



**Marketing and
Hospitality/Tourism
School-Based Enterprise (SBE)
Manual and Resource Guide
FY 2015**



Forward

The Georgia School-Based Enterprise Manual was developed in FY 2015 for Marketing and Hospitality/Tourism teachers and school administrators in order for them to make informed decisions about implementing, operating and managing a School-Based Enterprise. The main purpose of the SBE Manual is to provide systemization across the board for new and existing SBE's in Georgia.

The Georgia School-Based Enterprise Manual incorporates DECA, Inc.'s "Guide for Starting and Managing a School-Based Enterprise," DECA Inc.'s E-Learning Resources and DECA Inc.'s SBE Competitive Events. Since DECA Inc.'s resources are comprehensive, there was no reason for Georgia's SBE Manual to restate the same information. With this in mind, Georgia's SBE Manual links to DECA Inc.'s documents and focuses on SBE issues that are specific to our state. For instance, the manual describes the four types of SBE's found in Georgia's Marketing and Hospitality/Tourism Programs, consisting of the Traditional SBE, the Coffee House SBE, the Advertising & Promotions SBE and the Special Events/Conference Center SBE. Georgia's revised facility layouts are included which provide an overview of what the Marketing and Hospitality/Tourism suite looks like- complete with specifications for the classroom, teacher's office, storage room and SBE. Georgia's revised equipment lists that include price estimates are also part of the manual, as well as Georgia's SBE workshops and Georgia's utilization of SBE's as an official Work-Based Learning placement.

Users of the Georgia School-Based Enterprise Manual can trust its authenticity since the document was developed by a School-Based Enterprise Manual Committee. The committee was made up primarily of master teachers who operate SBE's; one CTAE Director who oversees many SBE's; the Georgia Work-Based Learning Manager and a former Work-Based Learning Coordinator with experience in several systems, and one business person who is an expert in relation to the Advertising & Promotions Lab - one of Marketing's newer SBE's.

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Sincerely,

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I. The School-Based Enterprise (SBE): Definition and Benefits

A. DEFINITION AND PURPOSE OF A SCHOOL-BASED ENTERPRISE:

A school-based enterprise (SBE) is an entrepreneurial operation in a school setting that provides goods/services that meet the needs of the school's target markets (i.e., students, teachers, administrators, parents, community members, community organizations/businesses). While the SBE serves many purposes, it mainly provides in-depth learning experiences for students. SBEs are managed and operated by students as hands-on learning laboratories that integrate National and State Curriculum Standards in marketing, finance, hospitality or management.

B. BENEFITS OF THE SCHOOL-BASED ENTERPRISE TO THE SCHOOL:

The School-Based Enterprise is an asset to the school since it provides products and services at a reduced cost. In addition to individual items sold, the SBE provides products in bulk needed by various groups in the school. In some cases, the SBE sells to parents and/or school supporters, community organizations and/or businesses, etc., thus creating stronger ties between the school and the community.

C. BENEFITS OF THE SCHOOL-BASED ENTERPRISE TO THE PROGRAM:

School-Based Enterprises are extremely important to Marketing and Hospitality/Tourism Programs since they provide realistic and practical learning experiences that reinforce classroom instruction. Simulated projects in the classroom are great, but nothing catapults project-based instruction, the cornerstone of all Marketing and Hospitality/Tourism Programs, like applying marketing concepts in an actual business, which results in dynamic customer exchanges.

D. BENEFITS OF THE SCHOOL-BASED ENTERPRISE TO THE STUDENTS:

In addition to gaining greater understanding of career cluster knowledge and skills, School-Based Enterprises are extremely important to students since they allow them to apply their knowledge and skills in a "live" business setting where challenges arise daily and people interactions are always varied. On a larger scale, school-based enterprises are effective educational tools in helping prepare students to transition from school to work or college by deepening students' communication, critical thinking, collaboration and creativity skills. For many students, SBE's provide the first work experience; for other students, SBE's provide an opportunity to build management, supervision and leadership skills. While some in the education community have only recently discovered the value of school-based enterprises, Marketing teachers and DECA advisors have used SBE's as a powerful teaching tool for more than four decades.

E. PRINCIPAL'S RESPONSIBILITIES:

The principal has the authority to decide whether or not a SBE will be operated on the school premises. He/she has the authority to establish a SBE where none is in existence or to abolish an existing SBE when, in his/her judgment, it is in the best interest of the school to do so.

The principal will appoint a SBE sponsor (who is usually the Marketing or Hospitality/Tourism teacher) to be responsible for the day-to-day operations. Some of the qualities that the principal looks for in a sponsor are:

- Knowledge of the Marketing or Hospitality/Tourism curriculum
- Marketing, business and/or accounting experience
- Integrity
- Dependability
- Rapport with students
- Interest and enthusiasm
- Availability when the SBE is open
- Willingness to devote the time and effort necessary to ensure a successful store operation

The principal, often in collaboration with the teacher, may establish policies, requirements, and restrictions for the operation of the SBE as he/she deems appropriate provided they are not inconsistent with the requirements of the Local School Accounting Manual/System or other applicable local, state, and federal policies and procedures.

The principal, in collaboration with the teacher, is responsible for ensuring the merchandise offered for resale is appropriate for a school store. The principal may approve or restrict a specific list of items to be sold. The principal, along with the teacher, should make a general review of the SBE operations annually and evaluate merchandise, stock levels, pricing practices and profitability.

The principal, along with the teacher, should examine monthly financial reports prepared by the school bookkeeper and be responsive to problems such as excessive purchases in relation to sales, substantial decreases in sales compared with the previous month or previous year, or deficits in the account. If additional information is desired, a monthly Account History Report can be generated which shows all transactions incurred by the SBE during the month.

Upon written request of the sponsor and approval of the principal, profits from SBE operations may be transferred to other Local School Accounts for use in financing other authorized school activities.

F. TEACHER'S (SPONSOR'S) RESPONSIBILITIES:

The teacher/sponsor is responsible for the day-to-day operation of the SBE in compliance with the requirements of the Local School Accounting Manual/System and other local, state, and federal policies. While the teacher/sponsor will ultimately be responsible for all SBE operations and outcomes, she/he will likely have most of the tasks performed by student employees. Subject to any instructions or restrictions prescribed by the Principal, the teacher/sponsor will oversee students' handling of the following tasks:

- Establish the operating hours of the SBE
- Select and supervise students who work in the SBE
- Purchase merchandise for resale
- Establish the selling price of merchandise
- Ensure the physical security of the merchandise and cash
- Provide daily cash reports to the teacher/sponsor and bookkeeper
- Ensure that periodic physical inventories of merchandise are taken
- Reconcile all inventory annually at the end of the school year
- Ensure the cleanliness of the SBE premises, particularly if food items are sold
- Maintain necessary SBE records
- Furnish the school bookkeeper with the data necessary to maintain the SBE account in the local school accounting software
- Prepare an Annual Report which includes a Profit or Loss Statement at the end of the school year

II. Types of School-Based Enterprises, Store Layouts, Equipment and Product Lines

School-Based Enterprises are non-profit student learning labs. The type of SBE that is chosen should be a logical extension of the Marketing pathway(s) and the Hospitality/Tourism Pathway(s) taught in the school. The curriculum pathway selected will be the foremost determinant of the type of SBE that is instated in a school. In addition to the curriculum pathway, the school's target market(s), the needs of the student workers, and the needs of the school should be considered. In Georgia, Marketing and Hospitality/Tourism Programs currently incorporate four types of SBE's.

SBE's can sell to consumers through a permanent location, a mobile kiosk, the Internet or all three venues. Products may include spirit wear, food or snack and beverage items, school supplies, customized jewelry, banners, posters and signs, T-shirts and mugs, specialty coffees, etc. In addition, services such as meeting and conference planning and implementation are also offered.

