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
Elizabeth City-Pasquotank County Schools

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