' BUSINESS COMMUNICATION, equips you with the communication tools you need to succeed in today's workplace. Its engaging, contemporary design offers clear, easy-to-follow instructions that guide you to more effective writing, listening, speaking, computing and research skills while using the latest technology tools. With an emphasis on English grammar and writing mechanics, the unique Writing Styles feature helps you build powerful writing skills and effectively maintain reader interest. Ethics and cross-cultural issues integrated throughout help you develop decision-making skills that will serve you well throughout your career. The book also offers the most current coverage available on smart phones, the Cloud, document sharing, VOIPs, webinars, enhanced

security measures and much more. For readability and ease of teaching, each chapter is organized into sections. Sections begin with a set of objectives and conclude with applications for assessment of student learning. Expanded coverage in Chapter 6 includes a stronger emphasis on purpose, audience consideration, drafting, editing, and proofreading. A feature on Writing Style helps students build powerful writing skills to maintain reader interest. Think Again features added to end-of- chapter activities ask students to reflect on concepts learned in the chapter. Easy-to-read style. The text is written in everyday language. Bulleted and enumerated lists highlight important concepts. Color photos and figures provide visual reinforcement and act as a starting point for class discussion. Important Reading Skills are emphasized throughout the text. Case Studies give students the opportunity to think like an employee. Career Case Studies represent the 16 Career Clusters, allowing students to learn about the role of communication in a wide range of careers. Many opportunities to write, edit, revise, and proofread are provided throughout the text. Numerous Checkpoints in each chapter provide immediate feedback. Correlated to Precision Exams Business Communication I (220) Exam, and two exams (pre/post) are included for each unit purchased of the "Student Edition + MindTap bundles.

Principles of Business

- **Recommendation: Component**

- Strengths:
 - Text equips readers with the skills and knowledge to sharpen their writing, listening, speaking, computing and research skills. There is an emphasis on purpose, audience consideration, drafting, editing, and proofreading in the writing process.
 - The text included a chapter with the latest information on smart phones, the Cloud, document sharing that helps equip students with effective communication skills.
 - Each chapter includes a feature on Writing Style that helps students build powerful writing skills to maintain their interest. At the end of each chapter is a Think Again feature activity that asks students to reflect on concepts learned in the chapter.
 - The text is written in everyday language that has bulleted and enumerated lists that highlight important concepts.
 - Key features prepare for the real business world with career-focused features and case studies.
- Weaknesses: The online student downloadable book resources that accompany the textbook are not available in Spanish to help English Language Learners.

- Key Features: PRINCIPLES OF BUSINESS, provides complete instruction in business concepts and skills students need in today's competitive environment. This market-leading introductory business text offers extensive coverage in major business concepts, such as finance, marketing, operations, and management. Students gain valuable information and skills for the workplace, as well as preparation for success in competitive events, such as DECA, FBLA, and BPA. This edition correlates 100% to the Precision Exams Business Concepts Exam. MindTap for Principles of Business Updated, Precision Exams Edition, 9th edition is the digital learning solution that helps teachers engage and transform today's students into critical thinkers. Through paths of dynamic assignments and applications that you can personalize, real-time course analytics and an accessible reader, MindTap helps you turn cookie cutter into cutting edge, apathy into engagement, and memorizers into higher-level thinkers. MindTap for this course includes the full, interactive eBook as well as auto-graded reading activities throughout the eBook for each lesson as well as student tools like flashcards, practice quizzes, and auto-graded homework and tests.

Business Management

- **Recommendation: Basic**

- Strengths: This textbook provides students with a strong review of the Business Management pathway. The textbook addresses the majority of the standards that are required. The textbook is appropriately formatted for high school use. The online resources and simulations appear to be "real world" simulations. The textbook appears to meet industry standards. The book goes into detail in regards to business/employment laws and types of businesses. The book has several activities for students to use management skills during case studies and manager perspective feature, and provides a good selection of cross curricular skills among English and math. The textbook makes career connections.
- Weaknesses: The textbook did not discuss organized labor and its influences. The textbook also needs to address resolving conflicts to encourage repeat business and customer relationship management.
- Key Features: THE OFFICE: PROCEDURES AND TECHNOLOGY, is a comprehensive text designed for the high school office technology curriculum, including courses on office procedures, administrative procedures, business and computer technology, and more. The text helps high school students prepare for entry-level positions in an office setting, focusing on the technical skills they need to succeed, including use of email and the Internet, integrated applications and office suites, and the latest technology tools. The authors also reinforce valuable soft skills such as customer satisfaction, ethics, and telephone manners, as well as information systems and the global marketplace. End-of-