A. TRADITIONAL SCHOOL-BASED ENTERPRISE:

- **DEFINITION OF THE TRADITIONAL SBE:**

Traditional School-Based Enterprises are generally classified as retail stores. Since the Traditional SBE was the first and only SBE in existence for many years, it remains the most utilized SBE. Any of the three pathways in the Marketing Cluster or the two pathways in the Hospitality and Tourism Cluster can instate the Traditional SBE since all major marketing concepts are taught in all five pathways.

Traditional School-Based Enterprises may take the form of large walk-In stores, small walk-In stores, concession stand stores, kiosks, and online stores. These enterprises may follow the model of a department store that sells a variety of products or a specialty store that sells a specialized product such as embroidered clothing.

- **LOCATION FOR THE TRADITIONAL SBE:**

As a general rule, all new and remodeled Marketing and Hospitality/Tourism Pathways include a School-Based Enterprise in the blue prints submitted to GaDOE for approval. The SBE is part of the entire program suite (i.e., Classroom, SBE, Storage Room and Teacher's Office). Some schools, new and existing, open a second SBE. In this case, one SBE may be inside the program suite and the other SBE may be in a prominent, high traffic area such as the cafeteria, the front entrance of the school, a major hallway or the commons area. Existing schools with space limitations have to be more creative in relation to location. However, their goal should also be to find a prominent, high traffic location for the enterprise. In relation to the best-case scenario, SBE's are most easily operated and managed when they are part of the

Marketing or Hospitality and Tourism suite. Also, security is generally better when the teacher is in close proximity to the SBE.

- **LAYOUT SPECIFICATIONS FOR THE TRADITIONAL SBE:**
The Revised State Suggested Blue Print for the Marketing and Hospitality/Tourism Suite (i.e. Classroom, School-Based Enterprise, Storage Room and Teacher’s Office) is located in the Appendix. These documents will officially reside on the GaDOE website.
- **EQUIPMENT FOR THE TRADITIONAL SCHOOL-BASED ENTERPRISE:**
The Revised State Suggested Equipment List for the Traditional School-Based Enterprise, along with equipment for the Classroom, and Teacher’s Office is located in the Appendix.
- **PRODUCTS/MERCHANDISE FOR THE TRADITIONAL SCHOOL-BASED ENTERPRISE:**
Food and Drink Products sold in SBEs must follow the Healthy Hunger-free Act of 2010, public law 111-296 Sec 208;
(<http://www.gpo.gov/fdsys/pkg/PLAW-111publ296/pdf/PLAW-111publ296.pdf>).
The Alliance for a Healthier Generation Website, Smart Snack Calculator (https://www.healthiergeneration.org/take_action/schools/snacks_and_beverages/smart_snacks/alliance_product_calculator/) should be used to ensure products sold meet guidelines, and a copy of the printout for each approved product should be kept on file.

While Georgia does not endorse any specific SBE vendors, commonly used national and state product vendors may be found on the DECA, Inc. Website (www.deca.org). Georgia’s Marketing and Hospitality/Tourism Programs offer a variety of SBE Workshops, via CTAERN. These workshops cover everything from a step-by-step guide to opening and operating the particular SBE, to an explanation/demonstration of the equipment, to the products and services offered.

B. COFFEE HOUSE SCHOOL-BASED ENTERPRISE:

- **DEFINITION OF THE COFFEE HOUSE SBE:**
Some schools are beginning to instate Coffee Houses as their SBE. This SBE primarily offers specialty coffees and snacks such as croissants and muffins. The Coffee House may provide an area for customers to sit and chat, work on projects or just relax. Any of the three pathways in the Marketing Cluster or the two pathways in the Hospitality and Tourism Cluster can instate the Coffee House SBE since all major marketing concepts are taught in all five pathways.

- LOCATION OF THE COFFEE HOUSE SBE:**
Just as in the case of the Tradition SBE, the optimal location is likely in the program suite. However, if inclusion of the Coffee House SBE in not feasible in the program suite, a prominent, high traffic area should certainly be sought. Some schools, new and existing, open a second SBE. In this case, one SBE may be inside the program suite and the other SBE may be in a prominent, high traffic area such as the cafeteria, the front entrance of the school, a major hallway or the commons area. Existing schools with space limitations have to be more creative in relation to location. However, their overall emphasis on high traffic areas should drive their decisions.
- LAYOUT FOR THE COFFEE HOUSE SBE:**
The Revised State Suggested Blue Print for the Marketing and Hospitality/Tourism Classroom, School-Based Enterprise, Storage Room and Teacher’s Office is located in the Appendix. These documents will officially reside on the GaDOE website.
- EQUIPMENT FOR THE COFFEE HOUSE SBE:**
The Revised State Suggested Equipment List for the Classroom, SBE, and Teacher’s Office is located in the Appendix.
- PRODUCTS/MERCHANDISE FOR THE COFFEE HOUSE SBE:**
While Georgia does not endorse any specific SBE vendors, commonly used national and state product vendors may be found on the DECA, Inc. Website (www.deca.org). Georgia’s Marketing and Hospitality/Tourism Programs offer a variety of SBE Workshops, via CTAERN. These workshops cover everything from a step-by-step guide to opening and operating the particular SBE, to an explanation/demonstration of the equipment, to the products and services offered. Additional workshops in this specialized area will be considered upon request.

C. ADVERTISING AND PROMOTIONS SCHOOL-BASED ENTERPRISE:

- DEFINITION OF THE ADVERTISING AND PROMOTIONS SBE:**
The Advertising and Promotions SBE is increasing in popularity and is being instated in many programs as either the primary SBE or a secondary SBE. This SBE produces and sells products such as banners, posters, signs, made to order printed products, etc. Any of the three pathways in the Marketing Cluster or the two pathways in the Hospitality and Tourism Cluster can instate the Advertising and Promotions SBE since all major marketing concepts are taught in all five pathways.
- LOCATION OF THE ADVERTISING AND PROMOTIONS SBE:**
Just as in the case of the other SBE’s, the optimal location for the Advertising and Promotions SBE is likely in the program suite. However, if inclusion of the Advertising and Promotions SBE in not feasible in the program suite, a

prominent, high traffic area should certainly be sought. Some schools, new and existing, open a second SBE. In this case, one SBE may be inside the program suite and the other SBE may be in a prominent, high traffic area such as the cafeteria, the front entrance of the school, a major hallway or the commons area. Existing schools with space limitations have to be more creative in relation to location. However, their overall emphasis on high traffic areas should drive their decisions.

- **LAYOUT FOR THE ADVERTISING AND PROMOTIONS SBE:**
The Revised State Suggested Blue Print for the Marketing and Hospitality/Tourism Classroom, School-Based Enterprise, Storage Room and Teacher's Office is located in the Appendix. These documents will officially reside on the GaDOE website.
- **EQUIPMENT FOR THE ADVERTISING AND PROMOTIONS SBE:**
The Revised State Suggested Equipment List for the Classroom, SBE, and Teacher's Office is located in the Appendix.
- **PRODUCTS/MERCHANDISE FOR THE ADVERTISING AND PROMOTIONS SBE:**
While Georgia does not endorse any specific SBE vendors, commonly used national and state product vendors may be found on the DECA, Inc. Website (www.deca.org). Georgia's Marketing and Hospitality/Tourism Programs offer a variety of SBE Workshops, via CTAERN. These workshops cover everything from a step-by-step guide to opening and operating the particular SBE, to an explanation/demonstration of the equipment, to the products and services offered.

D. SPECIALS EVENTS/CONFERENCE CENTER SCHOOL-BASED ENTERPRISE:

- **DEFINITION OF THE SPECIAL EVENTS /CONFERENCE CENTER SBE:**
The Special Events/Conference Center SBE allows students to take reservations and plan and host events for individuals and groups within the school or school system as well as outside community groups or businesses. While the Special Events/Conference Center SBE is best suited for the Hospitality, Recreation and Tourism Pathway and well suited for the Marketing Communications & Promotion Pathway, any of the pathways in the Marketing Cluster and Hospitality and Tourism Cluster can institute this SBE since all major marketing concepts are taught in all five pathways.
- **LOCATION OF THE SPECIAL EVENTS/CONFERENCE CENTER SBE:**
Just as in the case of the other SBE's, the optimal location for the Special Events/Conference Center SBE is likely in the program suite. However, if inclusion of the Special Events/Conference Center SBE is not feasible in the program suite, a prominent, high traffic area should certainly be sought. Some schools, new and existing, open a second SBE. In this case, one SBE may be

inside the program suite and the other SBE may be in a prominent, high traffic area such as the cafeteria, the front entrance of the school, a major hallway or the commons area. Existing schools with space limitations have to be more creative in relation to location. However, their overall emphasis on high traffic areas should drive their decisions.

