

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.**

CERTIFICATION PROGRAM

Individual Certification

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.

Guidelines	→
Instructions + FAQ	→
Exam Study Guide	→
Take the Exam	→



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

- These teams will compete against each other in preparation for ICDC 2027.
- 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.
- **Intended for: Chapters that have certified SBEs.**

2027 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 Promotion.** The oral presentation should explain how the school-based enterprise achieves the following performance indicators.

- Explain the nature of a promotional plan.
- Explain the use of visual merchandising in retailing.
- Use cross-merchandising techniques.
- Plan special events.
- Identify ways to track marketing-communications activities.

For the FULL EVENT information go to: [deca.org/sbe](https://www.deca.org/sbe)

- ICDC Academy + Competition
- Competition Guidelines

GOLD CERTIFIED + RE-CERTIFIED

ICDC Academy + Competition

The School-based Enterprise Academy + Competition is held during DECA's International Career Development Conference. Gold Certified and Gold Re-certified SBEs are eligible to register up to two students for the academy and competition, with the approval of their chartered association advisor. During the academy, participants will experience dynamic professional development sessions specific to the entrepreneurship field, share ideas and learn from other SBEs. During the competition, the participants will present an oral presentation to a business professional judge based on one preselected business standard covered in the SBE Chapter Certification Project. Participants will participate in one of the two categories in which their SBE earned gold certification: Retail Operations or Food Operations. The competition rules, presentation guidelines, and performance indicators are identical for the two competition tracks. The top 10 winners will be recognized in both categories.

Competition Guidelines

