



**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]**