- **LAYOUT FOR THE SPECIAL EVENTS/CONFERENCE CENTER SBE:**
The Revised State Suggested Blue Print for the Marketing and Hospitality/Tourism Classroom, School-Based Enterprise, Storage Room and Teacher's Office is located in the Appendix. These documents will officially reside on the GaDOE website.
- **EQUIPMENT FOR THE SPECIAL EVENTS/CONFERENCE CENTER SBE:**
The Revised State Suggested Equipment List for the Classroom, SBE, Storage Room and Teacher's Office, is located in the Appendix.
- **SERVICES/PRODUCTS FOR THE SPECIAL EVENTS/CONFERENCE CENTER SBE:**
The Special Events/Conference Center SBE offers the location (space) and settings for meetings, special events and small conferences. This SBE may also offer specialized products (mugs, T-shirts, programs, brochures, etc.) for event/conference participants.

III. Starting and Managing a School-Based Enterprise: DECA, Inc.'s E-Learning Resources

Without a doubt, starting and managing a School-Based Enterprise is a formidable task. In fact, teachers need all of the “how to” information and ready-made resources available to run a business, teach their classes and sponsor DECA. In response to this need, DECA, Inc. has developed the “**E-Learning Series**” which consists of three major resources to help teachers and students effectively operate an SBE as a part of their Marketing or Hospitality/Tourism Program. Therefore, rather than recreate the wheel, Georgia has chosen to note these resources and include the Web link for quick access.

Marketing and Hospitality/Tourism teachers may think that DECA, Inc. only provides SBE Chapter Certification (i.e., bronze, silver and gold certification depending on the number of activities completed and the level of engagement), Individual Certification (i.e., online exam which tests a student’s knowledge and understanding of business and marketing operations) and the SBE Academy (i.e., training event open to gold certified and gold re-certified programs). However, DECA, Inc. also provides a 14-unit guide for starting and managing a School-Based Enterprise, automated retail lesson plans and SBE instructional units.

A. GUIDE TO STARTING AND MANAGING A SCHOOL-BASED ENTERPRISE:

Since DECA, Inc.’s “**Guide for Starting and Managing a School-Based Enterprises**” details information about starting, operating, managing and staffing a SBE, there was no need for Georgia to recreate the wheel. Therefore, the link to this resource is:

(http://www.deca.org/wp-content/uploads/2014/08/hs_sbe_Guide_for_Managing.pdf)

The fourteen (14) units and all performance indicators in each unit of the “Guide for Starting and Managing a School-Based Enterprise” are listed below.

I. INTRODUCTION

II. SBE STARTUP

- A. Create a Business Plan
- B. Learning Activities
- C. Sample Proposal for Starting a School-Based Enterprise
- D. Steps for Opening a School Store
- E. References

III. JOB INTERVIEW

- A. Job Descriptions
- B. Application/Interview
- C. Learning Activities
- D. References

IV. MARKET RESEARCH

- A. Determine What to Buy
- B. Budget
- C. Target Market
- D. Learning Activities
- E. References

V. BUYING AND PRICING

- A. Research Vendors
- B. Determine Cost Code/Markups
- C. Services
- D. Opening Accounts/Establishing Credit
- E. Terms
- F. Delivery
- G. References

VI. RECEIVING

- A. Receiving Process
- B. Stocking and Ticketing
- C. Handling Discrepancies
- D. Handling Returns/Damaged Products
- E. References

VII. INVENTORY CONTROL

- A. Perpetual Inventory
- B. Physical Inventory
- C. Security/Shrinkage
- D. Dealing with Shortages
- E. Learning Activities
- F. References

VIII. SERVICES

- A. Credit
- B. Gift Wrap
- C. Delivery
- D. Parties/Catering
- E. Special Orders
- F. Gift Certificates
- G. Coupons
- H. Other Services
- I. References

IX. CASH HANDLING

- A. Cash Register
- B. Making Change
- C. Accepting Checks
- D. Credit Cards
- E. General Guidelines
- F. References

X. ACCOUNTING/BOOKKEEPING

- A. The Basics
- B. Accounting Records
- C. Accounting Software
- D. Computerized Accounting System
- E. Daily Receipts/Cash Flow
- F. Daily Deposits
- G. Departmental Sales Reports
- H. Balance Sheet
- I. Income Statement/Profit and Loss
- J. Auditing Procedures Regarding Losses
- K. References

XI. PROMOTION

- A. Sales Promotion
- B. Visual Merchandising/Display
- C. Advertising
- D. Publicity
- E. Personal Selling
- F. Promotion Planning
- G. Special Events
- H. Learning Activities
- I. References

XII. PERSONAL SELLING/CUSTOMER SERVICE

- A. Selling Function
- B. Preapproach
- C. Approach/Greeting
- D. Determine Needs/Wants
- E. Make the Presentation
- F. Handle Complaints/Objections
- G. Close the Sale
- H. Suggest Additional Items
- I. Reassurance and Follow-up
- J. Sales Related Activities
- K. Selling Policies
- L. References

XIII. POLICIES

- A. Areas to Address
- B. Store Policy Manual
- C. Sample Policies
- D. References

XIV. SECURITY

- A. General Guidelines
- B. Security Equipment
- C. Supervision of Workers
- D. Loss Prevention

It is obvious that the DECA, Inc. SBE Guide leaves no stone unturned in relation to starting the business with a comprehensive business plan, addressing all the marketing functions and providing learning activities to reinforce the content, establishing operating policies and procedures, determining job descriptions and hiring practices for student employees, and addressing ancillary services that are associated with great customer service.

B. AUTOMATED RETAIL LESSON PLANS:

The “**Automated Retail Lesson Plans**” teach your students about the 5 Ps of Marketing (people, product, price, place, and promotion) and how the 5 P’s relate to the implementation of an automated retail kiosk for your SBE. DECA partner, Spirit Factory, utilizes its automated retail kiosk, the Spirit Box, as an example in these interactive lessons. Each module includes instructional content, interactive classroom activities, assessments, and corresponding PowerPoint Presentations. The link to this resource is: (<http://www.deca.org/high-school-programs/school-based-enterprises/>)

C. SCHOOL-BASED ENTERPRISE INSTRUCTIONAL UNITS:

The “**School-Based Enterprise Instructional Units**” reinforce your students’ understanding of the business/marketing standards and concepts covered in the chapter certification project by incorporating these 10 instructional units into your classroom. Each unit includes an instructional pamphlet and corresponding PowerPoint presentation on each of 10 business/marketing topics including: financial analysis, operations, marketing-information management, market planning, product/service management, pricing, distribution/channel management, promotion, selling, and human resources management. Following the classroom activities in each of the units will help your SBE complete each of the required sections of the chapter certification project manual. The link to this resource is: (<http://www.deca.org/high-school-programs/school-based-enterprises/>)

IV. Utilization of the School-Based Enterprise as a Tool for Reinforcing Curriculum and Teaching Workplace Competence

A. UTILIZATION OF THE SCHOOL-BASED ENTERPRISE AS A TOOL FOR REINFORCING CURRICULUM:

The primary intent of the School-Based Enterprise is to reinforce the Marketing and Hospitality/Tourism standards taught in the classroom. Schools/systems develop various methods to use the SBE as a tool to further teach/reinforce the curriculum. Regardless of local policies, SBE's are not meant to replace the curriculum for a given course. In the case where students spend the majority of their course time working in the SBE, they still need to master the course standards. Mastery of course standards is more important than ever since proficiency on End-of-Pathway Assessments is required statewide.

