

CTE Programs Work-Based Learning:
Types of Work-Based Learning Models and Delivery Systems
School-Based Enterprises

A School-Based Enterprise (SBE) is an entrepreneurial operation in a school setting that provides goods and/or services to meet the needs of the market. They are managed and operated by students as hands-on learning laboratories providing realistic and practical learning experiences that reinforce classroom instruction.

Key Aspects of SBE

- **SBEs can:** sell to consumers through a permanent location, a mobile kiosk, or through e-commerce school stores. Products may include spirit wear, food and beverage items, school supplies, signs and banners, and more. Other SBEs provide services such as creative design, advertising sales, full service catering, restaurants, banks, and radio stations, etc.
- **School-Based Enterprises** are effective educational tools to help prepare students for the transition from school to work or careers. For many students, they provide their first work experience. For others, they provide an opportunity to build management, leadership skills, and career exploration.
- The SBE should be **designed to lead a student to a productive career.**
- The school programs of study must **provide the skill development needed** to become successfully prepared for the world of work or career.
- **Large scale endeavors** will require the input and assistance from teachers and administrators to be successful.
- The **SBE must be oriented toward and run by students.**
- Teachers serve as advisors but not chief executive officers.
- Some operate like regular small businesses, letting students apply the academic and CTE skills developed in the program. Students gain experience in entrepreneurship, accounting, budgeting, cash-flow management, marketing, inventory control, and business and industry related technical skills.
- Students in SBEs experience professional work skills in problem solving, communication, interpersonal relations, and learning how to learn in the context of work

Steps to Developing an SBE

Assess and define the product or service through research

- Student and teacher interest
- Possible ventures
- Decide and commit

Build the support of key people

- Teachers
- Students
- Administrators
- Parents
- Advisory Committee

Develop a written business plan

- SBA (Small Business Administration) Writing a Business Plan
 - <http://www.sba.gov/writing-business-plan>
- Establish a structure for the SBE
- Basic organization
- Curriculum/Training
- Scheduling
- Facilities, equipment, and supplies
- Finances
- Delivery of products/services

Implement production, services, and strategic planning

- Equipment and supplies
- Workforce and their role
- Sales and marketing strategies
- Maintain budgets
- Maintain inventory
- Sales forecast