lesson activities feature hands-on exercises that reinforce chapter learning objectives and help students review, apply, and expand on key concepts, as well as honing important skills such as presentation, research, teamwork, and word processing. “Success Skills” features allow students to practice important office-related soft skills, while “Make Academic Connections” features highlight useful connections between office skills and other curriculum areas, encouraging students to apply their skills in other classes, such as math and English. “The Winning Edge” features provide practice for the competitive events of DECA, BPA, and FBLA-BPA, and “Career Connections” features showcase information about a variety of jobs using the U.S. Department of Education’s 16 Career Clusters. Together these features offer strong motivation and support for students to apply what they have learned for success outside the classroom. All activities are task-oriented, enabling students to apply their knowledge and skills to realistic situations and solve common problems they may encounter in a modern office setting. Soft skills covered in the text help students strengthen important interpersonal skills needed in today’s office, while technical skills are reinforced through integrated computer applications that provide hand-on practice with software and work tasks. Multiple “Workplace Connections” features within each chapter describe on-the-job scenarios and give students the opportunity to use critical thinking skills. An eBook is available for students who prefer accessing a digital version of the text using the device of their choice. The authors have updated content throughout the text to reflect the latest versions of software and technology commonly used in today’s office environments. An all-new MindTap supplement is now available to accompany the text, offering a variety of useful and convenient digital resources for both instructors and students to enhance teaching and learning.

The Office: Procedures and Technology

- **Recommendation: Basic**

- **Strengths:** This textbook provides students with a strong review of the Administrative Services pathway. The textbook addresses the majority of the standards that are required. The textbook is appropriately formatted for high school use. The online resources and simulations appear to be “real world” simulations. This textbook appears to meet the industry standards. The book provided good examples of office documents and had good information on ways to setup meetings. The textbook addressed customer service in detail.
- **Weaknesses:** This textbook misses a couple of the standards for a comprehensive program. The textbook assumes that students have a basic understanding of keyboarding and working within office software programs to create business documents such as Word, Excel, Power Point etc. The textbook needed more information on

proofreading/editing in the office environment. The textbook did not touch on accounts receivable.

- Key Features: THE OFFICE: PROCEDURES AND TECHNOLOGY, is a comprehensive text designed for the high school office technology curriculum, including courses on office procedures, administrative procedures, business and computer technology, and more. The text helps high school students prepare for entry-level positions in an office setting, focusing on the technical skills they need to succeed, including use of email and the Internet, integrated applications and office suites, and the latest technology tools. The authors also reinforce valuable soft skills such as customer satisfaction, ethics, and telephone manners, as well as information systems and the global marketplace. End-of-lesson activities feature hands-on exercises that reinforce chapter learning objectives and help students review, apply, and expand on key concepts, as well as honing important skills such as presentation, research, teamwork, and word processing. “Success Skills” features allow students to practice important office-related soft skills, while “Make Academic Connections” features highlight useful connections between office skills and other curriculum areas, encouraging students to apply their skills in other classes, such as math and English. “The Winning Edge” features provide practice for the competitive events of DECA, BPA, and FBLA-BPA, and “Career Connections” features showcase information about a variety of jobs using the U.S. Department of Education’s 16 Career Clusters. Together these features offer strong motivation and support for students to apply what they have learned for success outside the classroom. All activities are task-oriented, enabling students to apply their knowledge and skills to realistic situations and solve common problems they may encounter in a modern office setting. Soft skills covered in the text help students strengthen important interpersonal skills needed in today’s office, while technical skills are reinforced through integrated computer applications that provide hand-on practice with software and work tasks. Multiple “Workplace Connections” features within each chapter describe on-the-job scenarios and give students the opportunity to use critical thinking skills. An eBook is available for students who prefer accessing a digital version of the text using the device of their choice. The authors have updated content throughout the text to reflect the latest versions of software and technology commonly used in today’s office environments. An all-new MindTap supplement is now available to accompany the text, offering a variety of useful and convenient digital resources for both instructors and students to enhance teaching and learning.