Since it is difficult, if not impossible, for students to master all of the curriculum standards and elements if they are spending all or a majority of their class time in the SBE, further study is needed to resolve this issue. Again, this manual is a work in progress and will be updated annually as needed.

A student's course grade, at least during the grading period, in which s/he works in the SBE, likely incorporates and reflects his/her performance in the SBE. Depending on the number of work hours invested, the student may earn points that can be redeemed for DECA expenses, such as dues and travel costs to leadership activities and competitive events' conferences.

B. UTILIZATION OF THE SCHOOL-BASED ENTERPRISE AS A WORK-BASED LEARNING (WBL) SITE:

Utilization of the School Based Enterprise (SBE) as an Approved Work-Based Learning (WBL) Training Site is permissible in Georgia, but the decision to do so may vary from county to county and school to school. Local school officials should be consulted to ensure that the use of the School Based Enterprise is an acceptable placement.

Work-Based Learning is a structured program which allows students to receive school credit for their part time job, and it falls under the responsibility of a system wide or school wide Work-Based Learning Coordinator. All Georgia Department of Education (GaDOE) requirements should be adhered to by all involved parties (i.e., Work-Based Learning Coordinator, Employer (who is the Marketing or Hospitality/Tourism Teacher), School Officials, Parents and Students). A detailed explanation of work-based learning, found in the GaDOE Work-Based Learning Manual, is available on the GaDOE Web site at:

(<http://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Pages/Work-Based-Learning.aspx>).

C. Duties/Responsibilities of the WBL Student, the Marketing or Hospitality/Tourism Teacher and the WBL Coordinator:

- **THE WBL STUDENT:**
 - Must submit an application and be accepted into the WBL program.
 - Must have his/her schedule adjusted so that the WBL “release” period/block reflects the time when the student is working in the SBE.
 - May or may not be paid from the profit of the SBE, depending on school policies.
 - Must adhere to the work hours set by the school for WBL students.

- **THE MARKETING OR HOSPITALITY/TOURISM TEACHER:**
 - Must provide instruction through curriculum projects if student is receiving course credit (in addition to WBL credit) by working in the School-Based Enterprise.
 - Must assume the role of employer, and all that it entails.
 - Must evaluate WBL students. (The Marketing teacher’s evaluation is used in part to determine the WBL student’s grade.)
 - Must work cooperatively with the WBL Coordinator to develop the student’s Training Plan.

- **THE WBL COORDINATOR:**
 - Must administer all aspects of the WBL Program in the school.
 - Must have WBL students (using the SBE as a Training Site) complete additional activities/paper work in order to receive WBL credit (i.e., attend monthly meetings, complete time sheets, complete portfolio assignments, etc.) – all according to the State WBL Guidelines.
 - Must have WBL student (using the SBE as a Training Site) complete a “set” number of documents, two of which are most important – the Training Agreement and the Training Plan.
 - Must schedule WBL student according to times when SBE is open.
 - Must monitor the WBL student’s progress through regularly scheduled evaluation visits.
 - Must maintain the student’s WBL records.

V. School-Based Enterprise Training for Teachers

A. GEORGIA'S TWO DAY SCHOOL-BASED ENTERPRISE WORKSHOP FOR THE TRADITIONAL SBE:

Georgia's Two Day School-Based Enterprise Workshop for the Traditional SBE (Store) is an annual CTAERN workshop offered in June. This two-day workshop is outstanding for teachers and their administrators who are opening or thinking about opening a new SBE. All major issues associated with starting and managing a SBE are discussed. This workshop is also outstanding for teachers and administrators who already have an SBE but want new ideas for product lines, facility expansion, additional equipment, etc. Many SBE's sell balloons either year round or on special occasions such as Valentine's Day. As a part of this two-day workshop, all participants go to Balloons Inc. in Bogart, Georgia, one of the largest balloon suppliers in the country, for a seminar, tour and hands-on balloon-making session.

B. GEORGIA'S ONE DAY SCHOOL-BASED ENTERPRISE AND/OR FUND RAISING WORKSHOP AT AMERICASMART:

Georgia's One Day School-Based Enterprise and/or Fund Raising Workshop at AmericasMart in downtown Atlanta immediately follows the two day SBE Workshop each June. AmericasMart is THE destination for purchasing merchandise for resale in Atlanta, throughout the U.S. and abroad. This workshop is designed to introduce teachers who operate School-Based Enterprises (SBEs) to AmericasMart and the advantages of utilizing the Mart to order merchandise for their stores. One of the main objectives of the workshop is to assist teachers with becoming a registered buyer with AmericasMart. Most teachers engage in fund raising in addition to overseeing an SBE. This workshop allows teachers an opportunity to meet with vendors who have many products that would be excellent sellers for school-wide fund raising activities.

C. GEORGIA'S ONE DAY BUYING SEMINAR FOR TEACHERS AND STUDENT MANAGERS:

Georgia's One Day Buying Seminar for Teachers and Student Managers is offered annually in January. Once teachers become familiar with the Mart in June, this workshop allows them to bring their student manager so that both of them can meet one-on-one with vendors who sell to high school SBE's. These vendors provide in-depth information about a number of products, explain costs, give suggestions for pricing, etc. This kind of specialized attention is great for teachers and phenomenal for student employees.

D. Georgia's One Day Advertising And Promotions SBE Workshop:

Advertising and Promotions SBE's are becoming more prevalent among Georgia's Marketing Programs. This SBE insures a large market for sales since students, administrators, school clubs and organizations; parents and community groups want customized products. Even Traditional SBE's are purchasing equipment to customize merchandise for their store. This workshop equips teachers and administrators with new ideas for promoting and managing the business, rotating students through all aspects of the business, and perhaps most important of all, using a variety of equipment such as a large format printer, an award plaque-making device for sublimation, printing or engraving, a large laminator, an embroidery machine, etc.

E. Georgia's School-Based Enterprise Manual and SBE Workshop:

Georgia's School-Based Enterprise Manual will be rolled out in summer 2015. The purpose of this manual is to provide administrators, Marketing and Hospitality/Tourism teachers and students "a one stop shopping" guide for:

- (1) Starting and managing a SBE
- (2) Locating Georgia's policies and procedures for operating SBE's
- (3) Links to DECA, Inc.'s teaching resources
- (4) SBE professional development for teachers
- (5) SBE layouts for Marketing and Hospitality/Tourism Suites and equipment lists
- (6) SBE pictures and more

The School-Based Enterprise Manual will be distributed initially in hard copy to teachers. The manual will reside on the GaDOE and GMEA Web sites. A School-Based Enterprise Workshop will be held in July 2015 and January 2016 for previewing and discussing the manual's contents. Ideas/Suggestions made in these workshops will be used for planning manual revisions and future workshops.

VI. DECA, Inc.'s School-Based Enterprise Events

A. SBE CHAPTER CERTIFICATION:

DECA, Inc.'s SBE Chapter Certification Program reinforces the integration of State and National Curriculum Standards into the lab environment of a School-Based Enterprise. Students reflect upon their work in the SBE through documentation of 10 key business standards (instructional areas) and performance indicators from the Marketing Cluster (i.e., Financial Analysis, Operations, Marketing-Information Management, Market Planning, Product/Service Management, Pricing, Distribution/Channel Management, Promotion, Selling and Human Resources Management).

Local DECA Chapters submit a written project online to DECA, Inc. for evaluation by judges in an effort to earn the national distinction of a DECA, Inc. Bronze, Silver or Gold-Certified SBE. The process provides students an opportunity to analyze their school-based business, determine their SBE's strengths and weaknesses, and showcase their learning outcomes. Gold Level Certification allows students to attend DECA, Inc.'s International Career Development Conference (ICDC) and participate in the SBE Academy at ICDC. For complete information about the SBE Chapter Certification Program, refer to the following DECA, Inc. Web link: (<http://www.deca.org/high-school-programs/school-based-enterprises/>).

