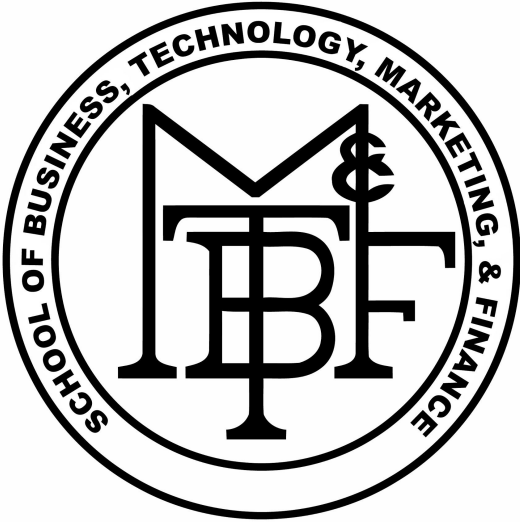


Partnerships for Success



Ms. Mary Howard
BTMF Vice Principal



BTMF Vision

Our vision is to be a premier school that is unparalleled in preparing students with the skills to compete in the global business world utilizing 21st century skills.

BTMF fosters an environment which encourages integrity, promotes diversity, and values the purpose and importance of education. We promote the success of all students while respecting the roles of all stakeholders.

BTMF Mission

Our mission is to deliver pedagogy focused on skills and practices relevant to real world business situations. BTMF fosters a positive, safe, and orderly, learning environment which enables students to explore, understand, and build character traits needed to be successful. We will work collaboratively with all stakeholders to ensure academic, social, and vocational success for all students.

BTMF CTE Business Pathways 2012-2013 School Year

Pathway I:	Pathway II:	Pathway III	Pathway IV
Business Management and Technology	Marketing	Banking and Finance	Computer Technician and Repair
Sequence of Coursework	Sequence of Coursework	Sequence of Coursework	Sequence of Coursework
Intro to MOS 2.5 9 th	Intro to MOS 2.5 9 th	Intro to MOS 2.5 9 th	Intro to MOS 2.5 9 th
Personal Finance 2.5 9 th	Personal Finance 2.5 9 th	Personal Finance 2.5 9 th	Personal Finance 2.5 9 th
Principles of Business 10 th	Intro to Marketing 10 th	Banking and Finance 10 th	A+ Technology I 10 th
Principles of MSO Word 11 th	Marketing I 11 th	Accounting I 11 th	A+ Technology II 11 th
Essentials of MOS 12 th	Coop Marketing II 12 th	Business Administration & Mgt 12 th	Website Design 12 th
Electives	Electives	Electives	Electives
Business Mathematics 2.5 10 th	Sports & Entertain Mkt 11 th – 12 th	Business Mathematics 2.5 10 th	Business Mathematics 2.5 10 th
Business Communications 2.5 10 th	Business Mathematics 2.5 10 th	Business Communications 2.5 10 th	Business Communications 2.5 10 th
Business Law and Ethics 11 th – 12 th	Business Communications 2.5 10 th	Business Law and Ethics 11 th – 12 th	Entrepreneurship 11 th – 12 th
Entrepreneurship 11 th 12 th	Entrepreneurship 11 th – 12 th	International Business 12 th	International Business 11 th – 12 th
Website Design 12 th	Website Design 12 th	Accounting II 12 th	Business Administration & Mgt 12 th
	Business Administration & Mgt 12 th	Collegiate Intro to Business 12 th	

BTMF CTE Business Majors (Pathways) 2019_2020 School Year

[All Current Curricula - Click Here](#)

Major		Sales, Distribution, & Marketing Operations, General CIP 52.1801	Banking & Financial Support Services CIP 52.0803	Global Logistics and Supply Chain Management CIP 52.0203
Freshman		Personal Finance* 2.5/5070/Freshman Seminar 2.5 8110		
Sophomore <i>Participant</i>		Introduction to Marketing 7330	Banking and Finance 5080	Introduction to Logistics 0510
Junior <i>Concentrators</i>		Marketing I 7340	Accounting I 5030	Functional Areas in Logistics 5110
Senior <i>Completers</i>		Co-Op Marketing II Job Training 7360	Accounting II 5060	Global Logistics Management 5093
Co-curricular		DECA School Store SLE (Internship 5095)	NJFCU Castle SLE (Internship 5095)	FBLA
End of Program Assessment		NOCTI Test Title: 8255 - A*S*K Fundamental Marketing Concepts	NOCTI Test Title: 4000 - Accounting Basic Quickbooks Certification	
Business Electives		Entrepreneurship		
		Business Administration Management		

DATA PREDICTORS:

National/Global Economy and Market

Teacher/Counselor Knowledge and Input

Assessment of Programs

Advisory Board Input

Student Input

Vertical Articulation

Student Assessment - no preparation

School Based Structured Learning Activities - during class

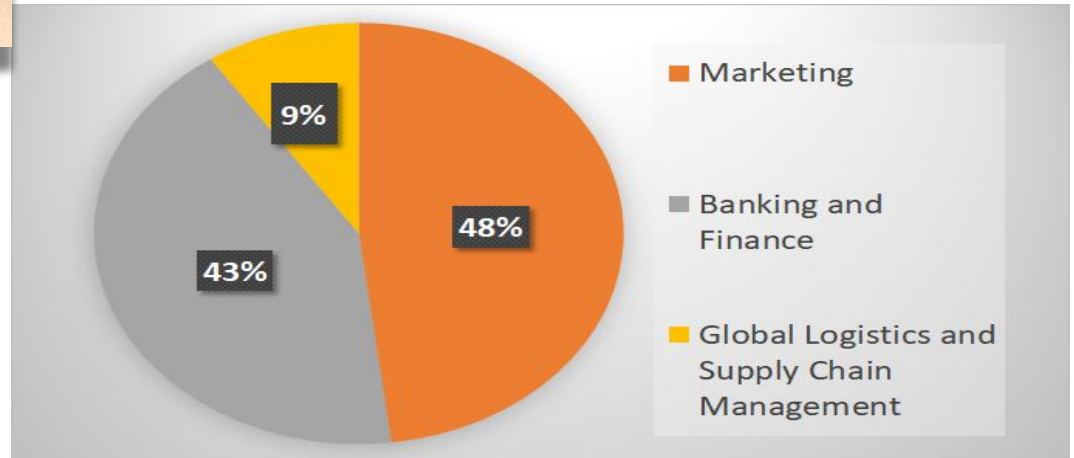
volunteer/no credit

Student Choice

- Freshman Seminar/Personal Finance
- Business Week Mid-Year
- Digital Course Requests
- Schedule Revisions with Guidance



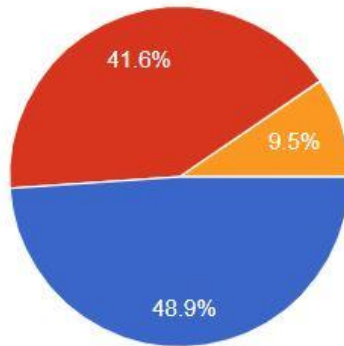
Business Week Course Selection 2017-2018 Results



Business Week Course Selection 2018-2019 Results

Please select your BTMF Major Selection (1st Choice)

137 responses



- Marketing: (Intro to Marketing, Marketing I, Marketing II and Job Training)
- Banking, Finance & Digital Accounting: (Banking & Finance, Accounting I, Accounting II)
- Global Logistics and Supply Chain Management (Introduction to Logistics, Functional Areas in Logistics, Global Logistics Management, Logistics and Supply...)

DECA 2018

Accomplishments

Mastering EQ Series

Montclair Field Trip

CUMAC Food Drive

CUMAC Plastic Bag Drive

Volunteer @ CUMAC

SBE Accreditation

BTMF Clean-Up Day



Montclair Fieldtrip
May 4, 2018



Meditation



DECA 2017 Accomplishments

Positive Note Co-Promote

BTMF Open House

High School Choice Fair

Public Speaking Training

Test Taking Strategies

DECA Testing

Role Play In-House Field Trip



BTMF Business Week



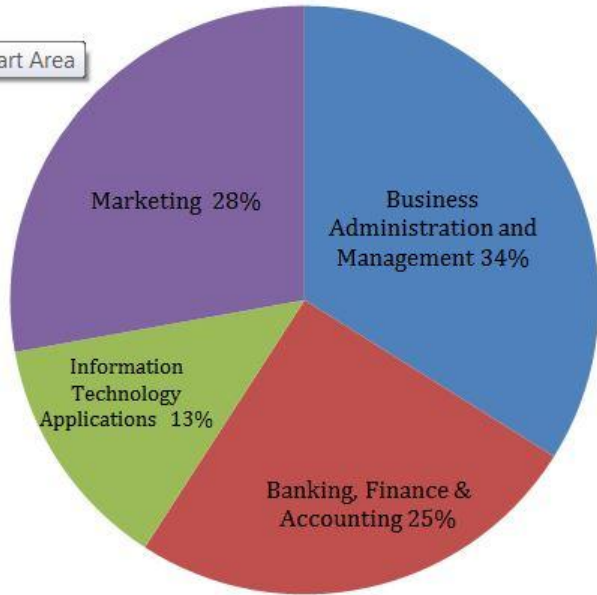
20/20 CLASS OF

Our Vision Is Clear

Jorge Osoria, Principal Mounir Almaita, Vice Principal Mary Howard, Vice Principal



Chart Area



Class of 2020 Pathway Selection

School of Business, Technology, Marketing and Finance.

1

Student Buy In

Freshman Seminar - exposure
Advisory Meeting participation
Course Selection input
End of Program - pre assessment
Promotions and Co Curricular Participation

2

Staff Knowledge and Information

Business Pathway presentations for Staff
School wide promotional materials
Counselor and scheduling discussions
Vertical Articulation within Pathways

3

Real World Connections

Digital Accounting and Quickbooks
Advisory Participation
Field Experience and Field Trips
SLE Curriculum implementation

Marketing Pathway

Pathway Courses include:

- Introduction to Marketing
- Marketing I
- Marketing II/Job Training (SLE)