Marketing

- **Recommendation: Basic**

- Strengths: The text fully aligns to the Precision Exams' Marketing Fundamentals (400) and Marketing I (401) industry certifications. Precision Exams certifications are backed by national industries and offer knowledge standards that are updated every 2 to 3 years. The text also aligns to current DECA performance indicators and reviewed by Chris Young, DECA's Chief Program Officer. 21st Century skills in collaboration, communication, and critical thinking are incorporated in activities and projects at the end of each lesson the **What Have You Learned?; Make Academic Connections;** and **Connect to DECA sections;** as well as in the end-of-chapter sections **Review Marketing Concepts; Marketing Research and Planning; Marketing Management and Decision Making; Let's Start a Band; Build Your Marketing Plan; and DECA Prep.** These activities and projects provide for individual, team, and whole class activities in reading, writing, research, presentations, hands-on real-life skill scenarios, etc. and also give students multiple opportunities to practice their new skills.
- Weaknesses: Missed several standards in MKT.14.0: Financing and Financial Analysis: **MKT.14.1 Nature and Scope of Financing and MKT.14.2 Financial Resources**
- Key Features: Planning a Career in . . . provides information about a career tied to one of the 16 career clusters, including a brief description of the career, employment outlook, job titles, skills needed, and a short scenario about what it's like to work in this career. Each ends with a "What About You?" question encouraging students to begin thinking about a career choice. Working in Teams is a short margin feature with activities that focus on marketing and promote teamwork. @mktgfastfacts is a new short margin feature that will include live Twitter feeds about thought-provoking business facts and statistics adding interest to the topic being covered. DECA Prep Performance, feature lists DECA Performance Indicators—core performance indicators and supporting performance indicators—applicable to the chapter content, helping students prepare for competitive events. Visual Focus features an actual advertisement with a brief description, explanation of the chapter connection, and focus questions that help students tie chapter content to the real world. Each lesson begins with an Essential Question that prompts students to think about the material ahead and provides teachers with "bell-ringer" discussion topics. Math in Marketing and Marketing Communication addresses the Common core Practice Standards for Mathematics and English/Language Arts. 21st Century Skills is a full-page feature that introduces basic skills such as personal and professional image, communicating with charts and graphs, being an effective listener, evaluating information sources, and designing promotional displays, helping students develop the necessary skills in today's working environment.

Sports and Entertainment Marketing

- **Recommendation: Component**

- Strengths: The textbook is aligned with relevant content and standards for core subjects, such as reading, math and science, including federal, state and/or local standards. The “Make Academic Connections” section of the assessment is integrated with skills in math, history, technology, government, finance, communication, psychology, geography, economics, and language arts. 21st Century skills in collaboration, communication, and critical thinking are incorporated in activities and projects at the end of each lesson and chapter. These activities/projects provide hands-on real-life skill scenarios to give students multiple opportunities to practice their new skills.
- Weaknesses: This sports and entertainment marketing textbook is a curriculum for a second-year course after taking a full marketing course covering the fundamentals of marketing. It is not a full comprehensive marketing curriculum and only covers the sports and entertainment markets.
- Key Features: SPORTS AND ENTERTAINMENT MARKETING, incorporates feedback from instructors across the country. It includes expanded coverage, updated content, and exciting new features. The popular sports and entertainment topics continue to be the foundation for teaching marketing concepts. Each marketing function is incorporated throughout the text and is highlighted with an icon to indicate how it is used in the marketing process. Features throughout the textbook encourage students to relate marketing concepts to real-life businesses with exciting examples of famous athletes and celebrities while each chapter also offers a group project and preparation for BPA, DECA, and FBLA competitive events. You can cover national marketing standards using an industry that brings relevance to learners. Sports and Entertainment Marketing follows the Marketing Cluster as outlined by the MBA Research & Curriculum Center. The following core standards have been developed: Channel Management, Marketing-Information Management, Market Planning, Pricing, Product/Service Management, Promotion, and Selling.

