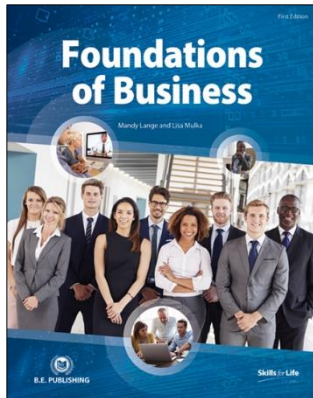




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Foundations of Business

Preparing students for success in the modern business world

Overview

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.

Features

- Students create and develop a cumulative business plan portfolio
- End-of-chapter review activities and chapter assessments test students' knowledge

Table of Contents (Condensed)

Unit 1: Business & Economics
Unit 2: Leadership & Management
Unit 3: Marketing & Selling
Unit 4: Business Financial Management
Unit 5: Personal Financial Management
Unit 6: Careers & Employment

Instructor/Student Resources on eReadiness.com

(Included Free with Classroom Purchase)

- Chapter Review Activities and Answer Keys
- Chapter Review Rubrics
- Chapter Assessments and Answer Keys
- Chapter PowerPoint Teaching Tools
- Sample Business Plan Portfolio
- Discussion Topics and Questions