

Student Name: \_\_\_\_\_

Date: \_\_\_\_\_

**PROGRAM COMPETENCY PROFILE FOR CAREER TECHNICAL EDUCATION**  
**Career Cluster: Business, Management & Administration**

**Program Name: Business/Commerce, General**

**CIP: 520101**

**Effective 9/2016**

National Standard: **National Standards for Business Education (NBA)**

<p><b>Competencies</b>          (statement that provides the overview and defines the instructional area)  <a href="http://www.education.nh.gov/career/career/aaoi.htm">http://www.education.nh.gov/career/career/aaoi.htm</a>  <a href="http://education.nh.gov/instruction/curriculum/">http://education.nh.gov/instruction/curriculum/</a></p> <p><b>Student will:</b></p>	<p><b>Performance Indicators</b>          (what a student needs to know and be able to do and upon which they will be assessed)</p> <p><b>Student will:</b></p>	<p><b>Rating Scale -Sample Performance Assessments</b>          ( product or performance project tasks required for the student to demonstrate proficiency in meeting the competency)</p> <p><b>Student will:</b></p>				
<p><b>Understand the concepts and methods of business communication and use business technology to develop effective communication skills.</b>          ELA: 2,4,5,7,8,9          M: 16          AAI: 4,5          CRP: 2,3,4,6,7,8,11</p>	<p>1. Communicate in a clear, concise, correct and courteous manner on personal and professional levels. Demonstrate ability to follow through on written and oral instructions.</p>	<table border="1" data-bbox="1213 545 1444 574"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> </table> <p>For Example: Management sends a memo asking you to put together a short presentation about a project that your department has been working on. Your task is to put together a digital power presentation and written handouts. You will need to schedule and hold a brief session to present the information.</p> <p>You have been asked to speak at the local Chamber of Commerce. The chamber is interested in becoming a business partner and would like to know more about opportunities to participate. Research the organization and prepare a written report as well as a presentation to the organization. Using presentation software, you will have 20 minutes to share your presentation with the chamber members.</p>	1	2	3	4
	1	2	3	4		
<p>2. Demonstrate and use technology to enhance the effectiveness of communication. Prepare, edit, write and disseminate internal and external business correspondence to obtain and convey information effectively.</p>	<table border="1" data-bbox="1213 943 1444 972"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> </table> <p>For Example: As a manager you will prepare and determine the most effective means of distributing confidential company information to employees and general information to customers.</p>	1	2	3	4	
1	2	3	4			

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<b>Student will:</b>	<b>Student will:</b> 3. Analyze, synthesize, evaluate and apply technologies to solve problems, increase productivity, and improve personal quality of life.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> </table> For Example: You will be speaking at a business event and your topic is IT. You will address how information technology has transformed business and managerial decision making and its impact on quality of life.  As part of a market research project, you will use the internet and print resources to identify 10 companies in at least three different industry sectors located in your area that advertise using the internet. You will prepare a presentation that shows the businesses by industry and primary internet marketing sites. You will also prepare a spreadsheet that shows the websites (at least 6 per company) used by each company, and prepare a graph from the spreadsheet data that shows common websites used by these companies, both industry-specific and in general.	1	2	3	4
1	2	3	4			
<b>Understand the importance of professional development, networking, leadership and personal growth to enhance career success.</b> ELA: 2,4,6,7,8,9 M: 16 AAI: 6,7,9 CRP: 1,2,4,9	4. Apply basic social and intrapersonal communication skills in both professional and personal settings (confidentiality, positive attitude, and respect in the workplace).	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> </table> For Example: As the human resources representative for your company you have received information from an employee’s supervisor that an accommodation plan needs to be developed because the employee has developed a medical issue. You will meet with the employee to review their rights concerning this matter.	1	2	3	4
1	2	3	4			
	5. Demonstrate personal growth, community leadership, democratic principles and personal responsibility by participating in activities/events offered through professional and student organizations.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> </table> For Example: As a member of a Career and Technical Student Organization, (such as FBLA, DECA, Skills USA,) you have been requested to visit local schools and present on the benefits of belonging to such an organization using statistical data.	1	2	3	4
1	2	3	4			