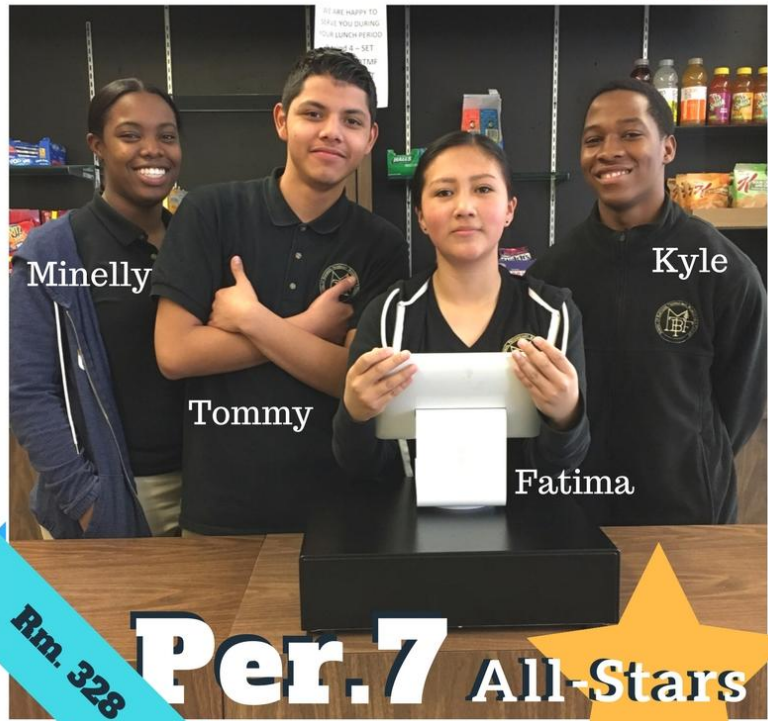
**End of Program Assessment: A*S*K Fundamental Marketing Concepts*

**Marketing Application: Bright Knight Cafe*

**Co Curricular Club: Distributive Education Clubs of America (*



Bright Knight Cafe



Come Shop With Us!

Snacks, Drinks, & School Supplies

Bright Knight Cafe Marketing Implementation

- Provides uniforms, school supplies and healthy snacks
- Promote healthy lifestyle related to diet, exercise and sleeping
- Serves as working experience for students in Job Training Program
- In transition to become a DECA certified School Based Enterprise
- Marketing Students conduct Market Research, Launch New Products, Practice Effective Customer Service and Promote the



Cynthia, Class 2017

Available at the Bright Knight Cafe

Poland Spring
BRAND



Shelsy, Class of 2017

Available at the Bright Knight Cafe

Poland Spring
BRAND

Marketing End of Year Assessment

Assessment Details

- Created by A*S*K Institute
- Administered by NOCTI
- Certified by NJ DOE

A*S*K Institute Fundamental Marketing Concepts

Written Assessment

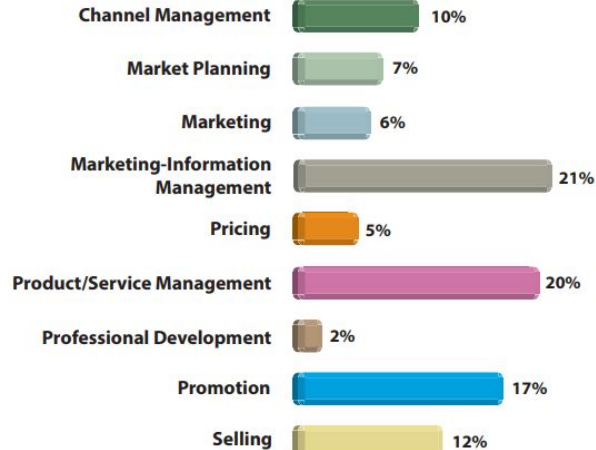
This written assessment consists of questions to measure an individual's factual theoretical knowledge.

Administration Time: 1 hour and 40 minutes

Number of Questions: 100

Number of Sessions: This assessment may be administered in one, two, or three sessions.

