TEXTBOOK SCREENING INSTRUMENT
Business Techonology -Business
Consensus Review

Book Code: CENG-6501100-BPM-5 **Category:** 6501100

Area Business Technology **Cluster** Business Technology **Subject:** Business Management

Publisher:
Cengage Learning

Title:
Business Principles and Management

Author: Burrow/Kleindl/Everard

Edition: 12 **Copyright:** 2008 **ISBN:** 9780538444682

Grade: 09-12

Publisher's Bid Information	Reviewer Analysis	Recommended:
Bid Level	**Level**	◉ YES
Basal	Basal	○ NO
Delivery Method	**Delivery Method:**	○ WITHDRAWN
T	Traditional-T	

Committee Members:	Signature of Reviewers
Charlene Wooldridge	_____
John D. Nicholson	_____
M. Susanne Smith	_____
	_____
	_____

Signature of Commission Member _____

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I. Tennessee Framework

Documentation

STRENGTHS: This textbook and complementary workbooks (Math and Financial Literacy) address the state of Tennessee/national standards, learning expectations, and performance indicators as appropriate for "Business principles and Management" course.

MATTERS OF FACT: Standard 1 Learning Expectation and Performance Indicators are addressed throughout the textbook.
Standard 2 Learning Expectation and Performance Indicators are addressed in chapters 1, 5, and chapter 6.
Standard 3 Learning Expectation and Performance Indicators are addressed in chapter 2.
Standard 4 Learning Expectation and Performance Indicators are addressed in chapter 3.
Standard 5 Learning Expectation and Performance Indicators are addressed in chapter 4.
Standard 6 Learning Expectation and Performance Indicators are addressed in chapter 11.
Standard 7 Learning Expectation and Performance Indicators are addressed in chapter 10.
Standard 8 Learning Expectation and Performance Indicators are addressed in chapter 13.
Standard 9 Learning Expectation and Performance Indicators are addressed in chapter 13.
Standard 10 Learning Expectation and Performance Indicators are addressed in chapter 23.
Standard 11 Learning Expectation and Performance Indicators are addressed in chapter 12.
Standard 12 Learning Expectation and Performance Indicators are addressed in chapter 12.
Standard 13 Learning Expectation and Performance Indicators are found in chapters 10, 12, and chapter 14.
Standard 14 Learning Expectation and Performance Indicators are addressed in chapter 14.
Standard 15 Learning Expectation and Performance Indicators are addressed in chapter 23.
Standard 16 Learning Expectation and Performance Indicators are addressed in chapters 7, 15, and chapter 16.

CONCERNS: No comment.

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II. National Standards or Industry Standards

Documentation

STRENGTHS: National standards for Business Principles and Management are included within the state of Tennessee standards.

MATTERS OF FACT: No comment.

CONCERNS: No comment.

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III. Program Design

Documentation

STRENGTHS: The Student Activity Workbook provides a study guide and other additional activities for each chapter. Many of these activities encourage students to use higher level thinking skills as they must apply material they have learned to answer questions or to defend a position on a decision. The program website consists of review games, practice quizzes, and other tools to assist students in mastering each objective. The program provides a thorough textbook as well as several other beneficial materials. The textbook has numerous inserts to assist students. In addition, there are inserts to help them develop skills that could be used in any profession such as “Success Tips” and “Technology Tips”. Each chapter review includes a “Make Connections” section which relates skills needed for students to be successful in writing, teamwork, creative thinking, math, and reading. Case studies are also included in the chapter reviews which promote reading and critical thinking skills. The goals and key terms for each section are listed at the beginning of each section to help focus reading of the text.

