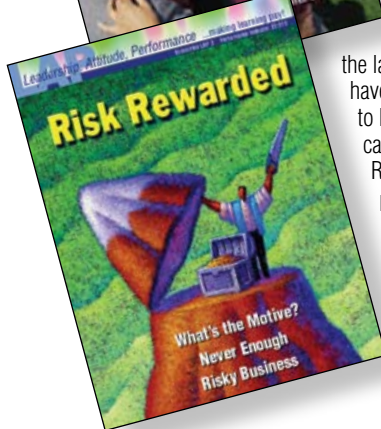
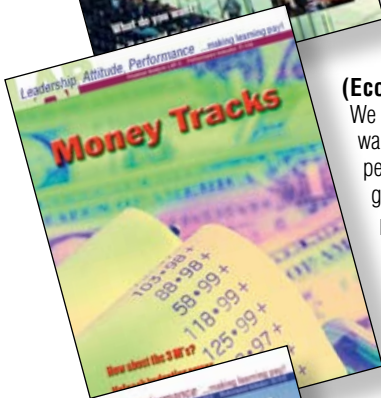


Business Basics

Save! Purchase Direct Downloads online.



As low as
\$28.95
IN QUANTITY

CopyIT!® LAP Modules PSW

Each LAP Module includes 8-page student handout (with CopyIT!® permission) and comprehensive lesson plan with discussion notes, transparency masters, practice and posttest with keys, and several different student activities. Mix and match quantity prices at www.MBAResearch.org.

Business Connections (Business and Society)

Businesses have an important role in our society. They are not isolated; rather, they have unique responsibilities and interests. Discover more about the relationship between business and society. ©2009. Recommended: HS

LAP-EC-020C-CS-4...\$43.95

(Member: \$33.95) (complete)

Additional copies of student LAP (20)

LAP-EC-020K-CS-4...\$25.95 (Member: \$21.95)

Business Connections (PowerPoint)

PSW-EC-020-4...\$49.95 (Member: \$35.95)

Get the Goods on Goods and Services (Economic Goods and Services)

We all have wants. If you need to spend money to satisfy a want, it is considered an economic want. The "things" that people buy to satisfy their economic wants are economic goods and services. ©2009. Recommended: HS

LAP-EC-010C-CS-4...\$43.95

(Member: \$33.95) (complete)

Additional copies of student LAP (20)

LAP-EC-010K-CS-4...\$25.95 (Member: \$21.95)

Get the Goods on Goods and Services (PowerPoint)

PSW-EC-010-4...\$49.95 (Member: \$35.95)

Have It Your Way! (Marketing)

When you walk into a store and decide to buy something, you've already been exposed to marketing, whether you realize it or not. ©2005. Recommended: HS

LAP-BA-011C-CS-4...\$43.95

(Member: \$33.95) (complete)

Additional copies of student LAP (20)

LAP-BA-011K-CS-4...\$25.95 (Member: \$21.95)

Have It Your Way! (PowerPoint)

PSW-BA-011-4...\$49.95 (Member: \$35.95)

It's the Law (Supply and Demand)

Why is it important for businesses to understand the law of supply and demand? If they don't, they may not have a supply of products available when consumers want to buy. Or, they might end up with more products than they can sell at a time when demand is low. ©2008.

Recommended: HS

LAP-EC-011C-CS-4...\$43.95

(Member: \$33.95) (complete)

Additional copies of student LAP (20)

LAP-EC-011K-CS-4...\$25.95 (Member: \$21.95)

It's the Law (PowerPoint)

PSW-EC-011-4...\$49.95 (Member: \$35.95)

LAP Modules (Continued)

Money Tracks (Nature of Budgets)

Discover how a budget is like a tree. Pinpoint the most important reason for budgeting. And, learn what you can do to budget effectively. ©2006. Recommended: HS/PS

LAP-FI-003C-SP-4...\$43.95

(Member: \$33.95) (complete)

Additional copies of student LAP (20)

LAP-FI-003K-SP-4...\$25.95 (Member: \$21.95)

Money Tracks (PowerPoint)

PSW-FI-003-4...\$49.95 (Member: \$35.95)

Ready, Set, Compete (Competition)

Competition—the rivalry among two or more businesses to attract scarce customer dollars—is a win-win situation for businesses, customers, and society. Competition encourages new businesses to enter the marketplace, provides customers with a wide selection of goods and services, and leads to a prosperous society. ©2009.

