



SCHOOL-BASED ENTERPRISES INDIVIDUAL CERTIFICATION

SCHOOL-BASED ENTERPRISES **SBE**

DECA developed the **SBE Individual Certification** program in an effort to extend the positive attributes of the SBE Certification program beyond the school store level to individual members. Through this program members may pursue individual certification in SBE operations through the successful completion of an online exam that measures knowledge and understanding of business operations concepts.

PROCEDURE

WHO MAY PARTICIPATE?

The SBE Individual Certification Exam is ideal for DECA members that participate in operating a school-based enterprise, although participation in an SBE is not required. Students **MUST** be active, registered DECA members in order to take the exam.

WHAT DOES THE EXAM ENTAIL?

- Online exam
- 100 multiple choice questions
- 90 minute time limit
- Students must score 70% or higher on the exam to receive certified status
- \$15 per student

WHEN IS THE EXAM ADMINISTERED?

Advisors will register their students and select the desired week for testing from a list of available testing windows here: www.decaregistration.com/sbe

Testing windows consist of 1 week time frames throughout the school year. Upon registration and payment, registered proctors will receive all necessary log-on and access information to administer the exam to registered students during the selected testing week.

EXAM RULES

Exam proctors and students must adhere to the following exam rules:

1. Exam must be proctored by DECA advisor, teacher, or school staff member. Students are not permitted to take the exam without an approved proctor present.
2. Students will have 90 minutes to complete the exam, which is timed automatically through the testing website.
3. No outside reference materials allowed (including text books, study guides, online resources, etc.)
4. A four-function calculator and blank paper for notes are permitted.
5. Proctors, and proctors only, are responsible for distributing student testing tickets immediately prior to the exam. Proctors may **NOT** give out usernames and passwords to students to log in and take the test from home. Exam **MUST** be completed in the presence of a registered, approved proctor.

RECOGNITION

Advisors will receive the following for all students tested:

- Certificates of Individual Certification Status for all Certified students
- Letter indicating pass/fail status for each student
- Transcripts indicating instructional area performance for each student

Students receiving a score of 70% or higher on the exam will be deemed Certified in School-based Enterprise Operations. These students will be featured on decadirect.org in a monthly article recognizing newly certified students.

KNOWLEDGE AND SKILLS DEVELOPED

The SBE Individual Certification Exam tests student competency in the following instructional areas:

- Financial Analysis
- Operations
- Marketing-Information Management
- Market Planning
- Product/Service Management
- Pricing
- Distribution
- Promotion
- Selling
- Human Resources Management

21st Century Skills

- **Critical Thinking and Problem Solving**
Reflect critically on learning experiences and processes
- **Collaboration and Teamwork**
Assume shared responsibility for collaborative work, and value the individual contributions made by each team member
- **Communication**
Use Communication for a range of purposes (e.g. to inform, instruct, motivate and persuade.)
- **Creativity and Innovation**
Be open and responsive to new and diverse perspectives; incorporate group input and feedback into the work