MATTERS OF FACT: 1. Evidence of a clear purpose and direction are stated in chapter goals and key terms in addition to a feature called “Reality Check” at the beginning of each chapter.
2. Evidence of engaging and interactive learning strategies are provided throughout the textbook with features such as “Checkpoints” and ”Business Notes” where the methodology is appropriate for instructional content area, and assignments are problem-based and student directed.
3. Evidence of critical thinking is included at the end of each chapter using chapter features called ” Case in Point” (presents in-depth scenarios related to the chapter content and then asks students to analyze cases using critical thinking), and “Assessment” (ends every lesson allowing students to evaluate comprehension and progress to higher order thinking skills).
4. Evidence of knowledge and skill proficiencies for individual assessments are included in a feature called “Review Terms and Concepts” at the end of each chapter.
5. Evidence of academic integration is provided through textbook features called “Make Connections” (cross-curricular assessment activities connect business principles to math, communication, writing, reading, technology, research, and other academic subjects).
6. Evidence of literacy and numeracy are in features called “Facts and Figures” (presents interesting information including statistics and numerical representations that help students understand the breadth and scope of business enterprises), and “Focus On . . .” (takes a look at current events, technology topics, international trends, innovations, change, and other important issues that impact the business environment).

CONCERNS: No comment.

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IV. Assessment

Documentation

STRENGTHS: The program provides a comprehensive textbook as well as several other beneficial materials. The textbook has numerous inserts to assist students. In addition, there are inserts to help them develop skills that could be used in any profession such as “Success Tips” and “Technology Tips”. Each chapter review includes a “Make Connections” section which relates skills needed for students to be successful in writing, teamwork, creative thinking, math, and reading. Case studies are also included in the chapter reviews which promote reading and critical thinking skills. The goals and key terms for each section are listed at the beginning of each section to help focus reading of the text.

MATTERS OF FACT: 1. Evidence of self assessment and peer evaluation is provided on the “Instructor’s Resource CD” which contains authentic assessments through end of chapter tests, self and peer evaluations through online study guides, quizzes, and formative and summative exams (i.e., “ExamView” CD).
2. Evidence of higher order critical thinking is demonstrated at the end of each chapter assessment through process questions, demonstration projects, and reasoning scenarios.
3. Evidence of the CTE Rubric assessment criteria correlation is provided in chapter features such as “Winning Edge”, “Career Cluster” (presents the needed skills, education, work experience, and industry opportunities for a variety of business-related career paths), and “Case in Point” (critical thinking scenarios).
4. Evidence of a variety of formal assessments are included on the “ExamView CD” such as checklists, multiple choice, matching, true or false, short essays, reading comprehension, and math problems.
5. Evidence of diagnostic evaluations and assessments are made through chapter features called “Checkpoints”, and “Review Terms and Concepts” at the end of each chapter.
6. Evidence of a method for reporting student progress to parents was not addressed in the textbook resources.
7. Evidence that supports articulation into post-secondary education is provided in a feature called “Career Tips” (present helpful insights into a variety of business related career opportunities) and “Career Cluster”.

CONCERNS: No comment.

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V. Other Comments

Documentation

STRENGTHS: 1. This program consists of 25 chapters that covers a broad overview of the most salient business principles and concepts.
2. Xtra! Study Tools
3. The "Success Tips"
4. The "Photos and Captions" feature is aimed at the visual learner.
5. My Business, Inc.

MATTERS OF FACT: 1. The twenty-five chapters include:
a. Characteristics of Business
b. Social and Ethical Environment of Business
c. Economic Environment of Business
d. International Environment of Business
e. Proprietorships and Partnerships
f. Corporate Forms of Business Ownership
g. Legal Aspects of Business
h. Technology and Information Management
i. E-commence
j. Organizational Communications
k. Management Functions and Decision Making
l. The Manager as Leader
m. Planning and organizing
n. Implementing and Controlling
o. Business Financial Records
p. Financing a Business
q. Financial Services
r. Credit and Insurance
s Product Planning and Production Management
t. Nature and Scope of Marketing
u. Product Development and Distribution
v. Pricing and Promotion
w. Managing Human Resources
x. Rewarding and Developing Employees
y. Developing an Effective Organization
2. The "Xtra! Study Tools" provides a free Web site with flash-based games review for every lesson.
3. The "Success Tips" features present insightful practical tips on behavior and skills that leads to

success.
4. “Photos and Captions” feature contains questions that ask students to think beyond the obvious in considering what is going on in the picture (great for the visual learner).
5. “My Business, Inc.” is an ongoing project in which students apply the concepts learned while running a juice bar. In every chapter, students build on previous knowledge as they build their business. The portfolio activity could be sent home to parents at various progress reporting intervals.

