

School-based Enterprise Certification Program



Sponsored by *Otis Spunkmeyer*

A **school-based enterprise** (SBE) is an entrepreneurial operation in a school setting that provides goods/services to meet the needs of the market. SBEs are managed and operated by students as a hands-on learning laboratory that integrates National Curriculum Standards in Marketing, Finance, Hospitality or Management. SBEs provide realistic and practical learning experience that reinforces classroom instruction. SBEs can sell to consumers through a permanent location, a mobile kiosk or through internet marketing. Products may include school spirit wear, food and beverage items, school supplies, signs and banners and more, while other SBEs provide services such as creative design, advertising sales and more.

DECA offers an SBE certification program with guidelines that reinforce the integration of National Curriculum Standards. The guidelines provide standards relating to retail, marketing and entrepreneurship concepts, to which students document their adherence in a written manual. The level of certification awarded to an SBE—gold, silver, or bronze—is determined by the number of standards successfully documented.

The standards vary in topic and cover a range of key concepts including market research, accounting measures, and promotional mix.

DECA school-based enterprises are encouraged to participate in the certification program. There are currently 159 certified school-based enterprises.

Certification Levels

- ◆ SBEs may earn certification at three levels: Bronze, Silver or Gold.
- ◆ Gold-level certified SBEs may remain certified at the Gold level for four additional years by meeting the requirements for Gold re-certification.
- ◆ Bronze and Silver Level SBEs are recognized at the chartered association level.
- ◆ Gold Level and Gold Level Recertified SBEs are eligible to participate in the SBE Academy at the 2013 International Career Development Conference in Anaheim, California.

Guidelines

Certification and re-certification guidelines can be found at www.deca.org/sbe.

DECA school-based enterprises must follow these guidelines and submit required documentation to DECA Inc. by **January 11, 2013**.

DECA Contact

For questions about School-based Enterprise Certification, contact Lucy Young at lucy_young@deca.org or (703) 860-5000.



Blue Valley Northwest High School, Kansas



Chiawana High School, Washington



North Gwinnett High School, Georgia