TEXTBOOK SCREENING INSTRUMENT
Business Techonology -Business
Consensus Review

Book Code: CENG-6501120-BC-5 **Category:** 6501120

Area Business Technology **Cluster** Business Technology **Subject:** eBusiness

Publisher:
Cengage Learning

Title:
Business Communication

Author: Means

Edition: 02 **Copyright:** 2010 **ISBN:** 9780538449472

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Delivery Method	**Delivery Method:**	○ WITHDRAWN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:

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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I. Tennessee Framework

Documentation

STRENGTHS: This program addresses the appropriate state of Tennessee standards, learning expectations, and performance indicators for the eBusiness Communications 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 2, 3, 4, 5, 6, 13, and 15.
Standard 3 Learning Expectation and Performance Indicators are addressed in chapters 4, 5, 6, and 9.
Standard 4 Learning Expectation and Performance Indicators are addressed in chapters 7, 8, and 9.
Standard 5 Learning Expectation and Performance Indicators are addressed in chapters 7, 9 and 12.
Standard 6 Learning Expectation and Performance Indicators are addressed in chapters 7, 9, 10, and 12.
Standard 7 Learning Expectation and Performance Indicators are addressed in chapter 7.
Standard 8 Learning Expectation and Performance Indicators are partially addressed in chapter 12.
Standard 9 Learning Expectation and Performance Indicators are addressed in chapter 13.
Standard 10 Learning Expectation and Performance Indicators are partially addressed in chapter 15.

CONCERNS: Standards 8.2, 8.3, 10.2, and 10.6 are not fully covered in the test. The instructor would need additional materials in order to present enough information to the students for them to fully master the topics outlined in those standards.
Publisher Response: Publisher agrees that 8.2 is not covered and 8.3 is only partially covered with a discussion of freeware. Standard 10.2 context for job research is provided on pages 571-573. End of chapter activity on p. 577 directs students to research job openings; agree that job trends, demographics, and perspective employers are not called out as a task, although these could be included in this activity. Agree that 10.6 is not covered.

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II. National Standards or Industry Standards

Documentation

STRENGTHS: The national standards for the eBusiness Communications course 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: Many of the skills taught in the textbook focus on reading and writing which will complement a student's language arts class. Lesson objectives are clearly outlined at the beginning of each section. In addition, the textbook periodically points out other key points in the margin of the text. There are frequent "Check Point" questions to address reading comprehension. These relate directly to the learning objectives. The program includes a student workbook which has chapter-by-chapter study guides. The workbook consists of a variety of activities. The textbook contains numerous figures, inserts, and photographs to help assist with reading comprehension by providing a visual image with the text. Many of the assignment and activities in the program are student directed. Students can focus on a topic of their choosing while demonstrating skills learned in the textbook.

MATTERS OF FACT: 1. Evidence of a clear purpose and direction is stated in chapter objectives and key terms at the beginning of each chapter.
2. Evidence of engaging and interactive learning strategies is provided throughout the textbook with features such as "Technology in the Workplace" and " Integration of Technology".
3. Evidence of critical thinking is included at the end of each chapter using chapter features called " Ethics" (explores contemporary issues in confidentiality, privacy, electronics rights, security of information, honesty, and plagiarism).
4. Evidence of knowledge and skill proficiencies for individual assessments is included in a feature called "Vocabulary Review", Review Key Concepts" , and "Feedback Checkpoint" at the end of each chapter.
5. Evidence of academic integration is provided through textbook features called "Reading Skills", "English Grammar", and "Writing Mechanics".
6. Evidence of literacy and numeracy is evident in the "NetBookmark" feature (provides practice using related technology skills by accessing the online learning center through related web links), and "Opportunities to Write and Revise" (write, edit, revise, and proofread throughout the textbook).

CONCERNS: No comment.

CENG-6501120-BC-5-371-6501-1122-YES-Basal9780538449472--------8/8/2011 @ 2:01:43 PM

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IV. Assessment

Documentation

STRENGTHS: The program includes an “ExamView” CD which contains a variety of questions for each chapter. There is variation in the format of the questions including multiple choice, short answer, matching, and essay. In the textbook, there are chapter assessments consisting of questions and projects for the students. The projects are often open-ended to enable students to take ownership of the assignment. There are also at least two case studies at the end of each chapter. These provide real world examples for the students. One of these case studies is career or business industry related.

