



Stony Point High School

Stony Point opened as Round Rock ISD's fourth high school in the fall of 1999. Modern facilities support instructional programs in the Business, Finance, & Marketing Academy. This academy at Stony Point is a multifaceted program designed for students in grades 9-12 who want to prepare for a business career in a dynamic global society. The academy is designed for students interested in pursuing professions and careers in marketing, general business and finance, retail, travel and hospitality, and agriculture management. Numerous learning opportunities are provided for students who intend to pursue professional degrees, certificates, or to enter the work force upon graduation from high school. Internships, organizations, and other specialized learning opportunities are offered.

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Business, Finance & Marketing Academy

For more information about this academy, please contact the following:

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The Round Rock Independent School District is an equal opportunity employer and provides educational programs and services, which do not discriminate on the basis of age, national origin, race, sex, color, religion, disability, or against any other legally protected group. Complaints should be directed to the Director of Legal Services & Campus Issues.

Business Finance, & Marketing Academy

Stony Point High School

2008-2009





Academy Studies

Each academic specialization has recommended classes for each grade level. In addition, regular and advanced core subject classes will be provided.

All freshman academy students begin their course of study by taking Introduction to Business. All second year members are encouraged to take International Business and International Marketing, as well as other appropriate focus electives.

Courses may be interchanged between strands to customize the academy experience for students' individual career goals.

The academy has five areas of specialized studies:

- Business Financial Management
- Marketing and Communications
- Retail and Merchandising
- Travel and Hospitality
- Agricultural and Construction Management



Courses offered by Specialization

Business Financial Management

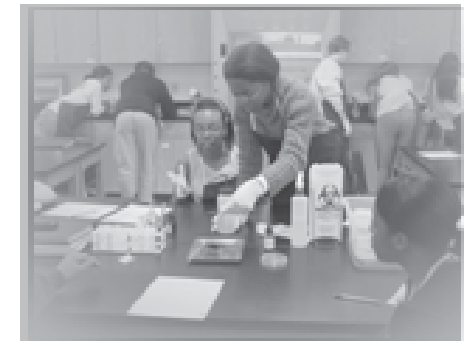
- Accounting I and II
- Entrepreneurship
- Business Law
- Business Computer Information Systems
- Business Image Management and Multimedia

Marketing and Communications

- Advertising
- Marketing Yourself
- Marketing Dynamics
- Marketing Management
- Principles of Marketing
- Sports and Entertainment Marketing
- Internet Communications and Web Design

Retail and Merchandising

- Apparel
- Retailing
- Professional Selling
- Entrepreneurship
- Interior Design



Travel and Hospitality

- Nutrition and Food Science
- Food Science Technology
- Hospitality Services I and II
- Family and Consumer Science Career Preparation I and II

Agricultural and Construction Management

- Intro to World Agricultural Science and Technology
- Applied Agricultural Science and Technology
- Intro to Agriculture Mechanics
- Food Technology
- Intro to Horticulture
- Agricultural Metal Technology
- Agribusiness Pre-Lab
- Floral Design
- Advanced Floral Design