Recommended: HS

LAP-EC-008C-CS-4...\$43.95

(Member: \$33.95) (complete)

Additional copies of student LAP (20)

LAP-EC-008K-CS-4...\$25.95 (Member: \$21.95)

Ready, Set, Compete (PowerPoint)

PSW-EC-008-4...\$49.95 (Member: \$35.95)

Risk Rewarded (Profit)

What do you expect to get in return for your efforts? And, how can you tell if what you receive is enough? ©2006. Recommended: HS

LAP-EC-002C-CS-4...\$43.95 (Member: \$33.95) (complete)

Additional copies of student LAP (20)

LAP-EC-002K-CS-4...\$25.95 (Member: \$21.95)

Risk Rewarded (PowerPoint)

PSW-EC-002-4...\$49.95 (Member: \$35.95)

Show Me the Money (Nature of Accounting)

Find out why accounting is so important to businesses. Learn the basic accounting methods and the steps to follow to keep track of the money. ©2006. Recommended: HS

LAP-FI-005C-CS-4...\$43.95 (Member: \$33.95) (complete)

Additional copies of student LAP (20)

LAP-FI-005K-CS-4...\$25.95 (Member: \$21.95)

Show Me the Money (PowerPoint)

PSW-FI-005-4...\$49.95 (Member: \$35.95)

Strictly Business (Business Activities)

If you're flipping burgers at a fast-food restaurant, you might think your job is unimportant. Not so! You're helping the business achieve its goals. ©2007. Recommended: HS

LAP-EC-019C-CS-4...\$43.95 (Member: \$33.95) (complete)

Additional copies of student LAP (20)

LAP-EC-019K-CS-4...\$25.95 (Member: \$21.95)

Strictly Business (PowerPoint)

PSW-EC-019-4...\$49.95 (Member: \$35.95)

Find these
and more in our
online store.

Search topic=
Business Basics

Business Basics

Miscellaneous

Save! Purchase Direct Downloads online.

New! Course Guide: Business and Marketing Essentials

Targeted at all introductory business and marketing students, Business & Marketing Essentials is a challenging yearlong course that focuses on the core standards of the Business Administration model at the prerequisite and career-sustaining levels. ©2010. Length: 360. Recommended: HS
CG-10-001-4...\$129.00 (Member: \$99.00)
CG-10-001CD-4...\$119.00 (Member: \$89.00)

New! Course Profile: Business and Marketing Essentials

Need help building an introductory business administration course? The *Business and Marketing Essentials* course profile includes the recommended performance indicators for the year-long course, the suggested sequencing for these learning outcomes, detailed instructional objectives for each performance indicator, and a crosswalk of resources that support course content. *Business and Marketing Essentials* is a "must" for all beginning business and marketing students. ©2010. Length: 48. Recommended: HS
CG-09-001-4...\$39.00 (Member: \$29.00)

New! Program of Study Package (Set of 4):

Business Administration Resource Kits

Details for a non-duplicated sequence of instruction for your management students. Addresses grades 9–14, with suggestions for college articulation. Detailed course descriptions! Package of four, addressing: 1) Entrepreneurship, 2) Finance, 3) Business Management and Administration, 4) Marketing. Please see individual descriptions for each program of study model in this series. ©2009. Recommended: HS/PS

MSC-09-003-4...\$199.00 (Member: \$129.00)
CD version: MSC-09-003CD-4...\$189.00 (Member: \$119.00)

New! Program of Study Resource Kit:

Business Management and Administration

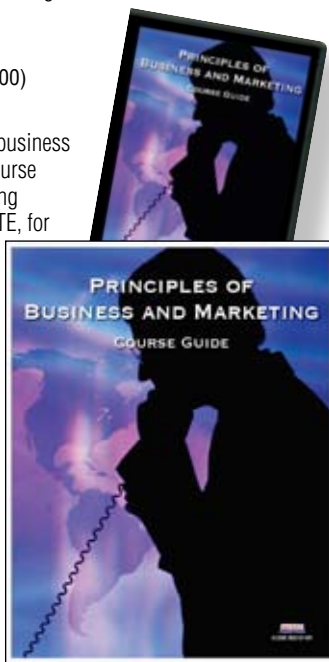
Based on national standards for business management and administration, this program of study contains a non-duplicated series of academic and career courses (grades nine through fourteen) for students interested in the Business Management and Administration Cluster. Academic courses meet typical state high school graduation requirements, and career courses include course descriptions and rigorous, industry-endorsed learning outcomes. ©2009. Recommended: HS/PS