Opening Act begins each lesson and encourages you to explore the material in the upcoming lesson. Opening Act also gives you opportunities to collaborate with other students in your class. Judgment Call examines legal and ethical issues as they relate to the sports and entertainment industry. Math in Marketing includes an application activity with critical-thinking questions, requiring you to estimate, calculate, and perform other math functions. Extra Innings Project provides you with a group project in every chapter. Time Out introduces you to interesting facts and statistics about sports and entertainment businesses. Point Your Browser includes Internet activities and crossword puzzles for every chapter. Take a Bow introduces you to people who have

succeeded in sports and entertainment. Encore provides you with an opportunity to assess your knowledge at the end of every lesson. Winning Edge prepares you for BPA, DECA, and FBLA competitive events. Social Media Marketing Addresses current trends in social media as it relates to promotion and advertising. Math in Marketing Includes an application activity with critical-thinking questions, requiring students to estimate, calculate, and perform other math functions. Communication Connection Provides an opportunity for students to enhance their written communication skills by completing a brief writing application with a marketing spin. Correlated to Precision Exams Sports and Entertainment Marketing (416) Exam, and two exams (pre/post) are included for each unit purchased of the "Student Edition + MindTap bundles.

Personal Financial Literacy

- **Recommendation: Component**

- Strengths: Meets all of the components for Personal Financial Literacy. This book does not support building accounting skills but it does address soft skills, communication skills, personal financial literacy skills, some basic financial skills such as basic budgeting and checking and savings accounts, and decision-making skills. The content of this books would lead into a Personal Finance or entrepreneurship class well.
- Weaknesses: Does not meet standards for Applied Accounting, would only be component. This text is aligned for the Precision Exams Personal Financial Responsibility (1002) exam, but not the state Accounting exam.
- Key Features: PERSONAL FINANCIAL LITERACY, covers the most current and relevant financial topics that impact today's students, including budgeting, identity theft, saving, investing, risk management, and careful use of credit. This text teaches students how to plan and manage their personal finances; how to live a financially successful life; and what their financial responsibilities are as citizens. It is aligned with the Jump\$Start Coalition's National Standards for Personal Financial Literacy. Career Clusters integrated throughout to help students explore careers and prepare for employment. The personal focus of this course makes it relevant and meaningful to those just starting down the path to personal financial independence.

Do This, Not That is an introductory checklist of real-world tips to consider, related to the chapter content. Success Skills feature provides information to help students be successful in school, work, and personal activities. Building Communication Skills feature focuses on crucial soft-skills and writing necessary in today's competitive workplace. Looking Ahead feature provides critical- thinking questions and online research opportunities to guide students in thinking about their future. Focus On...feature highlights specific topics related to chapter content and supports students' participation in student organizations. Unit Project at the end of each unit offers enhanced learning

opportunities while giving s apply the concepts covered in the unit. Worksheets are provided in the Student Workbook. Exploring Careers in... feature presents specific information about careers in the 16 Career Clusters. Checkpoint feature provides a question or activity for application of the chapter topics. Do the Math connects basic mathematic skills to real-life situations students will face. Take Action feature provides students with the opportunity to synthesize the concepts by participating in an ongoing project throughout the text. End-of-Lesson includes a Key Terms Review, Check Your Understanding, Think Critically, and Extend Your Learning. End-of-Chapter Assessment includes a Summary and Make Academic Connections. Correlated to Precision Exams Personal Finance Responsibility (1002) Exam, and two exams (pre/post) are included for each unit purchased of the "Student Edition + MindTap bundles.

