

Evaluation Brief		
Name of Bidding Company	B.E. Publishing	
Title of the textbook, program, or series (print/digital)	Foundations of Business (1st Edition)	
Subject Area	Business Principles and Management	
Annotation or description that provides an overview of the instructional materials bid	<p>Foundations of Business prepares students for the global business environment by exploring themes of economics, leadership and management, marketing, finance, and employment. Students use what they learn in each of these units to create a comprehensive business plan portfolio demonstrating a practical business idea.</p> <p>Throughout the text, students analyze the role of business in society and analyze the roles and activities and businesses, including principles of management and leadership skills and characteristics. Business management, administration, finance, and marketing careers are spotlighted throughout the text 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 review activities challenge students to demonstrate chapter content knowledge and develop skills to help them become successful in any business environment.</p>	
Author's Name and Background	<p>Mandy Lange and Lisa Mulka</p> <p>Lisa Mulka is an entrepreneur, writer, and teacher. She is the author of the award-winning financial literacy children's book <i>The Business of Beans: A Young Entrepreneur's Story in Tanzania</i>, as well as numerous business education books. She runs a content writing and publishing company and teaches at Johns Hopkins University in the Center for Talented Youth program. Her passion is helping young people achieve entrepreneurial and financial success.</p>	
Copyright of Student Materials	2018	
Intended Grade Level	9–12	
Lexile Level	Unknown	
WCAG 2.1 for Section 508 and WCAG Compliance (digital student materials)	eTextbook is in PDF format and is machine readable.	
Availability of NIMAS File Set (print student materials)	Upon request.	
Available Formats (digital student materials)	eTextbook is in PDF format	
Compliance with IMS Global Standards (digital)	<p>Digital student materials are 100% web-accessible via eReadiness.com and do not require programmatic integration with Learning Management Systems (LMS), such as Canvas or Google Classroom. However, digital student materials provided on eReadiness.com can easily be integrated into any LMS course by doing the following:</p> <ul style="list-style-type: none"> - Set up lessons in the LMS, adding references to the resources as needed - Download resources from eReadiness.com and copy resource links to include in your LMS lesson - Upload, insert, or otherwise link resources, including the student eTextbook, into your LMS lesson using the appropriate LMS content adding tool 	
Consumable (print)	Not Consumable	
Manuscript Format (print/digital)	No	
List of Ancillary Materials and Services	Instructor Resources are password protected and are housed on B.E. Publishing's eLearning platform, eReadiness.com. See Ancillary Materials and Services list.	
Pupil Edition - Meet the Term of Manufacturing Standards and Specification for Textbooks	Yes	
Additional Information	<p>Correlations have been completed to applicable textbook pages with references provided for the corresponding chapter, page numbers, and chapter section title. In addition, correlations have been made to applicable Chapter Review Activities where the standards are addressed in an activity format. These Chapter Review Activities are located with the student and instructor resources on eReadiness.com</p> <p>Foundations of Business is 100% aligned to the skills assessed on the Entrepreneurship and Small Business (ESB) certification exam and is endorsed by Certiport.</p>	
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