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	6. Incorporate appropriate leadership and supervision techniques, customer service strategies, business values, ethics, and corporate social responsibility to communicate effectively with various business constituencies.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: As the new HR Director of a company, you are given the task to develop an employee training program or manual that explains employee/employer rights, leadership skills, and preferred customer service techniques. This must align with the company’s mission statement and goals.	1	2	3	4
1	2	3	4			
<b>Understand planning and management principles to improve workplace efficiency and achieve business objectives.</b> ELA: 2,4,6,7,8,9 M: 1,2,9 AAI: 1,2 CRP: 1,2 4,5	7. Discuss and apply personal management skills and leadership characteristics to function effectively and efficiently in a business environment.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: As the new manager you have been assigned the task of designing, implementing, and modifying (as needed) a time management plan. You will present your plan to your supervisor.	1	2	3	4
1	2	3	4			
<b>Understand economic and financial concepts and analyze business and personal financial data for use in business decisions.</b> ELA: 2,4,5 6,7,8,9 M: 2,6,7,9,10,16,17 AAI: 1,3,4,5 CRP: 1,2,4,5,7,8,12	8. Explain and identify features of different economic systems and analyze the major features of the U.S. free market system.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: As an economist employee working for the US Department of Labor you have been assigned to analyze and compare how wages and prices are determined in free market and command (socialist) economies. You will present a written report, and make an oral presentation to your team.	1	2	3	4
1	2	3	4			

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	9. Assess opportunity costs and trade-offs involved in making choices about how to use economic resources.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: As the owner of a new business, you have \$150,000 in startup cash and a \$100,000 line of credit to start the business. Analyze and explain how you best would allocate the funds for startup and operating expenses to ensure the company’s success and growth during the first year. Describe which potential operating expenses and initial capital expenses you would allocate funds for, and which are better paid from operational cash flow.  Your company is faced with having to make the difficult choice of out sourcing the manufacturing portion of the business. You have been asked to prepare a report highlighting the opportunity costs and weighing the tradeoffs of doing business like this. Cont. to #10	1	2	3	4
1	2	3	4			
	10. Analyze business and personal data for decision making purposes (profit, loss, taxes).	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4
1	2	3	4			
	11. Analyze the role of core economic institutions (banks, federal reserve) and incentives in the US economy.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: You have been assigned to prepare a report to management outlining how prices are set by the market forces of supply and demand. Include an illustration of the supply and demand curves that show increases and decreases, and explain why these changes occurred. The report should include an explanation of how efficient production and allocation of goods and services (in the US) are based on pricing information. You will present your written report along with an oral presentation to the management team.	1	2	3	4
1	2	3	4			
	12. Analyze the different types of market structures and the effect they have on goods and services produced.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: You are appointed Business Development Director for a major manufacturer that is expanding into a new market. Prepare a report that compares and contrast market structures.	1	2	3	4
1	2	3	4			

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<b>Student will:</b>	<b>Student will:</b>	<b>Student will:</b>				
	13. Explain the importance of productivity and how specialization, division of labor, investment in physical and human capital, technological change and government intervention affect productivity and global trade.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: As an economist you are asked to explain the effect of the global economy and global trade on U.S. businesses as it relates to productivity and technological changes.	1	2	3	4
1	2	3	4			
	14. Analyze how the US economy functions as a whole and describe selected macroeconomic measures (Gross Domestic Product, Gross National Product unemployment rates) of economic activity.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: You are an associate at a major investment firm’s marketing department. You must prepare an informational brochure on basic economics that the firm can use as a client marketing tool. The brochure should include the different stages of the business cycle, major factors that affect the level of a country’s Gross Domestic Product, (GDP), and the Consumer Price Index in relationship to purchasing power and how it impacts personal finance planning.	1	2	3	4
1	2	3	4			
<b>Understand the concepts of personal and business finance to make sound financial decisions.</b> ELA: 2,4,6,7,8,9 M: 2,4,6,7,9,10 AAI: 1,2,3,4,5,6,7,8,9 CRP: 1,2,4,5,6,7,8,11	15. Explain the various services provided by financial deposit institutions.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: As the marketing manager for a bank, you are directed to prepare an informational brochure to attract teenage banking customers. The brochure should explain the various services offered by the bank.	1	2	3	4
1	2	3	4			
	16. Prepare, balance, and evaluate a spending/savings plan.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: You have been hired by the local high school to give a presentation to high school students on how to prepare, balance and evaluate a personal budget, savings and spending plan with the goal to purchase a used car for \$3,000 by the end of the summer.	1	2	3	4
1	2	3	4			

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<i>Entrepreneurs</i>	17. Describe consumer rights, responsibilities, and remedies, giving examples of each (consumer protection agency, state and federal laws).	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: As a consumer you have contacted the Federal Trade Commission because you feel your rights have been violated. The support staff asks what division you need as there are multiple divisions (Advertising Practice, Enforcement, Financial Practices, etc.). You will research the divisions on their web site and get back to the person through an email once you know what division can assist you with your inquiry.	1	2	3	4
	1	2	3	4		
	18. Recognize that entrepreneurs possess unique characteristics and evaluate the degree to which one possesses those characteristics.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: As an employee of the SBA, you are asked to prepare and present to potential entrepreneurs on the basic skills necessary for success as a business owner. Your presentation should include: traits, characteristics, and qualifications of successful entrepreneurs.	1	2	3	4
	1	2	3	4		
19. Use the financial concepts and tools needed by an entrepreneur in making business decisions.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: You have decided to start a business. Research potential new existing and franchise options. Discuss the financial implications of each business type including debt and equity financing.	1	2	3	4	
1	2	3	4			
20. Develop a business plan for an entrepreneurial venture.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: You are an entrepreneur seeking funding for a new business. Draft a business plan for lenders and investors that explains: form of business ownership; mission statement and code of ethics; operating budget; funding/financing plan; management plan; marketing plan; human resource needs and options; risk management; opportunities for growth and expansion and exit plan options.	1	2	3	4	
1	2	3	4			