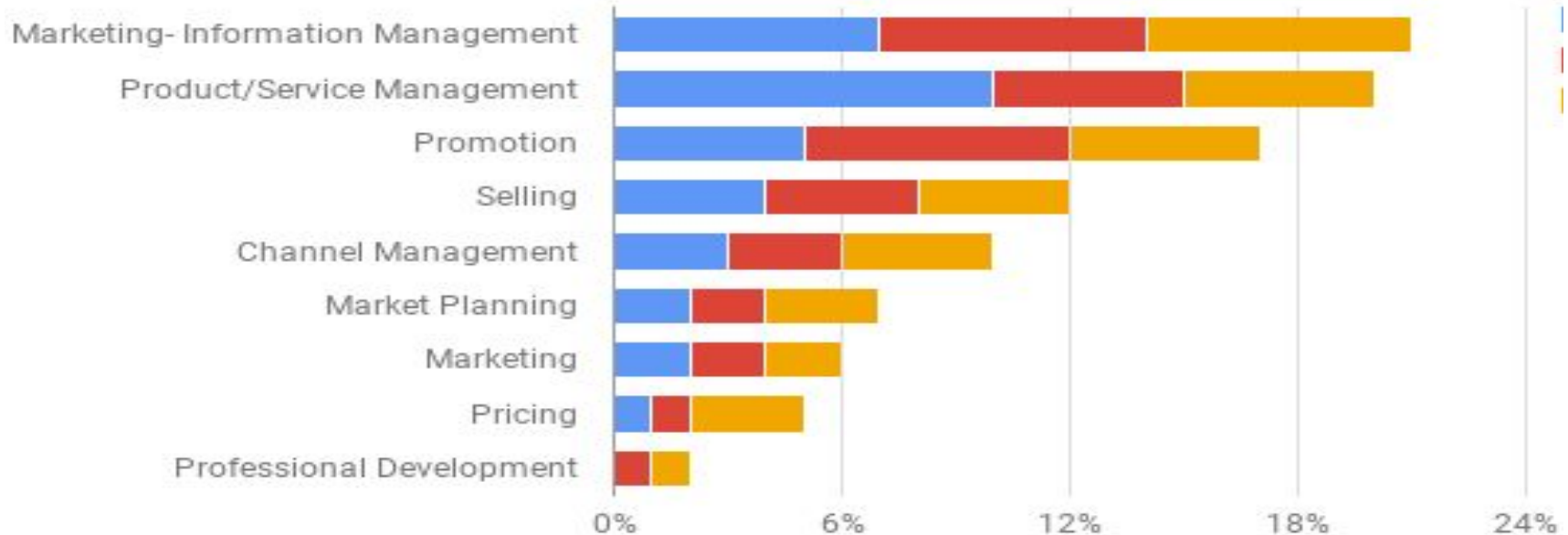
Areas Covered



Preparing students for End of Year Assessment

■ Introduction to Marketing
■ Marketing I
■ Marketing II

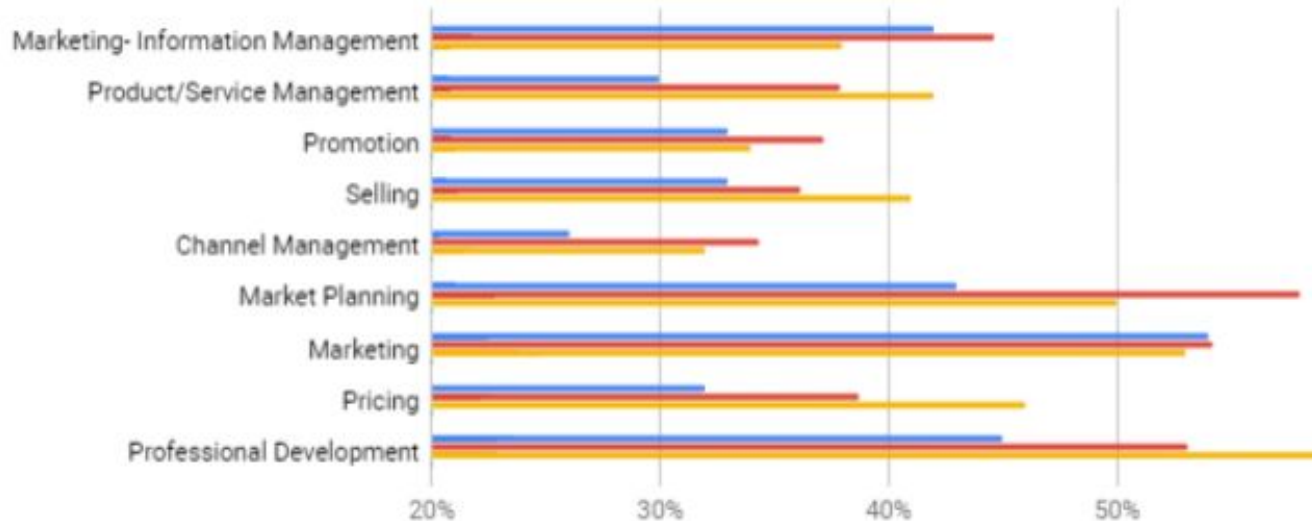
Intro Marketing, Marketing 1 and Marketing 2



Student NOCTI Performance

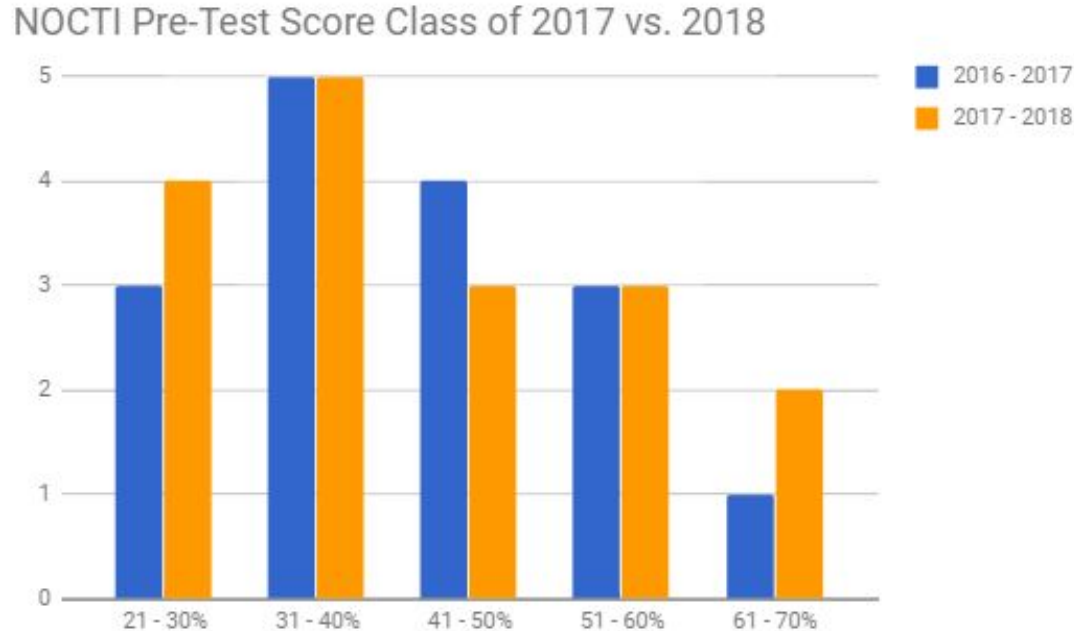
2016
2017
2018

NOCTI Pre-Test Score Class of 2016 - 2018



Students continue to steadily increase their performance in the topics of Pricing, Product/Service Management, Professional Development and Selling

Student NOCTI Pretest Scores



Students continue to steadily increase their performance with more overall scores closer to 70%.

