

# Eastern High School

## Student Demonstration of Learning



By MBAResearch



# High School of Business™

- Career and Technical Education pathway approved by the Kentucky Department of Education
- First school in Kentucky to offer the program
- 5<sup>th</sup> year for the program
- Over 300 students currently enrolled
- Dual credit available for two of the six required courses
- Every class taught by industry knowledgeable teachers, all with graduate **business** degrees and teaching degrees





# Year One

- Freshman Electives: Wealth Management, Leadership
- Develops student understanding and skills in such areas as communication skills, emotional intelligence, operations, professional development, the relationship between economics and wealth management, personal and financial goals, personal budget, personal finances, methods of generating income, insurance needs, and investing skills and knowledge
- Showcased Project – **Service Learning**





# Year Two

- Sophomore Required Courses: Principles of Business and Business Economics
- Develops student understanding and skills in such areas as business law, economics, financial analysis, human resources management, information management, marketing, operations, and strategic management
- Project – **Stock Market Challenge**





# Year Two

Rank	Nickname	% Return Above/Below S&P 500 Growth	Total Equity	School / Organization	Advisor / Participant
1	CHAMPS	4.8306	\$106,873.23	EASTERN HIGH SCHOOL (Jeff. Cty.)	Buford, Kimberly
2	YOUNG INVESTMENTS	4.7126	\$106,755.14	EASTERN HIGH SCHOOL (Jeff. Cty.)	Charleston, Jody
3	KY_75_A12	6.6191	\$106,086.03	NORTHERN MIDDLE SCHOOL (Pulaski Cty.)	McIver, Ginny
4	KY_75_ZZ392	3.0547	\$105,097.27	EASTERN HIGH SCHOOL (Jeff. Cty.)	Buford, Kimberly





# Year Three

- Junior Required Courses: Principles of Marketing\* and Principles of Finance
- Develops student understanding and skills in the functional areas of channel management, marketing-information management, market planning, pricing, product/service management, promotion, selling, understanding of financial statements, calculating financial ratios, and making corporate financial management decisions based on analysis of that financial data
- Project – **Marketing Plan**

\*Principles of Marketing is a dual credit course with Spalding University.







# Year Three





# Year Four

- Senior Required Courses: Principles of Management\* and Business Strategies
- Students acquire an understanding of legal and ethical issues associated with management; initiate, plan, implement, control, and close a project; motivate team members; delegate work; develop a chain of command; coordinate work efforts; and interpret statistical findings
- Project – **Senior Capstone Project, Job Shadowing**

\*Principles of Management is a dual credit course with Spalding University.



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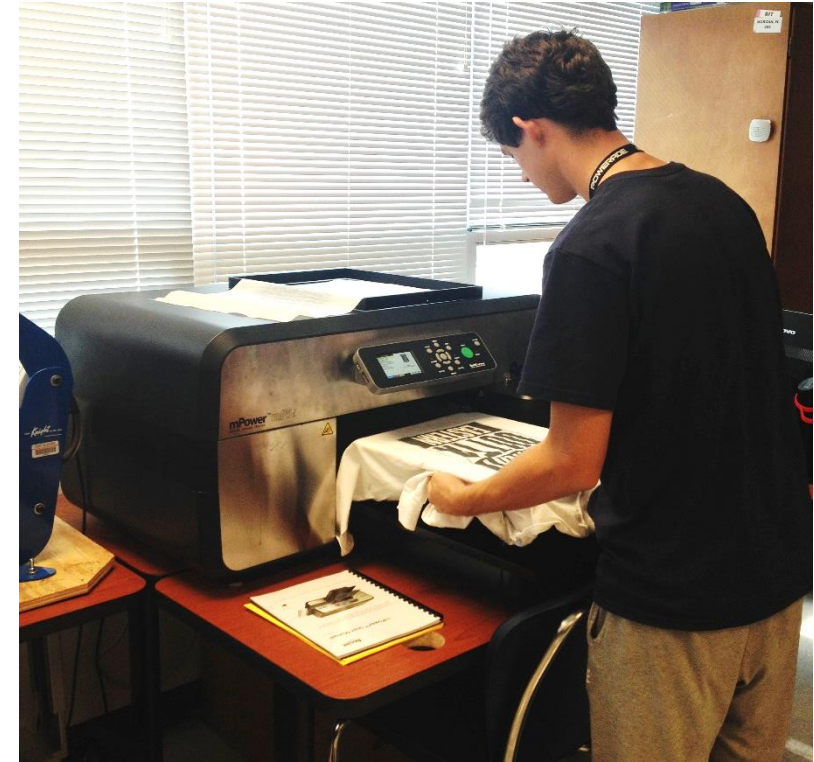
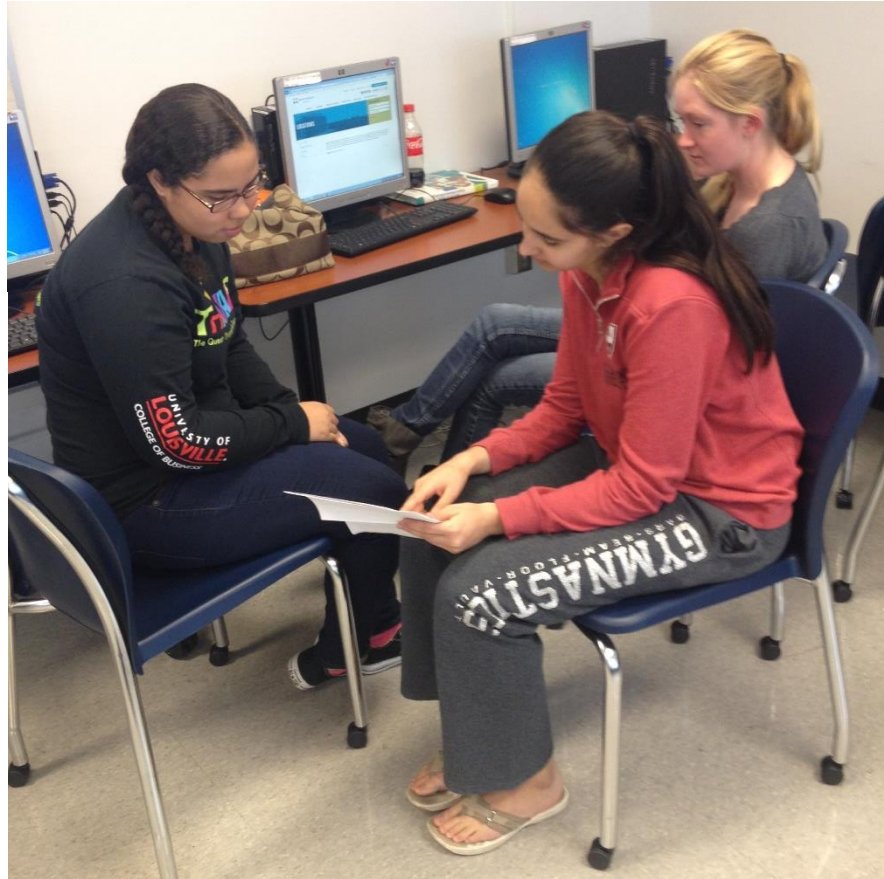




# Year Four



\$10



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# Awards & Accomplishments

- Amazing Global Marketplace 1<sup>st</sup> Place winners several years in a row
- Top Exam Scorers nationally every year
- Stock Market Challenge winners
- Over 2,500 hours of job shadowing in the community
- Over 500 hours of college credit earned through Spalding University
- Millions of dollars in scholarships earned each year by graduating HSB students





**Thank you for  
your time!**



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