B. SBE INDIVIDUAL CERTIFICATION:

DECA, Inc.'s Individual Certification Program extends the positive attributes of the existing SBE Chapter Certification Program beyond the school store level to individual student members. DECA members may pursue individual certification through the successful completion of an online, 100 question exam that measures the effectiveness of the student's involvement in their SBE and the impact of the SBE experience on individual learning. The exam questions are derived from the same instructional areas covered in the SBE Chapter Certification Project Manual.

The DECA, Inc. SBE Individual Certification serves as an important component to building students' resumes in preparation for college and careers; it fosters development of 21st century skills such as critical thinking and problem solving, and it verifies competency in specific skill areas, adding value to transcripts and job applications. SBE's benefit from having their members certified since it provides credibility for the local DECA Chapter and SBE's, validates curriculum effectiveness, and provides evidence that students have achieved mastery level in business operations skills. In essence, the program is an excellent resume builder for students and DECA programs within schools – not to mention an effective way of preparing students for DECA, Inc. competitive events and SBE certification. For complete information about the SBE Individual Certification Program, refer to the following DECA, Inc. Web link: (<http://www.deca.org/high-school-programs/school-based-enterprises/>).

C. SBE ACADEMY AND COMPETITION:

DECA, Inc.'s School-Based Enterprise Academy and Competition is held annually at DECA, Inc.'s International Career Development Conference (ICDC). This dynamic academy is offered exclusively to Gold Certified SBE's and features guest speakers and workshop sessions related to all aspects of running a SBE. Students have the opportunity to engage with other SBE students and learn from each other through interactive activities and networking. For complete information about the SBE Academy and Competition Program, refer to the following DECA, Inc. Web link: (<http://www.deca.org/high-school-programs/school-based-enterprises/>).

Bibliography

Alliance for a Healthier Generation Website; Smart Snack Calculator;
https://www.healthiergeneration.org/take_action/schools/snacks_and_beverages/smart_snacks/alliance_product_calculator/

DECA, Inc. website; <http://www.deca.org/>

DECA, Inc. School-Based Enterprise website; <http://www.deca.org/high-school-programs/school-based-enterprises/>

Georgia Marketing Educator's Association website; <http://www.mygmea.org/>

Handbook for the Operation of School-Based Enterprises; Gwinnett County Public Schools

Healthy Hunger-free Act 2010, public law 111-296 Sec 208;
<http://www.gpo.gov/fdsys/pkg/PLAW-111publ296/pdf/PLAW-111publ296.pdf>

Appendix

*Richard Woods, Georgia's School Superintendent
"Educating Georgia's Future"*

Suggested Layout for "Basic" Marketing and Hospitality/Tourism Multi-Use Lab

Layout Based on 30 students per class.

This Layout works best with the following pathways:

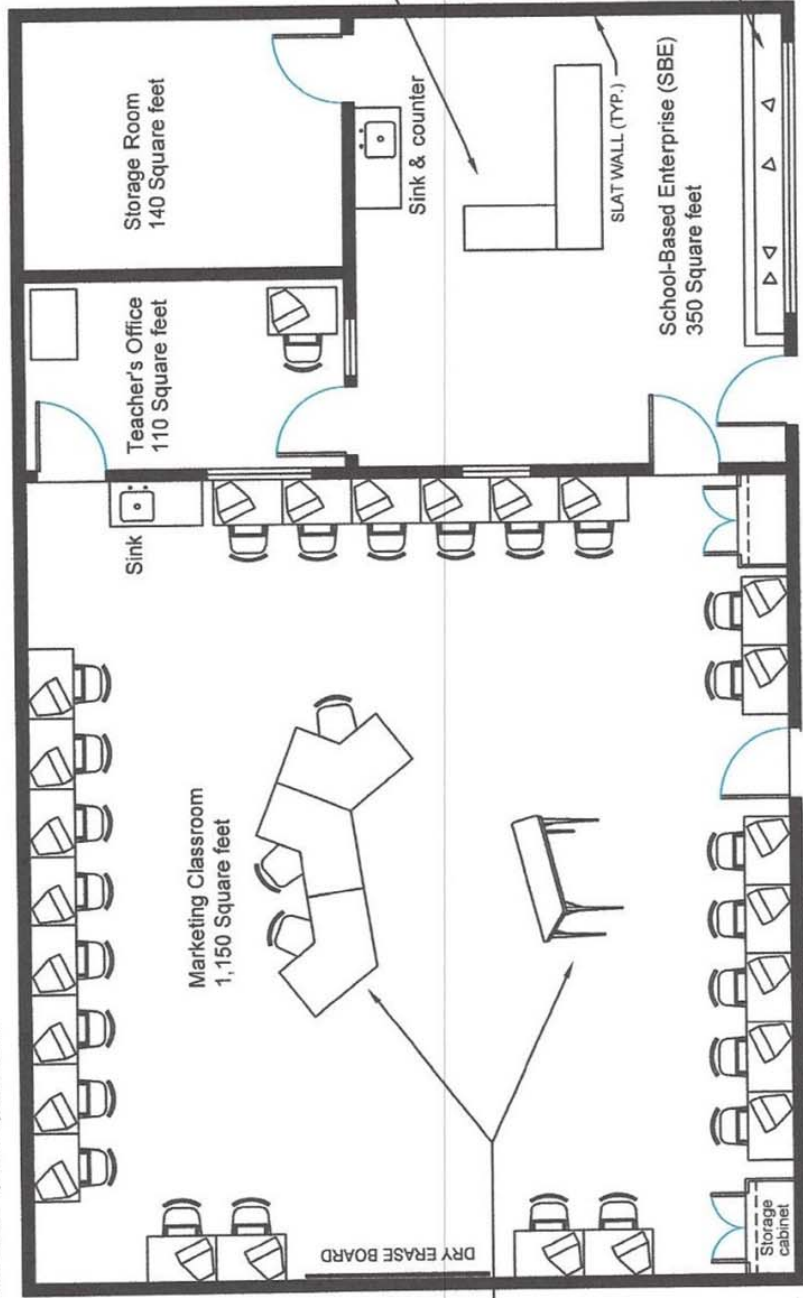
- (1) Marketing & Management, (2) Fashion, Merchandising & Retail Management, (3) Marketing Communications & Promotion, (4) Sports & Entertainment Marketing

This Layout may work with the Hospitality, Recreation & Tourism Pathway.

(See Hospitality, Recreation & Tourism layout for Special Events/Conference Center lab.)

If at all possible, Marketing SHOULD NOT be placed in a classroom that is a 'business lab'. This inhibits project work.

Total suite: 1,750 Square feet.



Best Option:
Laptop computers on tables with the flexibility to be configured differently with little effort.

Alternate Option:
If laptop computers are not possible, then computer stations should be placed around the perimeter.

Flexible Tables:
See Boomerang Tables which offer maximum configurations with little effort. If needed, Trapezoid Tables may be used..

Nice Option:
Business & Computer Science suggests a conference room (350-500 square feet). If this conference room is possible, Business & Computer Science and Marketing/Hospitality & Tourism could share the facility.

- School-Based Enterprise:**
- Sink & counter needed
 - Water lines for coffee and cappuccino machines
 - Two dedicated Commercial outlets

Desk for Point-of-Sales System

SBE works for Traditional Retail Lab & Advertising & Promotions Lab

SBE too small for Special Events/Conference Center Lab and may be too small for Coffee Shop.

Shadow Box Display Case built into front of SBE.

Suggested Layout for "Model" Marketing and Hospitality/Tourism Multi-Use Lab
 Layout Based on 30 students per class. Marketing SHOULD NOT be placed in a classroom that is a "business lab".