DECA - Distributive Education Clubs of America

Advisers: Martine Grant & Edwin Hernandez

www.deca.org



Eleven DECA Students participated in COLT
(Chapter Officer Leadership Training) Oct 2017

First time we've ever earned this distinction!



CERTIFIED SCHOOL BASED ENTERPRISE

This certifies that

BRIGHT KNIGHT SCHOOL STORE

Is hereby awarded and recognized as a Certified School Based Enterprise by DECA, Inc. and New Jersey DECA. This recognition is given under my hand during the 57th Annual New Jersey DECA State Career Development Conference, February, 2018


Jeffrey R. Victor
State Advisor & Executive Director
New Jersey DECA

**EMERGING LEADERS
AND ENTREPRENEURS**
IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT

BK bright knight
school store

"The hub of JFK"

ROOM 328



The Bright Knight School Store is managed and operated by BTMF's Internship class students. It is a hands-on learning laboratory which reinforces classroom instruction, simulates a work environment, and serve as a fund raising vehicle for the school's DECA Club Chapter (Distributive Education Clubs of America).

This year, the school store has earned the distinction of DECA CERTIFIED SCHOOL BASED ENTERPRISE. To qualify for this accreditation, the students collaborated on the completion of a 34-page document explaining and showing evidence on how the SBE met over 40 performance indicators within 10 business standards.

"We are the hub of the JFK community."

Congratulations to all of our School Store Team Members, and **thank you to all of the staff and students who support us!**



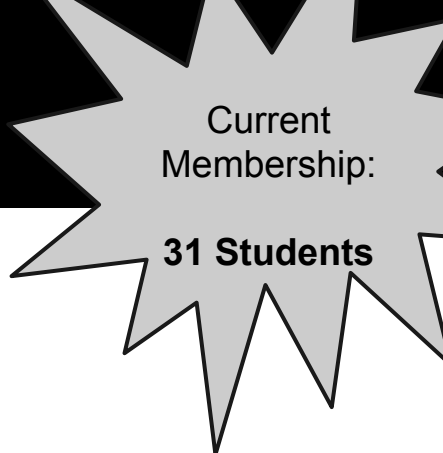
- 1 A Few of Our Team Members
- 2 Taking Inventory
- 3 Award & Recognition from DECA
- 4 Prepping for DECA Conference
- 5 A Typical School Store Day
- 6 End-of-Day Accounting

Diverse Membership



We continue to maintain a Special Education Student membership to compete in Customer Service Events

DECA 2015-2016



Current
Membership:

31 Students

- 12 DECA Students participated in COLT Conference, NJ
 - a leadership event for students
 - preparation for future competitions
- 31 DECA members are registered to participate in Regional Competition at Ramapo College in January 2016
- Preparations for the State Competition to submit several extensive business plans in order to participate
- **Current Fundraiser:** planning a clothing/toy drive that will benefit students at the Instituto Ensenanza Ninos Especiales Idene

Khalil Williams

Russ Berrie Institute Sales Program at WPU

Students learned both marketing and sales skills.

The program peaked students' interest in the sales industry.

Mock interview sessions.



Internship Class

Structured Learning Experiences

Bright Knight School Store



- Student-Run
- Computerized Point-of-Sale System
- Inventory Management
- DECA School-Based Enterprise Certification

Come Shop With Us!

Snacks, Drinks, & School Supplies

Banking, Finance and Accounting



Course offerings include:

- Banking and Finance
- Accounting I
- Accounting II
- CASTLE Internship

Quickbooks Certification

Castle Internship Program - NJFCU



The
Castle



Structured Learning Experience
13 students complete the structured
learning experience.

North Jersey Federal Credit Union



The
Castle

**Castle
Cares**

North Jersey Federal Credit Union



2015 - 2016 CASTLE TEAM

Pictured from left to right :

Mr. Hernandez, Jeffrey, Marwan, Alesha, Anaya, Alayia, Janelis , Amira, Destinee, Wheatherly, & Ms. Rafaelina



THE CASTLE

"Where Knights Do Their Banking"

In-School Branch of :

