

Master the Skills Necessary to Succeed in the World of Business and Management

Designed for advanced high school students, *Advanced Business Foundations* takes students on an in-depth review of business, strategy, and management.

The 1st edition reflects the latest developments in the business world: technologies such as artificial intelligence, blockchain, cryptocurrency, the sharing economy, transportation, and manufacturing technology. It also presents the transformational impact on global trade, relationships, and career opportunities that technology has on the business world.

Advanced Business Foundations is an unrivaled compilation of exciting application-focused content, activities, and examples that guides students through the technology-saturated world of business today.

Key Features

Strategically designed with rigorous content and exercises to captivate the advanced student's interest in business management and strategy.

- Engaging business cases challenge students to apply learning to solve real-life management problems
- Role-play activities at the end of each chapter immerse students in a business situation calling for teamwork to solve
- Ideal for students who have completed a foundational entrepreneurship program or are seeking a college-level course

Solve the Dilemma

Global Expansion or Business as Usual?

LO 3-6

Assess the opportunities and problems facing a small business that is considering expanding into international markets.

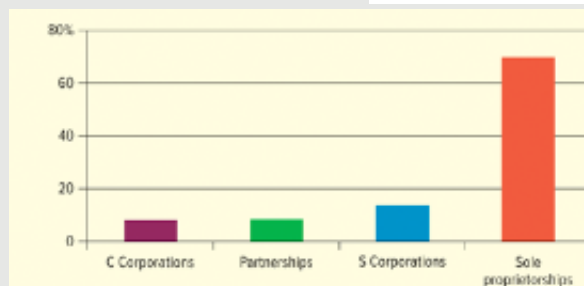


Audiotech Electronics, founded in 1959 by a father and son, currently operates a 35,000-square-foot factory with 75 employees. The company produces control consoles for television and radio stations and recording studios. It is involved in every facet of production—designing the systems, installing the circuits in its computer boards, and even manufacturing and painting the metal cases housing the consoles. The company's products are used by all the major broadcast and cable networks. The firm's newest products allow television correspondents to simultaneously hear and communicate with their counterparts in different geographic locations. Audiotech has been very successful meeting its customers' needs efficiently.

Audiotech sales have historically been strong in the United States, but recently, growth is stagnating. Even though Audiotech is a small, family-owned firm, it believes it should evaluate and consider global expansion.

Critical Thinking Questions

1. What are the key issues that need to be considered in determining global expansion?
2. What are some of the unique problems that a small business might face in global expansion that larger firms would not?
3. Should Audiotech consider a joint venture? Should it hire a sales force of people native to the countries it enters?



Business Foundations: A Changing World

Mobile | Digital | Print

Chapter 1	The Dynamics of Business and Economics
Chapter 2	Business Ethics and Social Responsibility
Chapter 3	Business in a Borderless World
Chapter 4	Options for Organizing a Business
Chapter 5	Small Business, Entrepreneurship, and Franchising
Chapter 6	The Nature of Management
Chapter 7	Organization, Teamwork, and Communication
Chapter 8	Managing Operations and Supply Chain
Chapter 9	Motivating the Workforce
Chapter 10	Managing Human Resources
Chapter 11	Customer-Driven Marketing
Chapter 12	Dimensions of Marketing Strategy
Chapter 13	Digital Marketing and Social Media
Chapter 14	Accounting and Financial Statements
Chapter 15	Money and the Financial System
Chapter 16	Financial Management and Securities Markets
Bonus Chapters	A: The Legal and Regulatory Environment B: Personal Financial Planning

Dynamic Digital Resources

Business Foundations Digital Edition features rich multimedia content that enhances the student experience and provides teachers with the tools and resources to deliver engaging lessons and activities.

- eBook available in 120 languages with Google Translate plug-in
- Authentic simulations provide instant feedback on core concepts
- Rich, interactive multi-media reinforce learning objectives
- Ability to record, view, and manage class lectures
- Robust summative assessments available in both print and digital
- SmartBook 2.0 delivers personalized, adaptive learning
- McGraw Hill K-12 Portal app provides off-line access to eBook
- Integrates into Canvas, Google Classroom, Schoology

For a Foundational program, please see *Careers and Basics of Business, Marketing, and Finance* ©2024

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