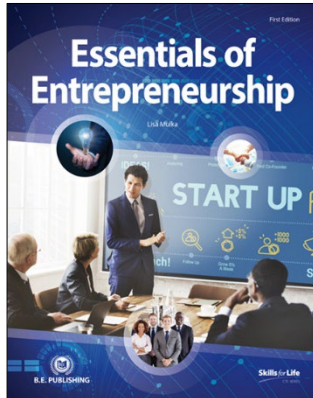




B.E. PUBLISHING

Product Profile



Specifications

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Formats: Print / eTextbook

Grade Level: 9-12

Author: Lisa Mulka

Size: 8.5 x 11

Page Count: 400

Print Color: Full Color

Binding: Hardcover

Components & Pricing

**Essentials of
Entrepreneurship (Print)**

\$94.95 (Min. 15)

Item #: TB-ENT

ISBN: 9781626893306

**Essentials of
Entrepreneurship (eTextbook
5 Yr. Student License)**

\$56.95 (Min. 15)

Item #: TB-ENT-ET

ISBN: 9781626895973

**Scan for more details, pricing,
and samples:**



Essentials of Entrepreneurship

Preparing students for success in the world of entrepreneurship and business

Overview

As part of the Skills for Life CTE Series, this new, graphically illustrated textbook guides students through the steps it takes to initiate, manage, and sustain a business idea. ***Essentials of Entrepreneurship*** begins by helping students recognize entrepreneurial traits and progresses to complex ideas of how innovation kickstarts entrepreneurial ventures. Along the way, students will immerse themselves in topics of financial accounting, business ethics, marketing, and product planning.

The book's cumulative business plan portfolio unites all facets of entrepreneurship to highlight what it takes to launch and oversee an entrepreneurial pursuit. Real-world entrepreneurs are showcased throughout the book to demonstrate the successes and pitfalls of innovation and strategic management.

Features

- Students create and develop a cumulative business plan portfolio
- End-of-chapter review activities and chapter assessments test students' knowledge
- Chapter features highlight real-world entrepreneurs
- Text correlates to Certiport's Entrepreneurship and Small Business (ESB) Certification and Precision Exams Certification in Entrepreneurship

Standards Correlations

- Precision Exams Correlation: Entrepreneurship
- NBEA Correlation: Entrepreneurship
- Certiport Entrepreneurship and Small Business Certification (ESB)
- Certiport Entrepreneurship and Small Business Certification, v.2 (ESB)

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
- PowerPoint Teaching Tools
- Sample Business Plan Portfolio
- Discussion Topics and Questions