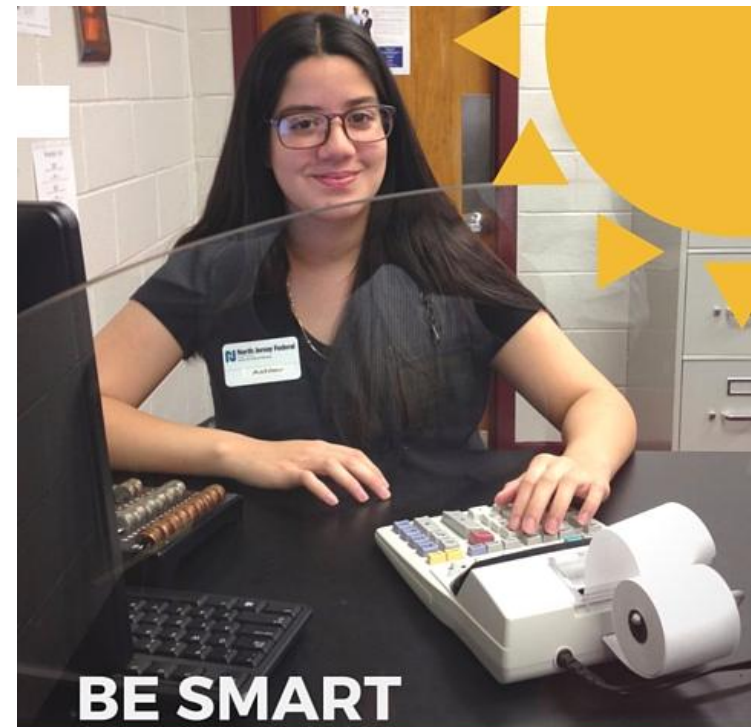


NJFCU CASTLE / Internship

The Castle the in-school branch of North Jersey Federal Credit Union.

Students interns:

- receive hands-on work experience as tellers
- develop personal finance skills
- participate in marketing campaigns to promote the branch's services



**BE SMART
WITH YOUR MONEY**



Open a Savings Account at
THE CASTLE

Pictured Above: Ashley Menendez. Intern / BTMF Class '17

Banking, Finance, and Accounting

Course offerings include:

- Banking and Finance
- Accounting I
- Accounting II
- CASTLE Internship

End of Course Assessments:

*NOCTI Accounting Basic
Quickbooks Certification*



NJFCU - THE CASTLE / Internship



The
Castle

In-school branch of



Student Interns:

- hands-on work experience
- Financial literacy skills



North Jersey Federal

Credit Union

Above and Beyond Banking

GreenMachine

Hablamos
Español



Accounting End of Program Assessment

Assessment Details

- Created by A*S*K Institute
- Administered by NOCTI
- Certified by NJ DOE

Accounting-Basic

Written Assessment

NOCTI written assessments consist of questions to measure an individual's factual theoretical knowledge.

Administration Time: 3 hours

Number of Questions: 194

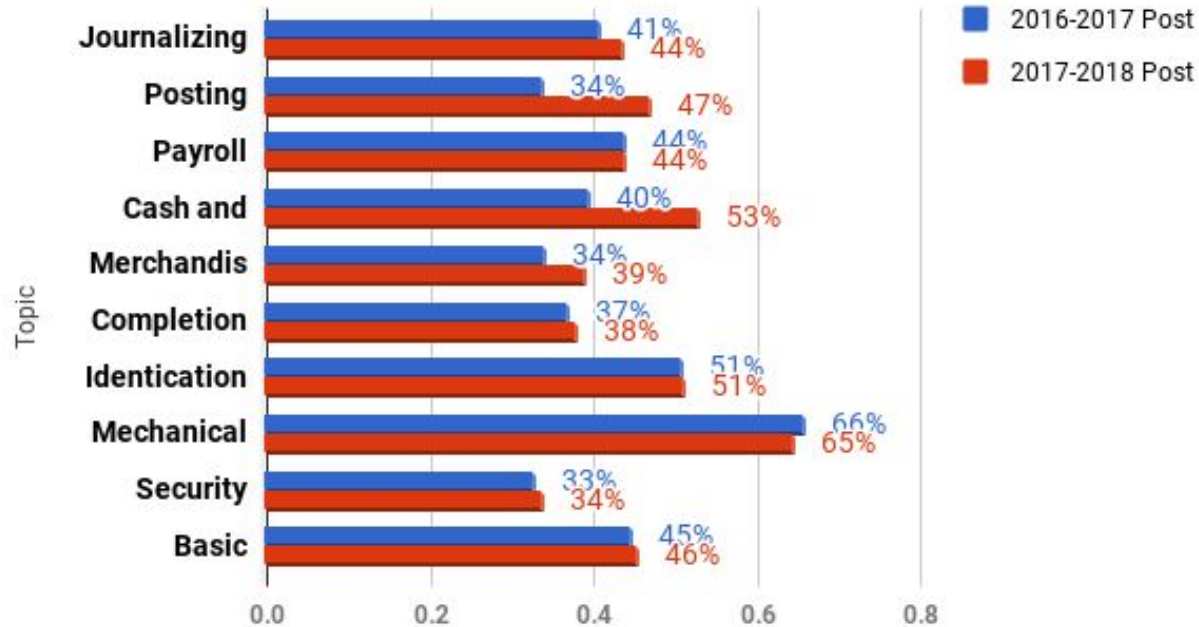
Number of Sessions: This assessment may be administered in one, two, or three sessions.

Areas Covered



Accounting Students NOCTI Performance

NOCTI Post Score Comparison SYE 17 vs SYE 18



Students continue to steadily increase their performance with more overall scores closer to 70%

Accounting End of Program Assessment

Assessment Details

- Created by A*S*K Institute
- Administered by NOCTI
- Certified by NJ DOE

Accounting-Basic

Written Assessment

NOCTI written assessments consist of questions to measure an individual's factual theoretical knowledge.