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<b>Student will:</b> <b>Understand business’ responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions.</b> ELA: 2,3,4, 6,7,8,9 M: 10 CRP: 1,2,4,5,7,8,11,12	<b>Student will:</b> 21. Discuss the relationship between ethics and the law, and describe the sources of the law, structure of US court system, and different classifications of procedural law (ADR).  22. Explain and apply contract and consumer laws.  23. Analyze the role and the importance of federal, state, agency and employment laws.  24. Explain the legal rules that apply to personal property, real property, and intellectual property.	<b>Student will:</b> <table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: You are hired by a local law firm to prepare a publication (brochure, handbook, poster, etc.) and present to the small business owners. Your presentation will address the difference between law and ethic, the US judicial system, including the sources of law, how the US court system is structured, differences between criminal and civil law, and Alternative Dispute Resolution options.  <table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: As a contracts manager for a major business, you will review a proposed contract from a new supplier. You will prepare a memo to the CEO that summarizes the contract clauses and explain benefits and risks involved.  <table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: You are the VP of Sales of a company that wants to expand its sales force. The company is considering whether to hire sales people as employees with a salary or as commission- based independent contractors. Prepare a memo that provides the pros and cons of each type of relationship and the authority available to the salesperson under each arrangement. Also explain how agency law may affect the company in the event the salesperson commits a tort, depending on whether they are an employee or independent contractor.  <table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: The local economic development agency asks you to prepare a presentation for aspiring entrepreneurs and inventors. You will explain the basics of intellectual property law, and the steps necessary for them to protect their work through copyright, trademark, and patents.	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
1	2	3	4															
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<b>Student will:</b>	<b>Student will:</b>	<b>Student will:</b>				
	25. Discuss and explain functions of negotiable instruments, general insurance laws, secured transactions, and bankruptcy.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: You are a new small business owner who will be purchasing equipment and/ or vehicle requiring a loan. Explain the steps of securing the loan. <ul style="list-style-type: none"> <li>• You need to explore the insurance options for your new equipment and/or vehicle. Explain your reason for your selection.</li> <li>• In the event your business fails and you need to declare bankruptcy, explain the impact of filing bankruptcy will have on your personal and business assets.</li> </ul>	1	2	3	4
1	2	3	4			
	26. Explain how advances in technology affect intellectual property, contract, criminal, tort, and international law.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: With the use of the Internet, people are able to down load music very easily. You have been hired by a music company to give presentations to students at local high schools and colleges. You will provide information about why downloading is an issue for the music industry, and how is it affecting the music business.	1	2	3	4
1	2	3	4			
<b>Understand the functions of management, implementation and integration that affect a business' ability to plan control and organize an organization or department.</b> ELA: 2,3,4, 6,7,8,9 M: 2 AAI: 2,6 CRP: 1,2,4,5,8,11	27. Analyze the management functions (Plan, Organize, Lead and Control) and their implementation and integration within the business environment.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: You are a business owner looking to hire a department manager. You need to create job description for this position.	1	2	3	4
1	2	3	4			

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<b>Student will:</b>	<b>Student will:</b>	<b>Student will:</b>				
	28. Analyze management theories and their application in business.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: Over time, management has evolved to meet the changes in the business world. You are a recent graduate heading into a management position. Explain your position and thoughts of what type of manager you need to be for the company.	1	2	3	4
1	2	3	4			
	29. Describe human resource functions and the importance to an organization’s successful operation (Compensation & benefits, training & benefits, employee relations and recruitment).	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: An employee is complaining to you about her supervisor. She says that the supervisor expects more from her than from other employees. She feels the supervisor picks on her and gives her the most difficult jobs to do. She is quite unhappy and is considering asking for a transfer to a different department. You ask the employee if she has discussed the situation with her supervisor. She has not. As the HR representative, you ask the employee whether she wants you to get involved in the situation, or if she came to see you because she needed a listening ear. The employee responds by requesting help. Discuss the legality of what is taking place and possible course of action.	1	2	3	4
1	2	3	4			
	30. Describe organized labor and how it affects business and government.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: You are hired by a local company to research the advantages and disadvantages of a workers union. You will need to explain how a union would affect the employees and a business as a whole. Prepare your report (graphs) to either support the current policy of no unions or to support why there should be unions.	1	2	3	4
1	2	3	4			