Entrepreneurship: Ideas in Action

- **Recommendation: Component**

- Strengths: The book is comprehensive resource for a Marketing and Entrepreneurship pathway course and a good general business resource.
- Weaknesses: The text meets components for Marketing Standards, but would need supplementation to meet all.
- Key Features: ENTREPRENEURSHIP: IDEAS IN ACTION provides students with the knowledge needed to realistically evaluate their potential as a business owner. This text encourages students to examine all the major steps involved in starting a new business: Ownership, Strategy, Finance, and Marketing. As students complete the chapters, they will develop a business plan and learn what it takes to get an entrepreneurial venture off to a good start.

CEV Multimedia, Ltd.

iCEV Administrative Services Site - Business, Marketing, Finance, IT & Media

- **Recommendation: Comprehensive**

- Strengths: CEV does a great job of providing a simple, easy to navigate format. It has lots of supplemental materials for students to practice and enforce knowledge from the course. The videos are very well organized and help enhance the material.
- Weaknesses: CEV could be improved by creating a variety of assignments. The assignments are very similar throughout the program and could use some diversity to reach different types of learners.
- Other: The materials provided are relevant, easy to navigate through, and have many supplemental materials for lessons. There should be some consideration to providing adapted materials available for ELL students or others who need intervention plans (very generic adaptations would be beneficial).

- Key Features:
 - Multimedia-based, online curriculum
 - Featuring state-aligned pacing guides and custom playlists
 - Up-to-date, relevant video segments, slide series and other resources
 - Quality, accurate content featuring industry experts
 - Engaging lessons can be viewed on most devices, i.e. PC, Mac, iPad, tablets, etc.
 - Student licenses promote self-paced learning
 - Curriculum provides time-saving lesson plans, thought-provoking student activities, real-world projects and pre-made assessments
 - Career exploration and guidance highlighted in each lesson

eDynamic Learning

Business Information Management 1a: Introduction & Business Information Management 1b: Data Essentials

- **Recommendation: Comprehensive**

- Strengths:
 - BIM 1A students build their career skills and strengthen their knowledge of business information management by exploring types of businesses and the elements of business planning.
 - Students learn the initial requirements to start a business and then examine business finances, marketing, sales, and customer service.
 - Students also explore ethics and business law.
 - BIM 1b students become more familiar with the application of information management.
 - Students learn about professional conduct, teamwork, managerial skills, and careers in business technology.
 - Students are introduced to the basics of word processing, spreadsheets, databases, and presentation software.
 - The course is organized for sequential and cumulative building of skills.
- Key Features: In Business Information Management 1a, students build their career skills and strengthen their knowledge of business information management by exploring types of businesses and the elements of business planning. Learning about the initial requirements to start a business, students will then examine business finances, marketing, sales, and the importance of customer service. Lastly students will explore ethics and business law, giving each learner an opportunity to discover their passion for business.
 In Business Information Management 1b, learners become more familiar with the application of information management in business. Additionally, they learn about professional conduct, team work, and managerial skills while also examining careers in

business technology. The basics of word processing, spreadsheets, databases, and presentation software are explored. Finally, the future of business technology is discussed.

Digital Media Fundamentals 1a: Introduction & Digital Media Fundamentals 1b: Producing for the Web

- **Recommendation: Comprehensive**

- Strengths: Course is set up in a logical format.
- Key Features: Digital Media Fundamentals 1a helps students uncover their talent for building digital media applications using text, graphics, animations, sounds, videos, and more. Students learn about the elements that make impressive media, such as typography, color theory, design, and manipulation.

Building on the prior course, Digital Media 1b helps students to polish their digital media skills and learn more about web design. They incorporate ideas into websites and dabble in the basics of marketing to understand how their work would be used. Additionally, they explore the world of podcasts and audio editing.

Marketing 1a: Introduction & Marketing 1b: Building Your Base

- **Recommendation: Comprehensive**

- Strengths: The readability of the text is appropriate for students 9-12th grade. The publishers made the text engaging by providing supplementary text via external hyperlinks, interactive “drill down” text, video and pictures.
- Weaknesses: More depth of context is needed for the Financing and Financial Analysis.
- Key Features: Marketing 1a introduces students to the role of marketing in business in addition to the basics of business management, customer service, and economics. Further, students will examine how to identify target markets, perform market research, and develop successful marketing strategies. Finally, the legal and ethical considerations of business and marketing are discussed along with the impact of government on business.

