

What are the benefits of School-Based Enterprise?

- Provides an opportunity for students to develop self-confidence and leadership skills
- Increases student awareness and connections between work and community well-being
- Promotes student pride in their work through relevant work related experiences
- Gives students real practice in entrepreneurship, accounting, budgeting, cash-flow management, marketing, inventory control, and business/industry/technical skills
- Gives students experience in problem solving, communication, interpersonal relations, and learning within the context of work



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For more information visit:
<http://www.ncpublicschools.org/cte/curriculum/work-based/school-based/>



New Hanover County Schools



School-Based Enterprise



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*Promotes student pride
in their work*



What is School-Based Enterprise?

A school-based enterprise is a simulated or actual business conducted by a school. It replicates a specific business and is a learning experience that provides direct links between classroom learning and the world of work.

Why have a School-Based Enterprise?

Many schools do not have the business and industry base to provide sufficient opportunities for students to gain work-based experience. A school-based enterprise can be created to fill that void.

The school-based enterprise should be designed to lead a student to a productive career; and the school programs of study must have the course capacity to provide the learning needed by the student to become successfully employed. In a school-based enterprise, the student's career courses and academic courses integrate around the school-based enterprise.

How do I get started with a School-Based Enterprise?

Developing a school-based enterprise can be a creative challenge to a school, department, teachers, and students. Large-scale endeavors will likely need the input and assistance from more than one person to be successful. A collaborative agreement with local business/industry, or well organized advisory committees would be helpful. The school-based enterprise must be designed and run by students. Teachers serve as advisors, but not chief executive officers.

Some school-based enterprises operate like regular small businesses, letting students apply the academic and career/technical content they have learned in school.

Steps for Planning and Implementation

1. Assess Community Needs

- Characteristics of the community
- Related business opportunities
- Potential customers
- Possible products/services

2. Define the Product or Service

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

3. Build the Support of Key People

- Teachers
- Students
- Parents
- School administrators
- Business/Industrial community

4. Establish a Structure for the School-Based Enterprise

- Basic organization
- Curriculum
- Training and education of students and teachers
- Scheduling
- Facilities, equipment, and supplies
- Finances

5. Develop a Written Business Plan

- Executive summary
- Description of the industry
- The market
- Plan of operation
- Financial plan
- Organizational structure
- Schedule
- Community benefits
- An education and training plan
- Appendices

6. Implement Production and Services

- Equipment and supplies
- Workforce and their role
- Produce products or services
- Sales force and sales strategies
- Market the products
- Channel/methods to distribute the products or services
- Maintain budgets
- Maintain inventory
- Deliver products and/or services

7. Design and Implement Curriculum Activities

- Require integration of academic and career/technical courses
- Encourage all students to participate in school-based enterprise and related courses
- Involve counselors in the school-based enterprise and programming of students
- Decide what students should know and be able to do
- Bring business/industry experts in to advise on curriculum
- Incorporate cooperative learning and teamwork activities



Dare County Schools

