



# The Business Buzz...

Volume 1, Issue 2

January 21, 2016

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The 2nd quarter of the school year is always busy and fast paced. Students have settled into their routine and decisions are being made, friendships solidified, and areas of expertise discovered. I like to give my students a career-focus during this quarter and Accounting and Intro To Business lend themselves well to this theme. Possible career paths are emphasized in both of these curriculums. As my bulletin board quotes, "It is not enough to be busy; so are the ants. The question is, What are you busy about?"

Mrs. Taylor

## Intro to Business & Marketing

Introduction to Business & Marketing is a classic introductory career class. I tell the students we learn a little bit about a lot of things! Our topics of study include basic business structure/ownership, management, human resources, production, accounting and marketing. There are a multitude of jobs in any of these business components. So I like the students to view this as a "career preview" class. The students get the chance to "break down the walls of



the school" and take the subject into reality by running our own business. This year the students chose to operate "Cozy Christmas" which manufactured and sold sock snowmen and personalized mugs and hot chocolate/puppy chow treats. The students experienced the real life pressures of product selection, raw

material purchasing, quality control, advertising and sales dilemmas. Their written reflections of the project are always very eye-opening and remind me of the power of experiential learning.



Lisa Vogt shared her experiences as an owner at Riverview Tax & Accounting. Thanks to Lisa, the day to day realities of business ownership were brought to life.

## Accounting I & II



Number crunching can be viewed as both exciting and tedious! When students are asked to draw a picture of

accountants on their first day of class, we still see green eye shades and lots of calculators, but they also have \$\$\$\$ depicted! The career field seems to be alive and well with South-

western graduates. Many have entered the field of CPA's and auditors. The task of bookkeeping still exists, but the analysis of data is much more challenging. Our students have the chance to learn the basic debit/credit theory in our Accounting classes and begin to see the possibilities of career options.