Administration Time: 3 hours

Number of Questions: 194

Number of Sessions: This assessment may be administered in one, two, or three sessions.

Areas Covered



NJFCU CASTLE / Internship

The Castle is the in-school branch of
North Jersey Federal Credit Union.

Student Interns:

- receive hands-on work experience as tellers
- develop personal finance skills
- participate in marketing campaigns to promote the branch's services



Open an account today!

SEE ME PER. 6

LILIANA FLORES, 2017

THE CASTLE
"WHERE KNIGHTS DO THEIR BANKING"

Microsoft Office Specialist Certifications



The "T" is for Technology

Jorge Osoria, Principal Mounir Almaita, Vice Principal Mary Howard, Vice Principal



The "T" is for Technology

Jorge Osoria, Principal Mounir Almaita, Vice Principal Mary Howard, Vice Principal



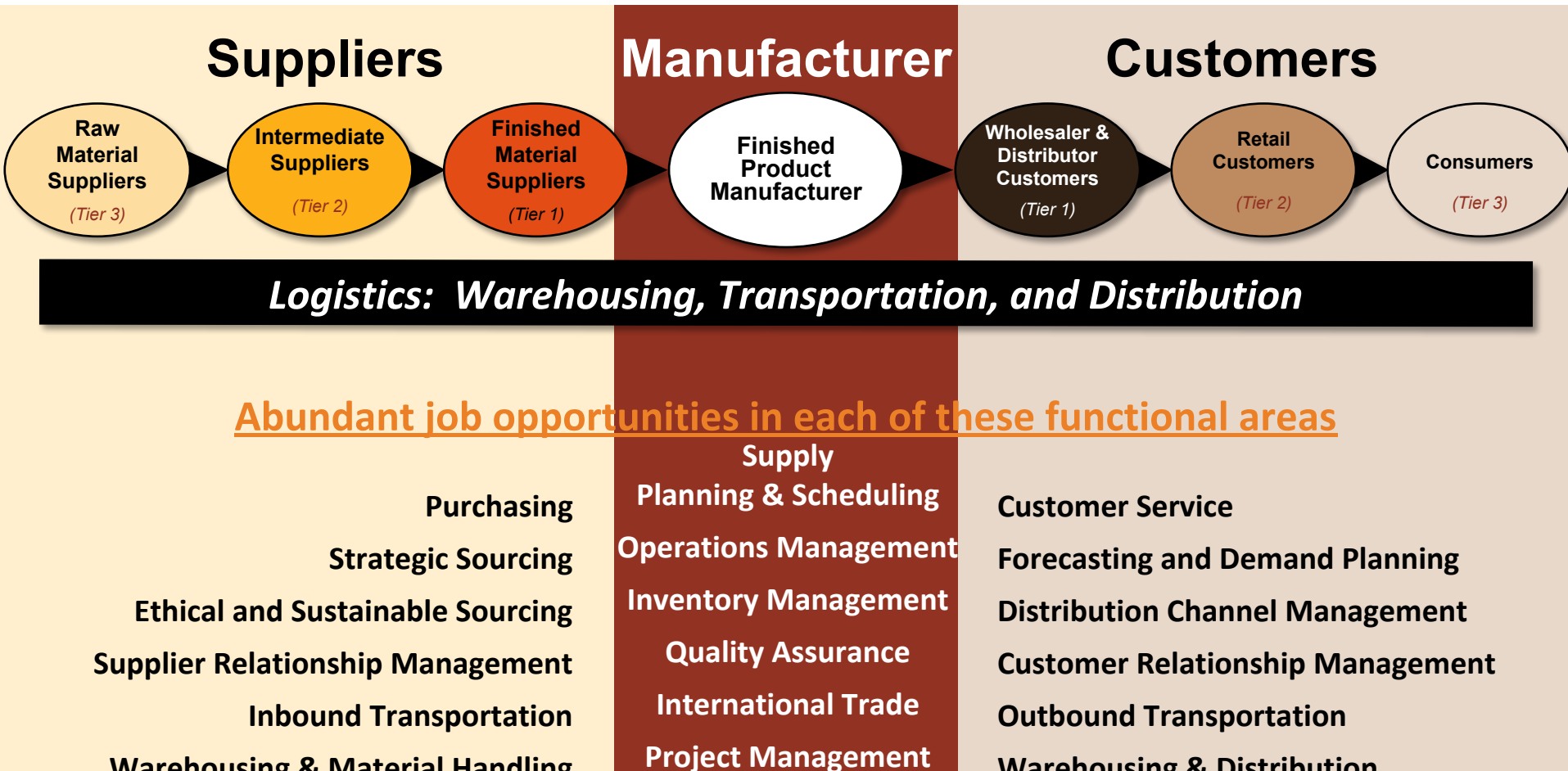
Career Opportunities in Supply Chain Management

Supply Chain Review

WHY IS THIS SO IMPORTANT FOR YOU?



Typical Supply Chain Functions



Examples of Transportation Jobs - Fedex



Talent Crisis in Supply Chain Management

Transportation, Distribution and Logistics (TDL) accounts for **\$1.4 trillion (~8%) of the total U.S. economy annually**.

Companies have been expanding globally and speeding up every link in the supply chain to stay competitive. This has created a **significant and growing shortage of supply chain talent**.

