

# GOODHEART-WILCOX PUBLISHER QUESTIONNAIRE

**Course:** Business Supervision and Management (8301100)

**Title:** *Principles of Business, Marketing, and Finance*, Edition: 1st

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**Grade Level:** 9 - 12

**Authors & Credentials: List full name of author(s), with major or senior author listed first. Briefly provide credentials for each author.**

Robert (Bob) Dansby is an instructor of accounting, business, and personal finance at Chattahoochee Valley Community College in Alabama, where he also serves as Chairperson of the Division of Business and Social Science. In addition, Bob is a small business, tax, and personal finance consultant. He is the author of numerous textbooks and workbooks in the areas of accounting, cost accounting, managerial accounting, business math, and personal finance. He has also given more than 30 presentations at national and regional business education and accounting conferences. Bob holds a PhD in business education from Southern Illinois University at Carbondale.

Chris M. Gassen is the principal of an investment firm and was formerly an equity mutual fund manager, financial analyst, accountant, and college instructor. Chris writes educational materials and business valuations. He holds a master of business administration degree with a concentration in finance from Indiana University and a B.S. in management from Oakland University. He is also a Chartered Financial Analyst (CFA).

Brenda Clark is a retired CTE director, marketing instructor, SBE advisor, and DECA advisor for Jenison, Michigan Public Schools. She was named Marketing Teacher of the Year at state and national levels. She currently serves as the Professional Development Manager for MBA Research and Curriculum Center and is the co-author of *Marketing Dynamics* and *Entrepreneurship*. Brenda's marketing program was named Business of the Year by the Jenison Chamber of Commerce. Two of her marketing department's school-based enterprises have earned numerous Gold Certifications. She earned a bachelor degree in marketing education, a master degree in educational leadership, and an EdD in educational leadership with a concentration in career and technical education from Western Michigan University.

**Students: Describe the type(s) of students for which this submission is intended.**

This submission is intended for Florida high school business students seeking a course that covers business organization, management, and entrepreneurial principles.

**1. IDENTIFY AND DESCRIBE THE COMPONENTS OF THE MAJOR TOOL. The Major Tool is comprised of the items necessary to meet the standards and requirements of the category for which it is designed and submitted. As part of this section, include a description of the educational approach of the submission.**

**Educational Approach (The information provided here will be used in the instructional materials catalog in the case of adoption of the program. Please limit your response to 500 words or less.)**

*Principles of Business, Marketing, and Finance* offers an engaging, practical, scientifically sound, skills-based approach that introduces business, marketing, and finance concepts to high school students. Up-to-date, evidence-based, comprehensive business information is presented in a manner that addresses the complexity of business education and helps teachers develop educational plans that fully meet students' needs. Through engaging writing, scientifically sound content, and appealing features, *Principles of Business, Marketing, and Finance* presents the study of business as dynamic and relevant to students' lives. Thorough coverage of the Florida Department of Education's standards for Business Management & Administration is reinforced throughout the book with reading strategies, key concept features, and a variety of methods for assessing students' performance. Math and communication skills activities help students develop a base of skills needed in both their careers and life. Students learn basic principles and concepts about commerce that help them become a more valuable employee, a better citizen, and a knowledgeable consumer. English/Language Arts standards for reading, writing, speaking, and listening are incorporated in Reading Prep activities, as well as in end-of-chapter applications, to reinforce communication skills. Exploring Careers features present information about potential career opportunities in the Business Management, & Administration career cluster so students can investigate career possibilities. Portfolio Development activities provide guidance in creating a personal portfolio for use when exploring volunteer, education and training, and career opportunities. Extensive use of instructor's resources, including lesson plans and assessments, help to reinforce core concepts and create a rich learning experience by teaching student to access information, improve decision-making skills, and set goals.

Classroom-tested activities engage students as they study key concepts. *Principles of Business, Marketing, and Finance* provides the foundation for lifelong learning and enables students to make informed judgments and decisions.

**Major Tool - Student Components Describe each of the components, including a format description.**

1. *Principles of Business, Marketing, and Finance* - Student Textbook (printed, hard cover, full-color textbook with approximately 600 pages)

2. G-W Learning Companion Website for *Principles of Business, Marketing, and Finance* is an online study reference that contains activity files, vocabulary exercises, interactive quizzes, and more.

