

Individual Certification Recognition

Through the School-based Enterprise (SBE) Individual Certification, DECA 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. The certification program reinforces the integration of National Curriculum Standards and 21st Century employability skills into the SBE learning lab environment. The school or chapter will be responsible for paying the testing fee.

***New: Students who pass the exam prior to January 10th will be recognized at SLC.**

SCHOOL-BASED ENTERPRISE-EXPLORING | SBE-E

- Intended for: Chapters who are **interested in starting an SBE but have not been certified yet.**
- This group will compete with each other on selected topics to be announced from current certification guidelines.
- Teams will be composed of one to two members of the DECA chapter. All participants must present the project to the judges.
- Consists of an oral presentation by the participants.
- The oral presentation may be a maximum of 10 minutes in length, including time for the judge's questions.

EVENT KEY COMPONENTS: *Please see the guidelines for detailed information.*

I. BUSINESS/PRODUCT/SERVICE

II. RATIONALE AND FEASIBILITY

III. CONCLUSION Steps to start the SBE and summary of key points

SCHOOL-BASED ENTERPRISE-CERTIFIED | SBE-C - <https://www.deca.org/sbe>

- Intended for: **Chapters that have certified SBEs.**
- These teams will compete against each other in preparation for ICDC 2026.
- This group will compete using guidelines for the ICDC competition.
- Teams will be composed of one to two members of the DECA chapter. All participants must present the project to the judges.
- Consists of an oral presentation by the participants.
- The oral presentation may be a maximum of 10 minutes in length, including time for the judge's questions.

2026 EVENT TOPIC

The topic of competition rotates each year and is based on one of the 10 business standards in the written chapter certification project. This year's topic is **Selling**. The oral presentation should explain how the school-based enterprise achieves the following performance indicators.

- Determine customer/client needs.
- Establish relationship with customer/client.
- Demonstrate suggestion selling.
- Process sales documentation.
- Process returns/exchanges.