Various trends will continue to raise the bar in supply chain management, and by extension, the skills required:

- ✓ Continued and accelerated pace of **globalization**
- ✓ Expansion of **e-Commerce**
- ✓ Heightened focus on **supply chain risk**
- ✓ Increasing need to **customize operations** to accommodate different and diverse customer segments
- ✓ Widespread adoption of **new technologies** and **innovations**

The bottom line: = JOBS!!

Talent Crisis in Supply Chain Management

Supply chains are expanding in scope, complexity, and importance, but the pool of trained and qualified people has not kept pace.

- Supply chain jobs are projected to grow **22%** from **2012 - 2022**. Much faster than the average for all other occupations (*average = 11%*).
- The U.S. is projected to create an incremental **270,000 supply chain jobs annually** through at least 2020.
- Despite graduating an increasing number of supply chain majors, the $\approx 8,000$ postsecondary educational institutions in the U.S. offering supply chain training and education generate **only 75,000 supply chain professionals annually**.
- Supply Chain Management is facing a **significant talent shortage** which is not likely to end anytime soon.

The result is near 100% job placement in this field.

Average starting salary for graduating Rutgers supply chain students is **\$58,000**

Average annual salary for 3-5 year experienced supply chain professional is **\$73,870**

Supply Chain Talent Crisis in the News

Procurement, Supply Chain Job Vacancies Are Rising This Year

Supply Management | August 03, 2017

*“We have seen a **steady increase in demand for procurement and supply chain professionals** over the past few years as employers have come to recognize the important value that can be delivered by **highly skilled professionals** in these roles.”*

*“As employers increasingly come to recognize the importance of efficient supply chains in achieving a profitable export network, professionals with the ability to build and implement these strategies are **highly sought after**.”*

*“Given the shortage of candidates with this in-demand skill set, employers are having to **compete to secure top talent**, moving quickly to make a job offer as well as **offering generous salaries and benefit packages**.”*

Supply Chain Talent Crisis in the News *(continued)*

Supply Chain Recruitment Survey

Supply Management | September 05, 2017

*The **supply chain talent pool is failing to keep up with changing requirements** as technology and digitalization reshape the industry, according to a survey.*

*The "**Supply Chain Talent Shortage: From Gap to Crisis**" report by DHL said that failure to keep up with changing technologies, such as robotics, was driving a **global talent shortage crisis**. DHL surveyed around 350 supply chain and operations professionals across five global regions."*

More than a quarter (27 percent) indicated difficulties finding talent with solid professional competencies. But while the ideal employee combines tactical and operational expertise with professional competencies such as analytical skills, 58 percent said this combination was hard to find.

PLAN

Demand
Planning and
Fulfillment

Service
Management

SOURCE

Global
Procurement
and Sourcing
Strategies

Supply Chain
Environmental
Management

MAKE

Introduction
to Six Sigma
and Lean
Manufacturing

DELIVER

Business
Logistics &
Transportation

Fundamentals of Supply Chain Management w/SAP
Supply Chain Risk & Disruption Management
Supply Chain Finance

ENABLE

Introduction to Project Management
SCM Industry Client Projects
Internship in Supply Chain Management

Introduction to Supply Chain Management

Certification Opportunities Beyond Coursework

The Department of Supply Chain Management is a certification leader in critical performance areas, ensuring that students are exceptionally well qualified candidates for positions in business and industry.

Certification Opportunities:

1. Advanced Certification in Procurement
2. Lean Six-Sigma Green Belt Knowledge Certificate
3. SAP Certified Business Associate (*Certification will be issued directly from the SAP Corporation*)
4. Certified Associate in Project Management (*The CAPM exam is given by the Project Management Institute at a registered testing center*).
5. Microsoft Office Specialist (MOS) Excel 2013 (*Authentic Microsoft Corporation Certification*).

Supply Chain Professional Organizations

Institute for Supply Management (ISM) www.ism.ws

- *ISM New Jersey Affiliate* [*www.ismnj.org*](http://www.ismnj.org)
- *ISM New York Affiliate* [*www.ismny.com*](http://www.ismny.com)

Council of Supply Chain Management Professionals (CSCMP) www.cscmp.org

- *New Jersey Roundtable* [*www.cscmpnj.org*](http://www.cscmpnj.org)
- *New York Roundtable* [*www.cscmp-nyc.org*](http://www.cscmp-nyc.org)

American Production and Inventory Control Society (APICS) www.apics.org

- *Greater North Jersey Chapter* [*www.apics-gnj.org*](http://www.apics-gnj.org)
- *Central Jersey Chapter* [*www.apics-cjer.org*](http://www.apics-cjer.org)
- *Princeton South Jersey Chapter* [*www.apics-prsj.org*](http://www.apics-prsj.org)

What is the Message?

**Consider a primary or secondary major
in Supply Chain Management**



GLOBAL LEADER IN SUPPLY CHAIN KNOWLEDGE.

Supply Chain Management is the way business gets done

Benefits of the Supply Chain Management Pathway

- Rutgers will offer 3 college credits for students who complete all three courses with a “B”
- These credits can be used for any program at Rutgers and can be transferred.
- Field trips to Fedex, UPS and Amazon so that students understand more about the industry.
- Trip to Rutgers’ campus (Piscataway).
- Real world internship in their senior year (still under development).

BTMF



clean UP Day