**PROGRAM COMPETENCY PROFILE FOR CAREER TECHNICAL EDUCATION**  
**Career Cluster: Business, Management & Administration**

**Program Name: Business/Commerce, General CIP: 520101**

Effective 9/2016

National Standard: National Standards for Business Education (NBA)

<b>Competencies</b> (statement that provides the overview and defines the instructional area) <a href="http://www.education.nh.gov/career/career/aaoi.htm">http://www.education.nh.gov/career/career/aaoi.htm</a> <a href="http://education.nh.gov/instruction/curriculum/">http://education.nh.gov/instruction/curriculum/</a> <b>Student will:</b>	<b>Performance Indicators</b> (what a student needs to know and be able to do and upon which they will be assessed) <b>Student will:</b>	<b>Rating Scale -Sample Performance Assessments</b> ( product or performance project tasks required for the student to demonstrate proficiency in meeting the competency) <b>Student will:</b>				
	31. Analyze a business organization’s competitive position within its industry (SWOT).	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: You are hired to help a company that is interested in opening a new location in your area to determine its competitive position in the market. Based on your research of US Census, DOL and other economic data resources you will prepare a SWOT (Strengths, Weakness, Opportunities and Threats) analysis including a summary of the number of similar businesses in the market, and whether that market segment is growing, stagnant, or declining.	1	2	3	4
1	2	3	4			
	32. Apply operations management principles and procedures to design an operations plan.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: You are running a business. Prepare an operational plan that covers customer service, distribution, packaging, sample and insurance (where applicable). It is important to understand how you will get your product from your business location to the customer.	1	2	3	4
1	2	3	4			
<b>Understand the tools, techniques, and systems that businesses use to create exchanges and satisfy organization objectives.</b> ELA: 2,4, 6,7,8,9 M: 7 AAI: 1,4,5,7 CRP: 1,2,4,5,6,8,11,12	33. Recognize the customer-oriented nature of marketing and analyze the affect of marketing activities on individuals, business and society.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: You are hired as the new social media marketing director for a local ski mountain. You will research the various forms of social media available to promote and market the resort. Also, you will select the most effective methods for developing a relationship -based marketing program with the mountain's guests.	1	2	3	4
1	2	3	4			
	34. Analyze the characteristics, motivations, and behaviors of consumers and the influence of external factors on marketing.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: You are hired to help introduce a new healthier children's cereal to the market place. Research and prepare a report to explain the target market, if you will offer discounts (coupons), where you will offer the discounts, and any in-store promotions (taste tests).	1	2	3	4
1	2	3	4			

**Key: Rating Scale:** 1 NO EXPOSURE; 2 = NOVICE (Information was covered in class, but student cannot demonstrate skill or knowledge without significant supervision); 3 = PROFICIENT (Student regularly demonstrates the knowledge or skill); 4= MASTERY (Student demonstrates successful completion of this skill numerous times without supervision.) | **Common Core:** E=English Language Arts (Reading, Writing, Research, Listening Speaking, Technology) M=Mathematics (Numbers Quantity, Algebra, Functions, Geometry Stat&Prob) | **All Aspects of Industry (AAI)** | **Career Ready Practices (CRP)**

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	35. Analyze the elements of marketing mix (the 4 P's), their interrelationships and how they are used in the marketing process.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: You work for an auto manufacture and are on the team to introduce the new electric car. Prepare a report on the pricing strategy, promotional strategy, and where you plan to launch the car.	1	2	3	4
1	2	3	4			
<b>Understand the importance of career and employability skills to achieve success in today's workplace.</b> ELA: 2,4,5,6,7,8,9 AAI: 8,9 CRP: 1,2,4,6,10	36. Describe the elements, design and purposes of a marketing plan and how marketing research is used in decision making.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: As a small business owner you are meeting with a SCORE mentor to develop a strategic marketing plan that includes both print and internet base marketing.	1	2	3	4
1	2	3	4			
	37. Create and update a personal career development portfolio (resume, cover letter, etc.).	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: You are a recent college graduate that is applying for a competitive position with Fidelity. How will you stand out from the other applicants? You will create a cover letter, resume, and electronic portfolio that highlight your strengths.	1	2	3	4
1	2	3	4			
	38. Demonstrate and apply safe practices and procedures in the workplace.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: You have been assigned to research a resent company that has been in the news for a health and/ or safety code violation. You will present your findings to the committee using multimedia tools.	1	2	3	4
1	2	3	4			