Maryland CTE Programs of Study

Financial Services and Accounting III (2025)

GENERAL REQUIREMENTS. This course is recommended for students in Grades 11-12. 1

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INTRODUCTION 2

A Career and Technical Education (CTE) instruction provides content aligned with challenging academic standards and relevant technical knowledge and skills for students to further their education and succeed in current or emerging professions. 2.A

B The Financial Services Career Cluster encompasses careers in managing and advising financial transactions, including banking, lending, corporate finance, debt management, accounting, insurance, and real estate. These careers contribute to economic stability and growth by supporting the financial health of individuals and organizations. This could include careers in accounting, financial services, investments and trading. 2.B

C The Financial Services and Accounting program offers a robust sequence of courses that integrates core accounting concepts, financial literacy, and advanced data analysis. Students gain a strong foundation in ethical practices and the essential role of finance in supporting economic growth and stability. Progressive skill-building in spreadsheet software, specialized accounting platforms, and capital markets tools equips them for recognized industry certifications. Collaborative projects and real-world simulations encourage critical thinking, effective communication, and professional accountability. With an emphasis on both personal and corporate finance perspectives, the program fosters adaptable, data-driven professionals ready to excel in the financial services sector. 2.C

D In this advanced course, students continue to practice financial analysis and data interpretation, integrating their Excel skills for deep dives into performance metrics. Through case studies and simulations, they gain hands-on experience managing complex accounting scenarios, ensuring they are ready to earn an industry-recognized QuickBooks certification. Topics include cost-volume-profit analysis, budgeting, and an introduction to internal controls. 2.D

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Students will participate in at least two Career-Connected Education and Work-Based Learning experiences in this course, which might include informational

interviews or job shadowing relevant to the program of study. 2.E

F **Students are encouraged to participate in extended learning experiences through aligned Career and Technical Student Organizations (CTSOs). CTSOs are a cocurricular requirement in the Carl D. Perkins Act, and alignment to CTSO activities is an expectation for CTE programs in the state of Maryland.** 2.F

KNOWLEDGE AND SKILLS 3

A **The student demonstrates the necessary skills for career development, maintenance of employability, and successful completion of course outcomes. The student is expected to:** 3.A

1. Identify and demonstrate positive work behaviors that enhance employability and job advancement, such as regular attendance, promptness, proper attire, maintenance of a professional and ethical work environment, and pride in work. 3.A.1
2. Demonstrate positive personal qualities such as flexibility, open-mindedness, initiative, active listening, and a willingness to learn. 3.A.2
3. Employ effective reading, writing, and technical documentation skills. 3.A.3
4. Solve problems using critical thinking techniques and structured troubleshooting methodologies. 3.A.4
5. Demonstrate leadership skills and collaborate effectively as a team member. 3.A.5
6. Exhibit an understanding of legal and ethical responsibilities of a financial service provider. 3.A.6
7. Demonstrate time-management skills and the ability to prioritize tasks in a technical setting. 3.A.7

B **The student identifies various career pathways in the Finance field. The student is expected to:** 3.B

1. Develop a career plan that includes the necessary education, certifications, job skills, and experience for specific roles as a financial service provider or in the Finance field. 3.B.1
2. Create a professional resume and portfolio that reflects skills, projects, certifications, and recommendations. 3.B.2
3. Demonstrate effective interview skills for roles in the Finance field. 3.B.3

C **The student develops technology and digital literacy skills. The student is expected to:** 3.C

1. Synthesize financial, economic, and market data from online databases. 3.C.1
2. Design and integrate implement integrated financial systems using spreadsheets and specialized financial software. 3.C.2
3. Leverage cloud-based services (e.g., Google Drive, Microsoft OneDrive) to store and share financial models, credit analyses, and reports. 3.C.3
4. Evaluate and refine financial models and perform data analysis using Excel or other spreadsheet tools. 3.C.4

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5 Master financial software applications such as QuickBooks for creating financial statements, performing cost analysis, and automating workflows. 3.C.5

6 Employ database management systems for organizing large sets of financial or customer data. 3.C.6

D The student applies comprehensive financial planning principles to personal and business scenarios. The student is expected to: 3.D

