

Office of the Interim Superintendent of Schools
MONTGOMERY COUNTY PUBLIC SCHOOLS
Rockville, Maryland

July 14, 2021

MEMORANDUM

To: Members of the Board of Education

From: Monifa B. McKnight, Interim Superintendent of Schools

Subject: Business Management and Finance Career Technology Education Programs of Study in Montgomery County Public Schools

Question

During the *Charter School* discussion at the Board of Education business meeting on June 29, 2021, Ms. Silvestre asked if Montgomery County Public Schools (MCPS) had a Business Academy.

Response

The Business Management and Finance Career Technology Education Programs of Study include five programs: Academy of Finance, Accounting and Finance, Business Administrative Services, Business Management, and Marketing. Attached is Programs of Study information providing an overview of each program and identifying the 11 high schools offering these programs.

If you have questions, please contact Mrs. Niki T. Hazel, associate superintendent of curriculum and instructional programs, Office of Teaching, Learning, and Schools, at 240-740-3970 or via email.

MBM:RR:NTH:lec

Attachment

Copy to:
Executive Staff
Mr. Murphy
Ms. Webb

Business Management and Finance CTE Programs of Study (POS) in MCPS

The Business Management and Finance (BMF) cluster includes five programs of study:

1. Academy of Finance (AoF)
2. Accounting and Finance
3. Business Administrative Services
4. Business Management
5. Marketing

Each program includes rigorous academics, broad industry knowledge and skills, exposure to careers within the field, certification options, and enrichment via dual enrollment or internship opportunities. The (NAF) Academy of Finance is a national network of education, business, and community leaders who work together to ensure high school students are college, career, and future ready. The other four POS have foundational courses in common. In each of the four POS, students learn effective decision making techniques in financial management, business communication, problem solving, teamwork, and networking skills. Human resource topics such as diversity in the workplace, ethics, employer/ employee rights, discrimination, accountability, time management, and setting priorities are additional topics covered within the courses. Upon completion of the two foundation courses, students are required to complete a specialty course in their selected pathway. Students also have the opportunity to enroll in and complete a capstone course that includes dual enrollment, internship, or Advanced Placement Economics course. A brief overview of each POS is below:

Academy of Finance

The Academy of Finance Program of Study is part of the NAF's national network of academies that prepares students for successful careers in finance, accounting and other fields. NAF's structured curriculum provides students with a broad understanding of financial and economic concepts and provides a quality capstone work-based learning experience.

[Sample Pathway for Academy of Finance POS](#)

Accounting and Finance

This Accounting and Finance POS provides students with the knowledge necessary to manage and maintain a company's financial resources. Students will learn to apply generally accepted accounting principles to determine the value of assets, liabilities, and owner's equity as they apply to various forms of manual and computerized systems for service and merchandising business. Students will also focus on accounting procedures necessary to address long and short-term assets and investments, long and short-term liabilities, inventory management and accounting ratios in the decision-making process. A comprehensive study of the accounting procedures used in establishing corporations, declaring and paying dividends, the formation and dissolution of partnerships, distribution of net income and owners' equity statements is included in this program of study. Students will identify positions and career paths in the field of accounting and finance and will examine the role of ethics and social responsibility in the decision-making process.

[Sample Course Pathway for Accounting and Finance POS](#)

Business Administrative Services

This program of study provides students with the opportunity to develop advanced skills using Microsoft's leading business productivity software and acquire the Microsoft Office Specialist (MOS) credential. Students will learn to think analytically, manipulate information, and use the

computer as a productivity tool through integrated application programs. Expertise in technology will contribute to students' future career mobility, advancement potential, compensation and job satisfaction

[Sample Course Pathway for Business Administrative Services POS](#)

Business Management

The focus of the Business Management POS is on the role of business in society; the changing nature of contemporary business practices; major management concepts, theories, and theorists; the processes of management (functional, operational, human relations), business law and ethics, and business communications. Career pathways will be examined and the use of business management knowledge in a variety of career clusters is explored. Awareness of ethical issues and application of ethical decision-making models will be reinforced throughout the program of study. Students will understand the business world and be more prepared to meet their career goals and objectives

[Sample Course Pathway for Business Management POS](#)

Marketing

The Marketing POS introduces the student to the essential concepts of marketing theory and the foundations, functions and benefits of marketing in a free enterprise system. Throughout the program of study, students will use and incorporate technologies to conduct research and communicate. In addition, students will investigate the various and ever-improving alternatives for electronic marketing that include, but are not limited to social media, digital marketing, E-commerce, and more. Students will integrate their knowledge of legal issues, the importance of ethics, and social responsibilities in marketing. Students will understand and demonstrate strong interpersonal skills and develop an appreciation of human diversity. By the end of program of study, students will have a solid understanding of the many diverse career opportunities in the field of marketing.

[Sample Course Pathway for Marketing POS](#)

One or more of these programs are approved to be offered in 11 high schools throughout the district as noted in the chart below.

#	High School Locations	BMF Program of Study Approved
1	Montgomery Blair HS	-Accounting and Finance -Business Management -Marketing
2	James Hubert Blake	-Business Management -Marketing
3	Winston Churchill	-Business Administrative Services
4	Albert Einstein	-Academy of Finance

5	Gaithersburg HS	-Accounting and Finance -Business Management -Marketing
6	Kennedy High School	-Business Administrative Services
7	Magruder HS	-Academy of Finance -Accounting and Finance
8	Northwest HS	-Academy of Finance -Accounting and Finance -Business Management
9	Northwood HS	-Business Management -Marketing
10	Paint Branch HS	-Academy of Finance
11	Sherwood HS	-Business Management