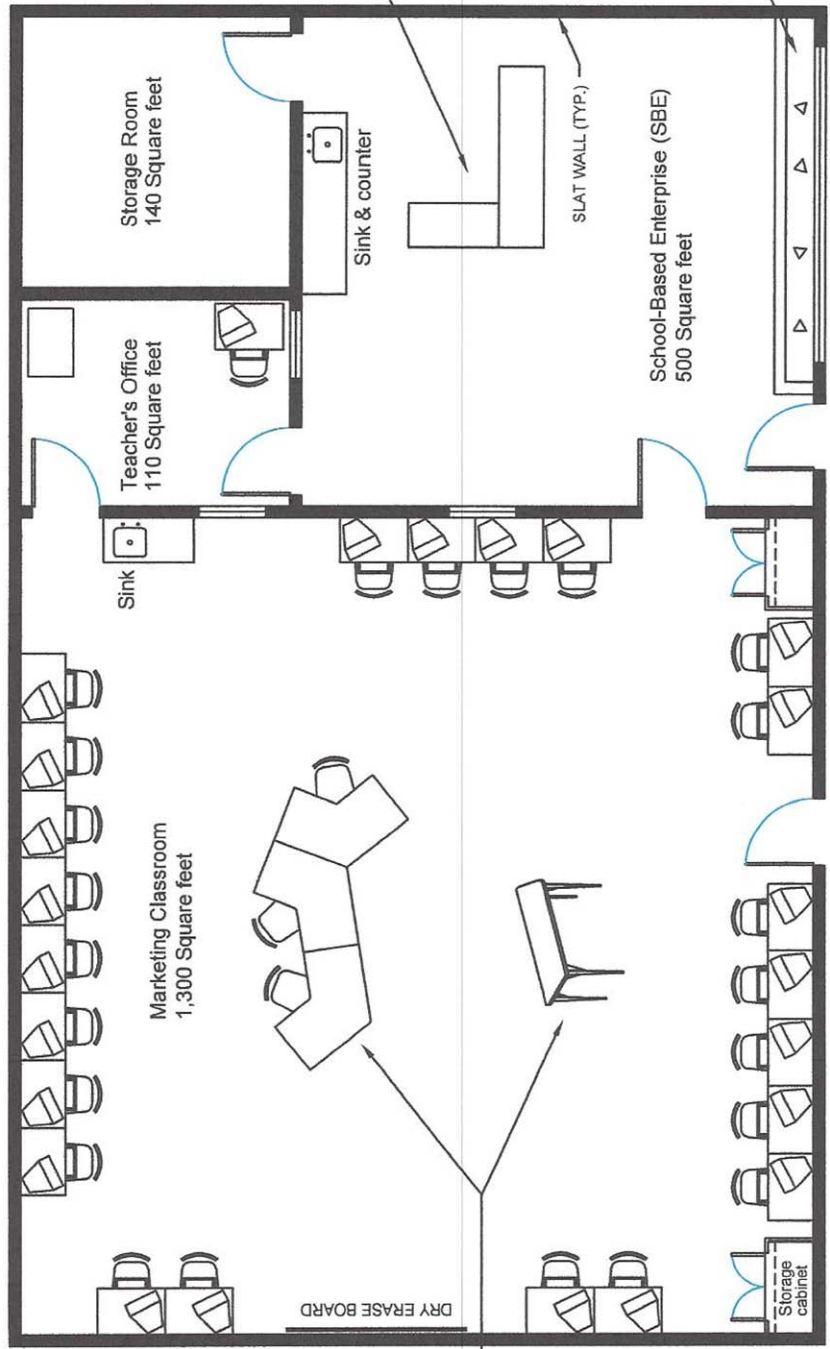
This Layout works best with the following pathways:

- (1) Marketing & Management, (2) Fashion, Merchandising & Retail Management, (3) Marketing Communications & Promotion, (4) Sports & Entertainment Marketing

This Layout may work with the Hospitality, Recreation & Tourism Pathway.

(See Hospitality, Recreation & Tourism layout for Special Events/Conference Center lab.)

Difference in Model and Basic layout: Classroom and SBE are larger. Total suite: 2,050 Square feet.
 (Allows for additional equipment, additional merchandise and/or better traffic flow.)



Best Option:
 Laptop computers on tables with the flexibility to be configured differently with little effort.

Alternate Option:
 If laptop computers are not possible, then computer stations should be placed around the perimeter.

Flexible Tables:
 See Boomerang Tables which offer maximum configurations with little effort. If needed, Trapezoid Tables may be used..

Nice Option:
 Business & Computer Science suggests a conference room (350-500 square feet). If this conference room is possible, Business & Computer Science and Marketing/Hospitality & Tourism could share the facility.

- School-Based Enterprise:**
- Sink & counter needed
 - Water lines for coffee and cappuccino machines
 - Two dedicated Commercial outlets

Desk for Point-of-Sales System

SBE works for Traditional Retail Lab & Advertising & Promotions Lab

SBE too small for Special Events/Conference Center Lab and may be too small for Coffee Shop.

Shadow Box Display Case built into front of SBE.

Suggested Layout for Hospitality & Tourism Suite

Layout Based on 30 students per class. Hospitality & Tourism SHOULD NOT be placed in a classroom that is a "business lab".

Name of the Georgia Pathway: Hospitality, Recreation & Tourism (HRT)

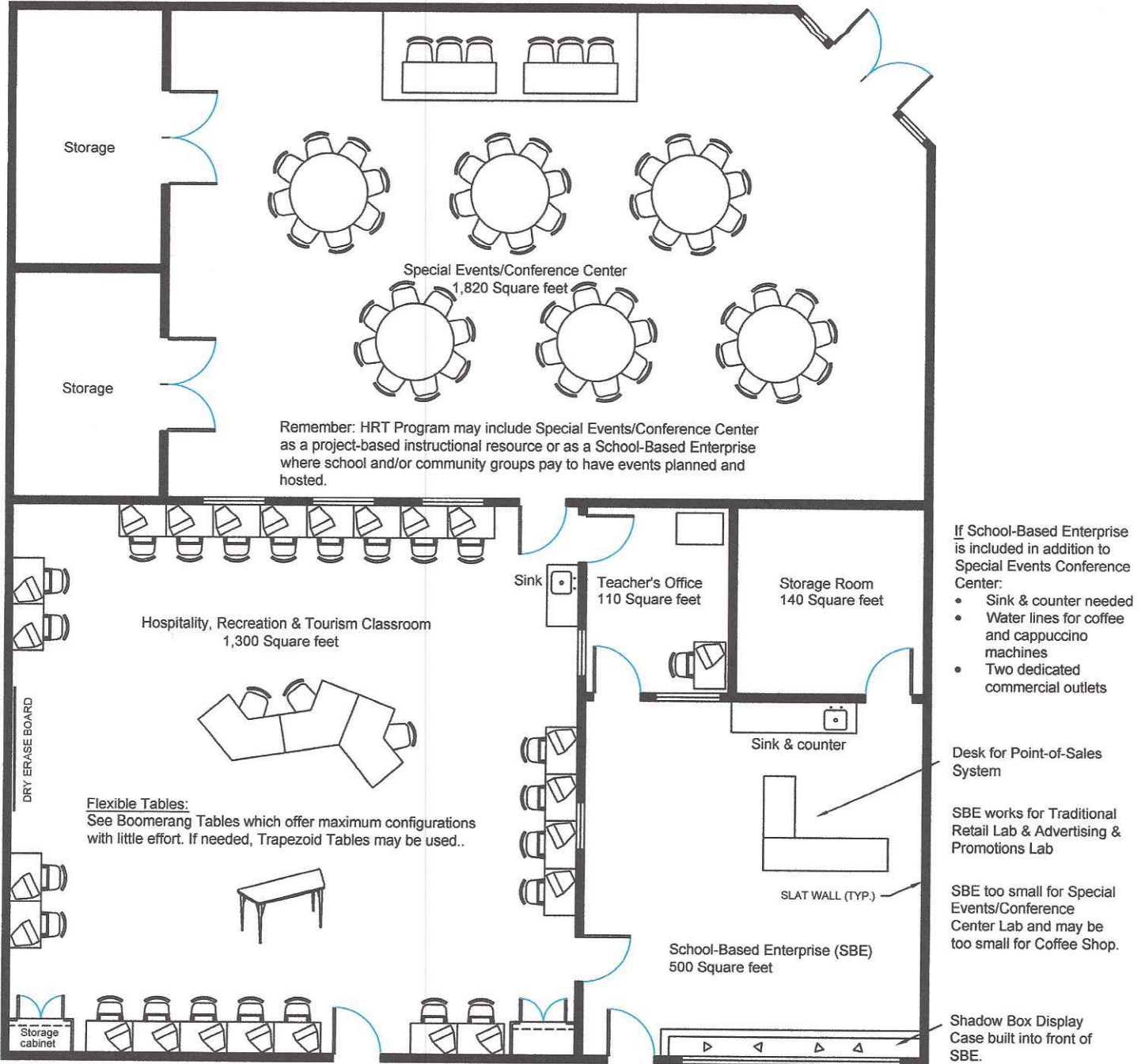
Option One for Hospitality and Tourism Suite: See layout for Marketing and Hospitality/Tourism Multi-Use Suite.

