



NH Department of Education

Bureau of Career Development

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.

PATHWAY COMPETENCIES

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

Each student will demonstrate:

- **ENTREPRENEURSHIP**
 - The concepts, processes, and skills associated with identifying new ideas, opportunities, and methods (including starting a new project or venture).
- **BUSINESS ETHICS**
 - Ethical standards that govern business operations and transactions, and employee behavior.
- **FINANCE**
 - The tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources.
- **MANAGEMENT**
 - 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.
- **MARKETING AND SALES**
 - 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.