1 Construct complete financial plans that integrate cash flow analysis, debt management, investment strategies, and risk management solutions. 3.D.1

2 Calculate and analyze financial ratios beyond the basics, including debt service coverage, debt-to-income, and return on assets to evaluate financial health. 3.D.2

3 Apply advanced time value of money concepts to solve complex financial planning problems, including uneven cash flows and changing interest rates. 3.D.3

4 Develop education funding analyses that evaluate savings requirements, appropriate vehicles, and financial aid considerations. 3.D.4

5 Create financial plans that demonstrate understanding of client psychology, values, and biases that impact financial decision-making. 3.D.5

E The student demonstrates risk management and insurance planning competencies. The student is expected to: 3.E

1 Apply the risk management process to identify, measure, and prioritize personal and business risk exposures. 3.E.1

2 Compare and evaluate insurance solutions for property, health, disability, long-term care, and life risks. 3.E.2

3 Construct appropriate insurance recommendations based on client-specific needs analysis, including premium costs and coverage options. 3.E.3

4 Analyze business insurance needs including key person, business continuation, and liability protection. 3.E.4

5 Evaluate annuity products and their role in retirement planning, distinguishing between immediate, deferred, fixed, and variable options. 3.E.5

F The student applies investment planning and portfolio management principles. The student is expected to: 3.F

1 Differentiate between various investment vehicles including stocks, bonds, mutual funds, ETFs, REITs, and alternative investments, analyzing their characteristics, risks, and tax implications. 3.F.1

2 Apply quantitative investment measures including standard deviation, beta, alpha, Sharpe ratio, and correlation to evaluate investment performance. 3.F.2

3 Construct and optimize investment portfolios based on Modern Portfolio Theory, considering asset allocation, diversification, and rebalancing strategies. 3.F.3

4 Analyze market cycles and their impact on investment strategies, incorporating economic indicators and monetary policy considerations. 3.F.4

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5 Apply single-period dividend-discount and basic bond-yield methods in Excel to estimate the fair value of a common stock and a plain-vanilla coupon bond. Interpret the results using simple valuation multiples (e.g., P/E, price-to-book). 3.F.5

G The student applies tax planning principles to personal and business financial decisions. The student is expected to: 3.G

1 Import transaction data from QuickBooks into Excel and use PivotTables, slicers, and calculated fields to create dashboards that reveal cash-flow trends and key performance indicators. 3.G.1

2 Analyze how different forms of business organization (sole proprietorship, partnership, LLC, S-Corp, C-Corp) impact taxation of income and business operations. 3.G.2

3 Apply tax reduction and management techniques that legally minimize tax liability for individuals and businesses. 3.G.3

4 Calculate the tax consequences of investment decisions, including capital gains/losses, dividend income, and tax-advantaged accounts. 3.G.4

5 Evaluate the tax implications of major life events including higher education, retirement, and property transactions. 3.G.5

6 Incorporate charitable giving strategies into financial plans, calculating the tax benefits of various contribution methods. 3.G.6

H The student integrates certification preparation for the QuickBooks Certified User credential. The student is expected to: 3.H

1 Identify official QuickBooks Certified User exam objectives and align classroom activities (e.g., simulations, case studies) to those objectives. 3.H.1

2 Complete scenario-based tasks and practice assessments that simulate real-world accounting challenges using QuickBooks. 3.H.2

3 Demonstrate mastery of payroll, financial reporting, bank reconciliation, and other advanced QuickBooks functions necessary for certification. 3.H.3

4 Reflect on areas of strength and improvement through self-assessment, refining skills to ensure readiness for the QuickBooks Certified User exam. 3.H.4

I The student demonstrates advanced professional ethics and fiduciary responsibility. The student is expected to: 3.I

1 Evaluate complex ethical dilemmas using the CFP Board's Code of Ethics framework. 3.I.1

2 Develop client communication strategies that fulfill fiduciary obligations. 3.I.2

3 Create compliance protocols that address regulatory requirements for financial professionals. 3.I.3

4 Analyze case studies of ethical violations and formulate preventative measures. 3.I.4