MATTERS OF FACT: 1. Evidence of self-assessment and peer evaluation is provided with the “ExamView” CD which contains authentic assessments through end of chapter tests, self and peer evaluations through online study guides, quizzes, and formative and summative exams.
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 section/chapter features ” Applications” (students are asked to apply what they have learned through critical thinking scenarios).
4. Evidence of a variety of formal assessments is included on the “ExamView” CD such as checklists, multiple choice, matching, true or false, short essays, reading comprehension, and math problems.
5. Diagnostic evaluations and assessments are provided in each chapter, such as “Vocabulary Review” and “Chapter Summary of Concepts”.
6. Evidence of a method for reporting student progress to parents was not addressed in the resources.
7. Evidence that supports articulation into post-secondary education is provided in “The 16 Career Clusters”.

CONCERNS: No comment.

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V. Other Comments

Documentation

STRENGTHS: 1. This textbook consists of fifteen chapters, and a total of 558 pages including a glossary, proofreaders' marks, and checkpoint answers.
2. The fifteen chapters cover the basics for a business communication course.

MATTERS OF FACT: 1. The answers are provided in the Appendix for each of the "Checkpoints" within each chapter of the textbook.
2. The textbook chapters include:
a. Communicating in Your Life
b. Diversity and Ethics
c. Nonverbal Communication and Teamwork
d. Basics of English Grammar
e. Mechanics of Writing
f. The Writing Process
g. Writing Memos, E-mails, and Letters
h. Writing to Clients and Customers
i. Writing Reports
j. Graphics and Visual Aids
k. Technical Communication
l. Technology in the Workplace
m. Presentations and Meetings
n. Communicating with Customers
o. Getting a Job

CONCERNS: No comment.

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VI. List of Components Reviewed

Documentation

1. Business Communication, 2e - Student's Edition
2. Business Communication, 2e - Student's Study Guide
3. Business Communication, 2e - Instructor's Manual
4. Business Communication, 2e - Instructor's Resource CD
5. Business Communication, 2e - ExamView Assessment Suite CD

CENG-6501120-BC-5-374-6501-1125-YES-Basal9780538449472--------8/8/2011 @ 2:01:43 PM

VII. State Textbook Commission Members Comments

Documentation

STRENGTHS: No comment.

MATTERS OF FACT: No comment.

CONCERNS: No comment.

CENG-6501120-BC-5-375-6501-1126-YES-Basal9780538449472--------8/8/2011 @ 2:01:43 PM

TEXTBOOK SCREENING INSTRUMENT
Business Techonology -Business
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Book Code: GW-6501120-FundBusComm-5 **Category:** 6501120

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

Publisher:
Goodheart-Willcox

Title:
Fundamentals of Business Communications

Author: Roberts

Edition: 1st **Copyright:** 2012 **ISBN:** 978-1-60525-472-2

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 _____

TEXTBOOK SCREENING INSTRUMENT
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Consensus Review

I. Tennessee Framework

Documentation

STRENGTHS: This program addresses the appropriate state of Tennessee standards, learning expectations, and performance indicators for the eBusiness Communication 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, 2, 3, 4, and chapter 14.
Standard 3 Learning Expectation and Performance Indicators are addressed in chapters 5, 6, 7, 8, 9, and chapter 10.
Standard 4 Learning Expectation and Performance Indicators are addressed throughout the textbook.
Standard 5 Learning Expectation and Performance Indicators are addressed in chapters 3, 9, and chapter 13.
Standard 6 Learning Expectation and Performance Indicators are addressed in chapters 2, 4, 5, 10, 13, and chapter 17.
Standard 7 Learning Expectation and Performance Indicators are addressed in chapters 3, 8, 9, 13, 16, and chapter 17.
Standard 8 Learning Expectation and Performance Indicators are addressed in chapters 3, and 13.
Standard 9 Learning Expectation and Performance Indicators are addressed in chapters 1, 4, 12, 13, and chapter 14.
Standard 10 Learning Expectation and Performance Indicators are addressed in mostly in chapter 10 and 16 and distributed throughout other chapters within the textbook.

CONCERNS: This book was bid for the Business Management course. However, the textbook material was correlated to the eBusiness Communications standards. It does not meet the standards for Business Management, but it does meet the standards for eBusiness Communications.