MSC-09-004-4...\$79.00 (Member: \$59.00)
CD version: MSC-09-004CD-4...\$69.00 (Member: \$49.00)

Principles of Business and Marketing

Challenging, introductory, one-semester course for all business and marketing students. Targeted at 10th graders, the course is highly recommended as the first business or marketing course in a student's high school course-of-study. (NOTE, for 9th grade programs, we recommend Lead! as the introductory course.) *Principles of Business and Marketing* focuses on the core standards of the Business Administration model, career-sustaining level. The course features a wide variety of recommended activities, assessments and resource lists, including specific recommendations for LAP modules and various commercial publications. This is not a traditional introduction to business or marketing class—there is very little "personal" business. Rather, the course develops key concepts important to business and marketing careers. ©2008

Hard copy: MSC-07-001-4...\$119.00 (Member: \$89.00)
CD: MSC-07-002-4...\$109.00 (Member: \$79.00)



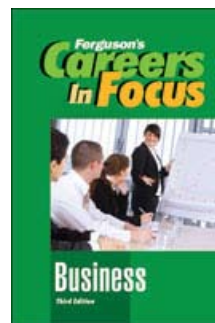
Reference Books



Revised! Careers in

Focus: Business; 3rd Ed.

[Hardcover] Profiles 21 careers in this lucrative field. New and updated job profiles include: accountants and auditors, chief information officers, cultural advisers, event planners, executive recruiters, franchise owners, Internet executives, office administrators, public relations specialists, purchasing agents, and more. ©2010. Recommended: HS



RB-10-006-4...\$32.95 (Member: \$31.30)

New! Major Choices in Business

[Package of 25] Imagine that you are a college student interested in business but confused about your course of study. You aren't sure what direction you should take or what career you might be interested in pursuing after you get your degree. You don't even know what your options are or how they match your interests. Do you want to be an accountant? A copywriter? An operations manager? A recruiter?

Most colleges and universities offer a wide range of business majors, specializations, and courses of study, and the truth is that a degree in finance and a degree in marketing will likely lead to students taking different classes, learning different skills, and embarking on different careers. Major Choices in Business can guide those students to choose the major or specialization that is right for them, as well as get them thinking about the kinds of careers they want to pursue. ©2009. Length: 32. Recommended: HS/PS

RB-08-160-4...\$44.95 (Member: \$42.70)

They Don't Teach Corporate in College; Revised Edition

This new and updated edition reflects the unique needs and challenges of current 20-somethings, who want to get ahead, but lack the know-how and finesse to make it happen. It incorporates fresh tips for effectively managing your online presence, practicing the art of "intrapreneurship," and planning your next move inside or outside Corporate America. ©2009. Length: 256. Recommended: HS/PS

RB-09-128-4...\$15.99 (Member: \$15.19)

PowerPoints by CEV

These products are produced by CEV Multimedia and have not been reviewed by MBAResearch. Your satisfaction is guaranteed with ALL products purchased from MBAResearch. Additional, professionally produced PowerPoint presentations are listed with individual LAP modules.

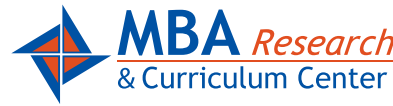
Agricultural Business: What's the Difference?

Have you ever wondered how businesses vary? In this Microsoft® PowerPoint® presentation the various forms of agricultural business (e.g., producer, processor, manufacturer, intermediary, service firm and non-profit organization) and types (e.g., sole proprietor, partnership, corporation, franchise and cooperative) are fully described to give students an in-depth look at the business world. Additionally, students will gain a full understanding of the laws which govern employment in the agricultural world. ©2009. Length: 43. Recommended: HS

PPT-09-006-4...\$69.00 (Member: \$65.55)

Quantity Pricing Available!

Satisfaction 100% Guaranteed!



MBAResearch
1375 King Ave., Columbus, OH 43212
800.448.0398 / Fax: 614.486.1819
www.MBAResearch.org