If 'Option One' is selected, the HRT Program will likely not operate a Special Events Conference Center as their School-Based Enterprise (SBE). The program will likely incorporate a Traditional School-based Enterprise or a Coffee Shop SBE or an Advertising & Promotions SBE. If the program includes one of these SBE's, equipment that could be used with this pathway may need to be housed in the classroom (i.e., Reservations Desk with Reservations/Special Events software, large printer, flatbed scanner, laminator, etc.).

Option Two for Hospitality and Tourism Suite: Includes Special Events/Conference Center.

If 'Option Two' is selected, the HRT Program will likely include a Special Events/Conference room as simply a project-based instructional resource or as a School-Based Enterprise where school and/or community groups pay to have events planned and hosted. Also, programs that choose this option may still want to add a Traditional or Coffee House SBE.

Option Two for Hospitality/Tourism Suite Total Square Footage: 3,870



Best Option:

Laptop computers on tables with the flexibility to be configured differently with little effort.

Alternate Option:

If laptop computers are not possible, then computer stations should be placed around the perimeter.

Suggested Equipment List for Marketing and Hospitality/Tourism Pathways:

Pathways in Marketing Cluster: (1) Marketing & Management, (2) Fashion, Merchandising & Retail Management, (3) Marketing Communications & Promotion

Pathways in the Hospitality/Tourism Cluster: (1) Hospitality, Recreation & Tourism, (2) Sports & Entertainment Marketing

This list is based on an average class size of 30 students. For Industry Certification purposes, programs should use this list as a guide for purchasing equipment.

Multi-Use Classroom Equipment: (Classroom Equipment Same For Three Marketing Cluster Pathways and Two Hospitality/Tourism Cluster Pathways)		
Quantity	Item (with description)	Price Estimate
Enough for 30 students	<p>Tables with/without Castors for individual and group project work (see Boomerang Tables)</p> <p>Trapezoidal or Trapezoid-like (New Design or Discover) or other tables which allow flexible, multiple and alternate configurations for individual, group projects, meeting, and presentation layouts.</p> <p>Traditional student desks are not recommended.</p>	<p>Boomerang Tables, \$200.00 each (recommended; great for many different configurations)</p> <p>Trapezoidal Table, \$80.00 each</p>
30	Chairs with/without castors	\$33
30 (best) or 15 (1 per 2 students)	<u>Best Option for Computers:</u> Laptop Computers meeting minimum specifications for software required- Internet Connections/Wi-Fi. (Allows for increased classroom space needed for traffic flow, project work, tabletop area for working on poster, banners, etc.)	\$867 *this will vary by state contractor and LCSS (LOCAL SCHOOL SYSTEM SPECIFICATION) requirements
1	Laptop Station/Cart (for housing laptops)	\$959
30	<u>Another Option for Computers:</u> Stationary Desktop Computers acceptable if space allows around perimeter of room - Internet Connection/Wi-Fi. (Stationary desktop computers and tables often inhibit project work if in center of classroom.)	\$569 *this will vary by state contractor and LCSS requirements

Add as funds permit	<u>Nice to Have Option for Computers: Tablets /iPads for students.</u>	\$ 267
6	Surge Protectors for Computers (if needed)	\$ 21
15	Tables if Stationary Desktop Computers are used	\$ 355
	Software: Most current Microsoft Office Suite and Adobe Creative Suite	
2	Computer Printers (laser/ink jet color printer; connecting media so that all computers are connected to a printer). At least one printer should be a high capacity laser printer with scanner/copier capability.	\$ 554
1	LCD Overhead Projection System - Ceiling Mounted. (Projection system must have a video connection to TV with sound capabilities).	\$ 422
1	36"-42" Poster or Wide-Format Printer with USB Cord	\$ 1262
1	Cricut Machine with Cartridges	\$ 96
1	42 Inch Color Television or Equivalent Monitor/LCD Linkage	\$ 460
1	High Resolution Projection Screen (as large as possible for instructional setting); preferably motorized.	\$ 221
1	Video Recorder	\$ 125
2	Digital Cameras	\$ 67
1	Podium or Wall-Mounted Unit with Projection Controls	Varies (installation specific)
1	Periodical Rack (free standing or wall mounted)	\$ 135
Teacher's Office Equipment: (Teacher's Office Equipment Same For Three Marketing Cluster Pathways and Two Hospitality/Tourism Cluster Pathways)		
1	Teacher's Desk	\$ 299
1	Teacher's Chair	\$ 155
2	Filing Cabinets (letter size; 4 or 5 drawer)	\$ 300
1	Computer Work Station with DVDRW player, if needed	\$ 312
1	Presentation Remote Clicker	\$ 56
1	External Hard Drive	\$ 90
1	iPad or Tablet equivalent	\$ 255
1	Web Cam	\$ 65

Additional Equipment for Fashion, Merchandising & Retail Management Classroom:

(May have or plan to purchase these items for SBE OR may want them specifically for classroom)

1	Visual Display (rolling case, stand-alone case, or window)	\$ 1,650
2 or 3	Mannequins (torso or full body)	\$ 650
2	Dress Forms	\$ 125
2	Garment Racks	\$ 325
10	Clothing Hangers	\$ 28
1	Steamer for Clothing	\$ 90
5-10	Shirt Folding Boards (depends on quantity of shirts)	\$ 16
1	3-panel Full Length Dressing Mirror	\$ 330
1	Raised Platform for modeling and hemming clothing	\$ 820

Additional Equipment for Hospitality, Recreation & Tourism Classroom:

(May have or plan to purchase these items for SBE OR may want them specifically for classroom)

1	Reservations Desk (if <u>pathway does not have a Special Events/Conference Center</u> , then Reservations Desk is placed in classroom).	\$1,500 to \$1,800
1	Chair for Reservations Desk	\$ 300
1	Desktop, Laptop, or Tablet Computer for scheduling and reservations	\$ 867
1	Reservation/Scheduling/Meeting Software Package	\$ 1224

School-Based Enterprise (SBE) Equipment List

In relation to funding, State Equipment Grant funds may be used if the item meets the grant criteria. Industry Certification Grant funds may be used to purchase any of the items. If the item does not meet the criteria for State Equipment Grant funds and Industry Certification Grant funds are not available, then local funds must be used.

➤ **TRADITIONAL SBE LAB**

The Traditional SBE was the first SBE and is still the most common Marketing Lab. A variety of items are sold in this SBE (i.e., food and beverages, spirit wear, jewelry, balloons, cards, school supplies, plush items, etc.). If food and drinks are sold, remember to refer to the Healthy Hunger-Free Act of 2010, noted under the heading “Products and/or Merchandise for the SBE.” Some Traditional SBE’s have a Kiosk within the SBE or in addition to the SBE. Since business and marketing standards, along with customer service skills, are the basis of the Hospitality, Recreation & Tourism (HRT) Pathway, this SBE can also be used in conjunction with the HRT pathway.