GW-6501120-FundBusComm-5-390-6501-1141-YES-Basal978-1-60525-472-2--------1/27/2012 @ 7:21:12 PM

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II. National Standards or Industry Standards

Documentation

STRENGTHS: National standards for the eBusiness Communication course are included within the state of Tennessee standards.

MATTERS OF FACT: No comment.

CONCERNS: No comment.

GW-6501120-FundBusComm-5-391-6501-1142-YES-Basal978-1-60525-472-2--------1/27/2012 @ 7:21:22 PM

TEXTBOOK SCREENING INSTRUMENT
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III. Program Design

Documentation

STRENGTHS: Each chapter begins with the key terms and objectives for the student to be aware of. Throughout the textbook there are numerous inserts, pictures, and activities to assist the students in mastering the standards. Case studies and examples are provided throughout and are written at a level for students to easily identify with. Numerous inserts such as the "Go Green" and "Business Protocol" frame many of the concepts of the book to the real world and provide students with additional resources to find more information on these selected topics.

MATTERS OF FACT: 1. Evidence of a clear purpose and direction are stated in the chapter objectives and key terms at the beginning of each chapter.
2. Evidence of engaging and interactive learning strategies are provided throughout the textbook with features such as "Teamwork", "Business Protocol", and "Business Ethics", 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 " Apply Your Knowledge", "Practice What You Have Learned", and "Build Your Business Portfolio".
4. Evidence of knowledge and skill proficiencies for individual assessments are included in a feature called "Checkpoint", "Review Your Knowledge" at the end of each chapter, and the "Individual Assessment Rubric" on the "Instructor's Resource CD".
5. Evidence of academic integration is provided through textbook features called "Connection Across the Curriculum" (hands-on activities in academic areas show how communication skills are used in every discipline and walk of life).
6. Evidence of literacy and numeracy are evident in other features: "Business Ethics", "Business Protocol", and "Connection Across the Curriculum".

CONCERNS: 1. "Connection Across the Curriculum" did not specifically indicate that business math was included.

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IV. Assessment

Documentation

STRENGTHS: There are checkpoint questions throughout the textbook that can provide formative assessments as the students are progressing. The end of chapter questions are split into two sections. The "Review Your Knowledge" questions ask basic questions for students to answer and pertain to the chapter objectives. The "Apply Your Knowledge" questions are more involved and require students to take the information they learned to a realistic scenario or problem in order to come up with a solution. The program also includes an "ExamView" CD which has numerous questions for each chapter. Finally, the student workbook has various review activities and assessments for students as well.

MATTERS OF FACT: 1. Evidence of self assessment and peer evaluation is provided with the "Checkpoint" feature, and 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 ("Practice What You Have Learned").
3. Evidence of the CTE Rubric assessment criteria correlation is provided in chapter features such as "Business Ethics"(critical thinking on issues that arise in the workplace), "Event Prep" (practice activities for CTSO's), and "Careers" (overview of the 16 career clusters and the impact of communication skills on each career).
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 a feature called "Review Concepts", "Terms Review", and "Chapter Summaries" at the end of each chapter.
6. Evidence of a method for reporting student's progress to parents was not addressed in this textbook bundle of resources.
7. Evidence that supports articulation into post-secondary education is provided in a feature called "Careers", Career Planning (Chapter 16), and Careers in Communication (Chapter 17) in the textbook.

CONCERNS: No comment.

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V. Other Comments

Documentation

STRENGTHS: 1. The “ExamView” software products are compatible with state-of-the-art technology.

MATTERS OF FACT: 1. Tests created may be published for LANbased testing, or be packaged for online testing using WebCT, Blackboard, or ANGEL. The “ExamView” software products are compatible with interactive white board technology

CONCERNS: No comment.

GW-6501120-FundBusComm-5-394-6501-1145-YES-Basal978-1-60525-472-2--------1/27/2012 @ 7:21:48 PM

VI. List of Components Reviewed

Documentation

1. Student’s Edition - Fundamentals of Business Communication
2. Teacher’s Annotated Workbook - Fundamentals of Business Communication
3. Teacher’s Resource CD
4. 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.

GW-6501120-FundBusComm-5-396-6501-1147-YES-Basal978-1-60525-472-2--------1/27/2012 @ 7:22:01 PM