



Title: Business/Commerce, General.

CIP#: 52.0101

Definition: A program that focuses on the general study of business, including the processes of interchanging goods and services (buying, selling and producing), business organization, and accounting as used in profit-making and nonprofit public and private institutions and agencies. The programs may prepare individuals to apply business principles and techniques in various occupational settings.

Potential pathway focuses beyond general business:

Marketing

Business Management

Finance

Banking

Entrepreneurship

COMMON COMPETENCIES

Upon completion of their selected pathway program, all NH CTE students will:

- Use correct terminology, vocabulary and appropriate language to communicate effectively in the workplace
- Select and safely use appropriate tools, supplies, and equipment for a specific task or set of tasks.
- Employ effective time and project management strategies to complete work efficiently and proficiently.
- Apply math concepts, including measurement, operations, and higher mathematics to relevant applications and specific tasks.
- Demonstrate awareness strategies to safely work in a variety of workspaces and locations.
- Explore careers within the cluster to include developing individual career documents.

PATHWAY COMPETENCIES

Upon completion of the business general pathway, students will achieve competency in five areas.

Each student will demonstrate:

- The concepts, processes, and skills associated with identifying new ideas, opportunities, and methods (including starting a new project or venture). **[ENTREPRENEURSHIP]**
- Ethical standards that govern business operations and transactions, and employee behavior. **[BUSINESS ETHICS]**
- The tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources. **[FINANCE]**
- Leadership, management and teamwork concepts and principles along with a working understanding of the tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist business decision-making. **[MANAGEMENT]**
- The techniques and strategies used to foster positive, ongoing relationships with customers while learning the skills required to maintain an exchange relationship for goods and services. **[MARKETING AND SALES]**