3. Online Learning Suite for *Principles of Business, Marketing, and Finance* provides the foundation of instruction and learning for digital and blended classrooms. An easy-to-manage, shared classroom subscription makes it a hassle-free solution for both students and instructors. An online student text and workbook, along with rich supplemental content, brings digital learning to the classroom. All instructional materials are found on a convenient online bookshelf that is accessible at home, at school, or on the go.

4. *Principles of Business, Marketing, and Finance* Bundle combines a printed text and an Online Learning Suite. All student support materials are available online in a six-year classroom subscription.

**Major Tool - Teacher Components Describe each of the components, including a format description.**

(N/A - see Ancillary Materials - Teacher Components below)

**2. IDENTIFY AND DESCRIBE THE ANCILLARY MATERIALS. Briefly describe the ancillary materials and their relationship to the major tool.**

**Ancillary Materials - Student Components Describe each of the components, including a format description.**

(N/A - see Ancillary Materials - Teacher Components below)

**Ancillary Materials - Teacher Components Describe each of the components, including a format description.**

Online Instructor Resources include Answer Keys, Lesson Plans, Instructor's Presentations for PowerPoint®, ExamView® Assessment Suite, and more.

**3. HOW MUCH INSTRUCTIONAL TIME IS NEEDED FOR THE SUCCESSFUL IMPLEMENTATION OF THIS PROGRAM? Identify and explain the suggested instructional time for this submission. If a series, state the suggested time for each level. The goal is to determine whether the amount of content is suitable to the length of the course for which it is submitted.**

*Principles of Business, Marketing, and Finance* was developed with the Florida Business Management & Administration Program in mind. The result is relevant and rigorous content that offers flexibility of implementation and allows instructors to teach a curriculum that addresses all of the standards. The product features a pacing chart with suggestions for dividing the chapter content to fit an 18 or 36 week course.

**4. WHAT PROFESSIONAL DEVELOPMENT IS AVAILABLE? Describe the ongoing learning opportunities available to teachers and other education personnel that will be delivered through their schools and districts as well as the training/in-service available directly from the publisher for successful implementation of the program. Also provide details of the type of training/in-service available and how it may be obtained. (The information provided here will be used in the instructional materials catalog in the case of adoption of the program.)**

In-service/staff development training is available during the life of the adoption in various formats upon request. Training support documentation can be provided in print or webinar and is available at no cost for the hours needed. Please contact G-W Educational Consultant Irene deVarona (877.327.4209 phone, idevarona@g-w.com e-mail) to arrange mutually-agreed upon in-service dates and formats.

**5. WHAT HARDWARE/EQUIPMENT IS REQUIRED? Briefly list and describe the hardware/equipment needed to implement the submission in the classroom. REMEMBER: Florida law does not allow hardware/equipment to be included on the bid! However, schools and districts must be made aware of the hardware/equipment needed to fully implement this program.**

For Online Materials: • Operating System: Microsoft Windows XP/VISTA/7/8, Mac OS 10.4 or later, or Mac iOS 4.3 or later. • Minimum Hardware: 600 MHz processor; 128 MB RAM; monitor or touch screen display. • Online Access: Internet or Wi-Fi connection is required; cookies and JavaScript enabled for full functionality. • Recommended Web browsers: Firefox, Internet Explorer, Chrome, or Safari.

**6. WHAT LICENSING POLICIES AND/OR AGREEMENTS APPLY? If software is being submitted, please attach a copy of the company's licensing policies and/or agreements.**

Not Applicable

**7. WHAT STATES HAVE ADOPTED THE SUBMISSION? List some of the states in which this submission is currently adopted.**

*Principles of Business, Marketing, and Finance* is an entirely new product, offering the most up-to-date, evidence-based business information. The content, organization and pedagogy have been reviewed by classroom instructors. Additionally, the findings of an extensive survey of classroom instructors have been utilized in the development of the instructional approach.

**8. LIST THE FLORIDA DISTRICTS IN WHICH THIS PROGRAM HAS BEEN PILOTED IN THE LAST EIGHTEEN MONTHS.**

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