CONCERNS: No comment.

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VI. List of Components Reviewed

Documentation

1. An Annotated Instructor’s Edition
2. Student’s Edition
3. A Student Activities Guide
4. An Instructor’s Resource CD
5. An ExamView Assessment Suite CD

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VII. State Textbook Commission Members Comments

Documentation

STRENGTHS: No comment.

MATTERS OF FACT: No comment.

CONCERNS: No comment.

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Book Code: CEV-6501060; 6501100; 6504020-BPMEP-5 **Category:** 6501060

Area Business Technology **Cluster** Business Technology **Subject:** Business Principles

Publisher:

CEV Multimedia Ltd.

Title:

Business Principles, Management & Entrepreneurship Pathway

Author: CEV Multimedia, Ltd.

Edition: First **Copyright:** 2010 **ISBN:** 9781603339704

Grade: 09-12

Publisher's Bid Information	Reviewer Analysis	Recommended:
Bid Level	**Level**	◉ YES
Basal	CoBasal	○ NO
Delivery Method	**Delivery Method:**	○ WITHDRAWN
TD	Technology Dependent-TD	

Committee Members:

Charlene Wooldridge
John D. Nicholson
M. Susanne Smith

Signature of Reviewers

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Signature of Commission Member _____

TEXTBOOK SCREENING INSTRUMENT
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Consensus Review

I. Tennessee Framework

Documentation

STRENGTHS: No comment.

MATTERS OF FACT: No comment.

CONCERNS: The program addressed the appropriate state of Tennessee standards, learning expectations, and performance indicators for the Business Principles and Business Management courses at a basic level according to the CTE Assessment Rubric. In order to meet the standards at the advanced or proficient level, the instructor would need to provide additional assessments and activities which would allow students to demonstrate higher-level critical thinking skills and application of concepts.

CEV-6501060; 6501100; 6504020-BPMEP-5-446-6501-1199-YES-CoBasal9781603339704--------8/8/2011 @ 2:01:43 PM

II. National Standards or Industry Standards

Documentation

STRENGTHS: National standards for Business Principles and Business Management are included within the state of Tennessee standards.

MATTERS OF FACT: No comments

CONCERNS: No comments.

CEV-6501060; 6501100; 6504020-BPMEP-5-447-6501-1200-YES-CoBasal9781603339704--------8/8/2011 @ 2:01:43 PM

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III. Program Design

Documentation

STRENGTHS: No comment.

MATTERS OF FACT: 1. Evidence of a clear purpose and direction is presented in the topic objectives at the beginning of each topic and the key terms within the presentation. Links to outside websites are also provided in lesson plans to complement the PowerPoint material.
2. Evidence of engaging and interactive learning strategies is provided in the MPU projects. However, there are a limited number of projects/activities for the student to demonstrate mastery.
3. There are limited critical-thinking checkpoints in the material.
4. Knowledge and skill proficiencies for individual assessments are included in the “Teacher’s Resource Guide”.
5. Evidence of academic integration is provided through “Lesson Links” to other academic core content areas.
6. Evidence of literacy and numeracy is evident in relevant math problem calculations, ratios, statistics, charts and graphs, and communication assignments in the “Teacher’s Resource Guide”.

CONCERNS: The program relies on instructor-led presentations through PowerPoint. The students’ only access to the material is from PowerPoint handouts provided by the instructor. The majority of the activities are vocabulary crossword puzzles and short quizzes. The program also provides a project for each MPU.

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IV. Assessment

Documentation

STRENGTHS: No comment.

MATTERS OF FACT: 1. Evidence of self-assessment and peer evaluation was very limited as a result of lack of variety in assessments.
2. There are very limited amounts of evidence of higher-order critical thinking assessments. The assessments provided assess students at a very basic level.
3. Evidence of the CTE Rubric assessment criteria correlation is also minimal. The rubric evaluates students on a range of below-basic to advanced. Most of the assessments and activities provided in the program are at a basic or below-basic level based on the CTE Rubric criteria.
4. There is a lack of formal assessments.
5. Evidence of diagnostic evaluations and assessments is shown through mini assessments at the end of each topic. However, the assessments are at a very basic level.
6. Evidence of a method for reporting student's progress to parents was not addressed in this resource.
7. Evidence that supports articulation into post-secondary education is provided in a feature called "Career Connections" (FBLA, BPA, Payroll, Accounting I and II), and on the "Core Competencies MPU".

