



Career-Based Learning Experience:

School-Based Enterprise (SBE)

CBLE or WBL (Plan/Go)*

Definition

School stores and School-Based Enterprises (SBE) are enhanced entrepreneurial operations set within the school building. The school may provide facilities, inputs, resources, and equipment.

One type of SBE, a school store, offers students an opportunity to experience retail-sales and customer-service skill development. By preparing and selling food items, school supplies, or other products in the school, students are introduced to a variety of career possibilities.

Another type of SBE is an enhanced entrepreneurial retail operation managed and operated by students. Examples might include coffee shops and financial institutions. These hands-on learning laboratories integrate national curriculum standards in marketing, finance, hospitality, or management. Essentially, these arrangements are where theory is applied in a business- and industry-contextualized approach.

SBEs can occur during or outside of school hours. SBE hours should not include time the student is receiving direct classroom instruction with a teacher. The student, teacher, and mentor co-plan the experience strategically.

DECA offers SBE certification on two levels: chapter level, through a written project, and individual level, through a comprehensive exam. Assignments at both levels cover retail, marketing, and entrepreneurship concepts, and a range of business operations standards. Earning a chapter or individual certification garners international recognition, provides credibility, validates curriculum efficacy, and strengthens the relevance of the SBE as a valuable teaching tool. Participating in SBE certification effectively prepares students for DECA competitive events, postsecondary learning, and careers.

State Certificate

None. National DECA chapter and individual certifications are available.

Course Credit

Local school board decision

Number of Hours

Local decision

Program Administration

Local school district staff

Program Elements

District staff support students in developing a store within the school that is operated as a business enterprise. Critical elements of operation include:

- Research and business plan
- Advertising
- Merchandising/display
- Inventory control
- Forms of business operations
- Security
- Cashiering and accounting
- Salesmanship
- Store layout and design
- Housekeeping
- Purchasing and cost analysis
- Marketing mix

Documentation

- Locally determined as part of school, classroom, and store operations business plan
- For WBL: See the sample WBL training agreement ([Appendix 1](#)).

Resources

- [DECA SBE programming and certifications](#)
- [DECA. Guide for Starting and Managing School-Based Enterprises](#)
- [Ohio Work-Based Learning Pathway Options](#) (Ohio Department of Education. 2019)

State Webpage

[Wisconsin DECA](#)

* Note: All six WBL criteria still need to be met.

Excerpted from the [Wisconsin Guide to Implementing Career-Based Learning Experiences](#)