

Evaluation Brief		
Name of Bidding Company	<b>B.E. Publishing</b>	
Title of the textbook, program, or series (print/digital)	Essentials of Entrepreneurship (1st Edition)	
Subject Area	Business Management and Administration	
Annotation or description that provides an overview of the instructional materials bid	<p>As part of B.E. Publishing's 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.</p> <p>This textbook'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.</p>	
Author's Name and Background	<b>Lisa Mulka</b> is an entrepreneur, writer, and teacher. She is the author of the award-winning financial literacy children's book The Business of Beans: A Young Entrepreneur's Story in Tanzania, 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.	
Copyright of Student Materials	2018	
Intended Grade Level	9-12	
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.	
Compliance with 1EdTECH Global Standards (print/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"> <li>- Set up lessons in the LMS, adding references to the resources as needed</li> <li>- Download resources from eReadiness.com and copy resource links to include in your LMS</li> <li>- Upload, insert, or otherwise link resources, including the student eTextbook, into your LMS lesson using the appropriate LMS content adding tool</li> </ul>	
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 project-based Chapter Review Activities are located with the student and instructor resources on eReadiness.com and include a wide range of formats, including computer applications projects in word processing, spreadsheets, and presentations where students develop a cumulative portfolio project in which they develop a complete business plan based on their own idea.</p> <p>In addition, this text is correlated to Certiport's Entrepreneurship and Small Business (ESB) Certification.</p>	
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