CONCERNS: The assessment quizzes supplied at the end of each MPU are made up of basic level questions. Most questions instruct the student to perform basic level thinking tasks such as "List", "Define", or "Describe". There are very few questions that instruct the student to use high-level critical thinking skills on these quizzes. There is also a lack of formative assessment opportunities throughout the PowerPoint presentations. All of the assessment questions are at the end of the MPU, and there are no checkpoint-type questions provided within the program. Many of the projects instruct students to present information on a poster, brochure, or in PowerPoint. However, many of the projects do not promote high-level critical thinking. Many times, the students are only listing the information they collect. There are no large end-of-unit assessments for students to demonstrate their attained knowledge or skill level of mastery. There are no assessments that correlate/complement information from multiple MPUs.

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V. Other Comments

Documentation

STRENGTHS: No comment.

MATTERS OF FACT: The MPUs consist of:
- PowerPoint slides
- A Vocabulary Handout
- A Vocabulary Based Crossword Puzzle
- A MPU Quiz - does not provide adequate opportunity for assessment with very limited number of questions.
- Project(s) - do not provide opportunities for students to demonstrate high-level critical thinking skills or application of the concepts. For example, many projects consist of posters or brochures which only list information. Students are not given the opportunity to apply information to real-world scenarios.

CONCERNS: The recommendation of Co-Basal is based on the lack of high-level critical thinking assessments. The instructor would need to provide additional assessments for students to demonstrate the appropriate level of mastery for each standard, learning objective, and performance indicator as outlined in the Tennessee Career and Technical Education Competency Attainment Rubric.

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VI. List of Components Reviewed

Documentation

1. Business Development MPU (CDs and DVDs)
DISC 1- MPU Interactive Teacher Resource Guide
a. Aspects of a Business Plan - PPTs
b. Changing Nature of Business PPTs
c. Human Resource Management PPTs
d. Vision & Mission Statements PPTs
DISC 2 - Employer and Employee Rights and Responsibilities DVD
2. Business and Finance PowerPoint Slides
DISC 1 - PowerPoint Slides
a. Advantages of Charitable Businesses
b. Budgeting for Business
c. Finance
e. Introduction to Taxes
f. Starting a Small Business
3. Advanced Business Concepts MPU
DISC 1 - MPU Interactive Teacher's Resources Guide
a. Advertising for Business, PowerPoint Slides
b. Basic Accounting Principles - PPTs
c. e-Commerce in Business - PPTs
d. Insurance for Business - PPTs
e. Marketing & Pricing the Product - PPTs
f. Promoting the Product - PPTs
g. Sales & Service - PPTs
h. Taxes & Government - PPTs
4. Economics in Business MPU - DISC 1 PowerPoint Slides:
a. Government Role in business
b. U. S. & International Trade
c. Economic Concepts
d. Consumer Economics Systems
e. Economic Processes
f. Economic Systems
DISC 2 - The Invisible Hand DVD
5. Human Resource Management MPU
DISC 1 - Teacher's Interactive Resource Guide and PowerPoint Slides:

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a. Coaching & Motivating Employees
b. Creating Employee Policies and Procedures
c. Evaluating Applications and Resumes
d. Evaluating Employees
f. Recruitment
5. Business Ownership & Management Structures MPU
DISC -1 PowerPoint Slides
a. Business Partnerships: The Pros and Cons
b. The Corporation
c. Business Ownership & Registration
d. Successful Business Operations
e. Risk Management
f. Management Functions
g. Organizational Structures

CEV-6501060; 6501100; 6504020-BPMEP-5-451-6501-1204-YES-CoBasal9781603339704--------8/8/2011 @ 2:01:43 PM

VII. State Textbook Commission Members Comments

Documentation

STRENGTHS: No comments.

MATTERS OF FACT: No comments.

CONCERNS: No comments.

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