Marketing 1b provides a deep dive into the marketing world with real world applications and practice. Learners engage with the marketing mix by studying understanding branding, advertising, and promotion strategies.

Marketing 2a: Global Business and Trade & Marketing 2b: Developing a Sales Team

- **Recommendation: Comprehensive**

- Strengths: The readability of the text is appropriate for students 9-12th grade. The publishers made the text engaging by providing supplementary text via external hyperlinks, interactive “drill down” text, video and pictures.

- Weaknesses: Although written to be a succeeding textbook, more explicit text is necessary to ensure students are comprehending the content. It is always best to deliver directly than assume the audience knows what is being referenced.
- Key Features: Marketing 2a discusses brands that launched in the US, such as Facebook™, and catapulted to success in other countries. This program teaches the value of understanding global business and international marketing strategy. Students learn about regulations, market research, marketing plans, global trends, buying and selling internationally, and more. Marketing 2b picks up with an exploration of sales - best practices, sales planning, building a clientele that becomes long-term buyers, and how to stay motivated to sell.

Houghton, Mifflin, Harcourt

College Accounting

- **Recommendation: Comprehensive**

- Strengths: Teaches basic accounting in a simple manner using excellent illustrations and charts. Helps students to scaffold with Do It exercises inside lessons. Exposes the student to accounting certifications. Overall organization and presentation are very logical. Wiley Plus offers immediate feedback, adaptable practice, videos and read aloud. Lots of variety and options on different skill levels for rigor and depth. This textbook is concise, simple and clean for easy reading and comprehension. Illustrations break down difficult concepts well. Bulleted and micro-lesson format make it accessible for English Language Learners.
- Weaknesses: Lacks Spanish helps for English Language Learners. Does not cover bad debt and only one method of depreciation is taught. Lack of chapter summaries.
- Other: Rapid Reviews and Cookie Creations project-based learning throughout textbook. Lack of color on every page is restful to the reader and helps the content stand out. Quantity of pages and cover are appropriate.
- Key Features: College Accounting deeply integrates practice and solutions:
 1. Topic Practice and Solutions: DO IT! Practice questions and solutions at the end of each topic provide a micro-lesson to help students apply their understanding of a concept at the exact moment they learn it. These brief lessons build students' confidence and motivate them to explore the next topic within a learning objective.
 2. Learning Objective Practice and Solutions: Review and Practice questions and solutions at the end of each learning objective assess understanding across multiple micro-lessons and topics.
 3. Chapter Practice and Solutions: Comprehensive Review and Practice questions and solutions at the end of each chapter assess understanding across multiple learning objectives.

Bulleted Reading Experience

A unique, bulleted approach:

- Eliminates intimidating long paragraphs.
- Improves students' homework and practice experience by helping them refer more quickly to important accounting concepts as they do their homework.
- Prominently highlights important learning concepts as students read through content for the first time.
- Presents topics in tables to further help students remember important concepts.

Easy to Navigate Micro-Lessons

There is a clear separation of the topic, the example, and practice opportunities in each micro-lesson. Instructor and student feedback in the development of College Accounting showed that this approach allows students to more quickly identify the content they need to review when doing their homework.

Engaging Examples

Inspired by student feedback, small-business examples appeal to student interests: sporting goods stores, comic book stores, restaurants, and the continuing story of "Designer Dinners" that runs throughout the text.

Step-by-Step Transaction

Analysis Illustrations College Accounting provides visual, step-by-step explanations of accounting concepts that students will encounter in the real world.

Q & A Boxes, FYI Boxes, and Helpful Hints

Q & A boxes provide solutions to questions students often ask during a classroom lecture. FYI boxes expand the discussion of some topics in the core chapter discussion. Throughout the text, our approach is to present accounting topics that are of the greatest value and benefit to the students. Helpful Hints offer specific guidance and suggestions for how to put that information into practice or where students might obtain additional assistance.

Infographics

Much of the content is interpreted with visuals that engage and help students conceptualize important concepts.