Traditional School-Based Enterprise Lab:	
(May be instated with any of the 5 Pathways Listed Above)	
Equipment	Price Estimate
Point-of-Sale System	\$ 2,500
Sales Counter(s) (Custom Made counters preferred)	\$ 5,000 to \$ 7,000
Refrigerator/Freezer	\$ 600
Coffee & Drink Machines, Otis Spunk Meyer Ovens, etc.	\$1,500 coffee machine \$1,750 Cappuccino machine \$900 slushy machine \$2,000 cookie oven (Usually supplied by vendor at no cost)
Helium Tank (if selling balloons)	\$ 125 lease
Safe	\$ 500
Interior Shelving/Wall Coverings (Slat/Grid/OPTO)/Fixtures	\$ 6,400 to \$ 10,000
Card Rack (if selling greeting cards)	\$ 367 or lease from vendor
Display Case (for jewelry or other small items)	\$ 1,650
Sink for water and cleaning access	\$ 380 installation variable
Higher Amperage electrical outlets	Varying by site condition
Security Camera	\$ 800
Mannequins, 1 or 2 (Torso or Full Body) if clothing items sold	\$ 650; \$1,300 for two
Total: \$25,000.00 (approximation)	

➤ **COFFEE HOUSE SBE LAB**

The Coffee House SBE is being installed in a few Marketing and Hospitality/Tourism Programs whereby a variety of coffees, along with other beverages and small snack items (i.e., croissants, muffins, etc.) are sold. Where food and drinks are sold, remember to refer to the Healthy Hunger-Free Act of 2010, noted under the heading “Products and/or Merchandise for the SBE.” Some Marketing Programs are instating Coffee Houses as a second SBE. The Coffee House may or may not have a seating area whereby patrons can converse, work collaboratively or just relax.

Coffee House School-Based Enterprise Lab:	
(May be instated with any of the 5 Pathways Listed Above)	
Equipment	Price Estimate
Point-of-Sale System	\$ 2,500
Sales Counter(s) (Custom Made counters preferred)	\$ 5,000 to \$ 7,000
Refrigerator/Freezer	\$ 600
Drink Cooler	\$5,600 (usually provided by vendor)
Refrigerated Display Case	\$ 5,600 (usually provided by vendor)
Sink for water and cleaning purposes	\$380 installation variable
Coffee Machine	\$1,500 (usually provided by vendor)
Cappuccino Machine	\$1,750, (usually provided by vendor)
Slushy Machine	\$900 (usually provided by vendor)
Prep Table for Customers (for adding cream & sugar, finding drink stirs, straws, etc.)	\$ 125
Tables and chairs or Sofas and End Tables for placing food and beverages (seating for customers)	\$ 400, 3pc set; \$2,000 for 5 sets \$1,000.00 Sofa: \$2,000 (2 sofas) \$175.00 Coffee Table: \$350 (2)
Total: 15,000.00 (Approximation)	

➤ **ADVERTISING & PROMOTIONS SBE LAB**

The Advertising & Promotions SBE is growing in popularity as a stand-alone lab for Marketing and Hospitality/Tourism Pathways. However, in many cases, programs that already have a Traditional SBE are purchasing the equipment (noted below for the Advertising & Promotions SBE) in order to add additional products (i.e., banners, posters, signs, plaques, etc.) to sell to additional target markets in their schools and communities. The purpose of this lab is to support the incredible demand for branding, promoting and advertising products, services and ideas that exists in today's school culture. This demand is continual and extends through all target markets in the school (i.e., administration, athletics, PTOs/boosters, clubs, organization, teachers and students), as well as the local community. The benefits of this SBE include less inventory to manage, fewer transactions and higher profit margins.

Advertising & Promotion School-Based Enterprise Lab:	
(May be instated with any of the 5 Pathways Listed Above)	
Equipment	Price Estimate
Point-of-Sale System	\$ 2500
Sales Counter(s) (Custom Made counters preferred)	\$ 5000 to \$ 7000
Pigment Based Large Format Printer (36" – 44")	\$4,000 to \$5,000, depending on width
Aluminum 48" Straight Edge Ruler with Hand Guard	\$ 75
Media Hole Punch Tool	\$ 65
Awards Plaque Making Device (Sublimation, Printing or Engraving)	\$ 1,200 to \$2,500
Large Laminator (25")	\$ 1,500
UPS Power Backup	\$ 65
Medium Sized Desk with Chairs for clients	\$ 255
2- 4'x10' Work Tables	\$ 166 collapsible
Flat Bed Scanner	\$ 170
Digital SLR Camera w/ lens	\$ 500 +
Dedicated Design Center Computer Workstation	\$ 995, varies by model/capability
Media Storage Cart, 2" & 3" Rolls	\$ 275
3' x 4' Self-Healing Cutting Mat	\$ 65
60" Matte Board Cutter	\$ 350 to \$500
Sublimation Machine for making Plaques	\$ 1280
Embroidery Machine if selling embroidered clothing or other items	\$ 5650 (quotes limited)
Sink for cleanup	\$380 installation; varies by vendor
Total: \$25,000.00 (Approximation)	

➤ **SPECIAL EVENTS/CONFERENCE CENTER SBE LAB**

The Special Events/Conference Center SBE is being considered/implemented in a few of our pathways, primarily, Hospitality, Recreation & Tourism, and secondarily, Marketing Communications and Promotion. The purpose of this lab is to provide meeting space for various school groups (i.e., administrators, CTSOs, clubs, sports teams, etc.) and for community groups and businesses that need a location for trainings, recognitions, etc. Many schools, especially the Career Academies, utilize their facilities in the evenings as much as they do during the day. Therefore, a Special Events/Conference Center could be highly utilized in some schools. Special Events fall under the Marketing umbrella. Therefore, other Marketing Pathways may want to consider this SBE.

SPECIAL CONSIDERATION: This SBE requires more square footage than other SBE's.

Special Events/Conference Center School-Based Enterprise Lab:

(Developed for the Hospitality, Recreation & Tourism Pathway, but may be instated in Marketing Pathways, especially Marketing Communications and Promotion Pathway)

Equipment	Price Estimate
Point-of-Sale System	\$ 2500
Reservations Desk	\$ 1550
Reservations Desk Chair	\$ 300
Reservations Desk Computer or Laptop	\$ 867
Reservations Desk Scheduling/Meeting Software	\$ 1224
Reservations Desk Phone	\$ 225
Easel/Signs for Directing Visitors	\$ 75
Binding Machine for agendas and other meeting materials	\$ 422
Multimedia Projector	\$ 490
Color Laser Printer with Duplex options	\$ 655
Screen	\$ 125
Podium with Projection Controls	\$ 455
Wall-Mounted Unit with Projection Controls if not on Podium	Varies, scintillation specific
Microphone for Podium	\$ 72
Clip-On Microphone	\$ 360
Wi-Fi for Events	\$ 555 basic to integrate w/ existing site
10-20 folding 2'x 6' tables to allow for multiple conference room configurations (classroom, boardroom, meeting room, u-shaped, square-shaped, etc.)	\$ 65 each; 10 tables: \$650.00
6-10 folding 6' round tables	\$ 180 each; 6 tables: \$1,080.00
30-50 Folding Chairs	\$ 19; 30 chairs: \$570
Table Linens for the 2'x 6' tables and the 6'	\$ 655 estimated avg. set

round tables	
Glasses and Pitchers for Water	\$ 200 set of 12
Small Food Service Items (serving trays)	\$125.00
Note: Some of these SBE's will work in partnership with a FACS Culinary Lab	
Total: \$13,000.00 (Approximation)	

Georgia's School-Based Enterprises:
Store/Business Fronts & Kiosks



Atlanta Area School for the Deaf



Houston County High School



North Murray High School



North Paulding High School



Northeast High School, Bibb County



Chestatee High School

Troup County High School



North Gwinnett High School

Peachtree Ridge High School



Brunswick High School

Georgia's School-Based Enterprises: **Store/Business Interiors and Products**

Lambert High School



Lanier Charter Career Academy



Chestatee High School

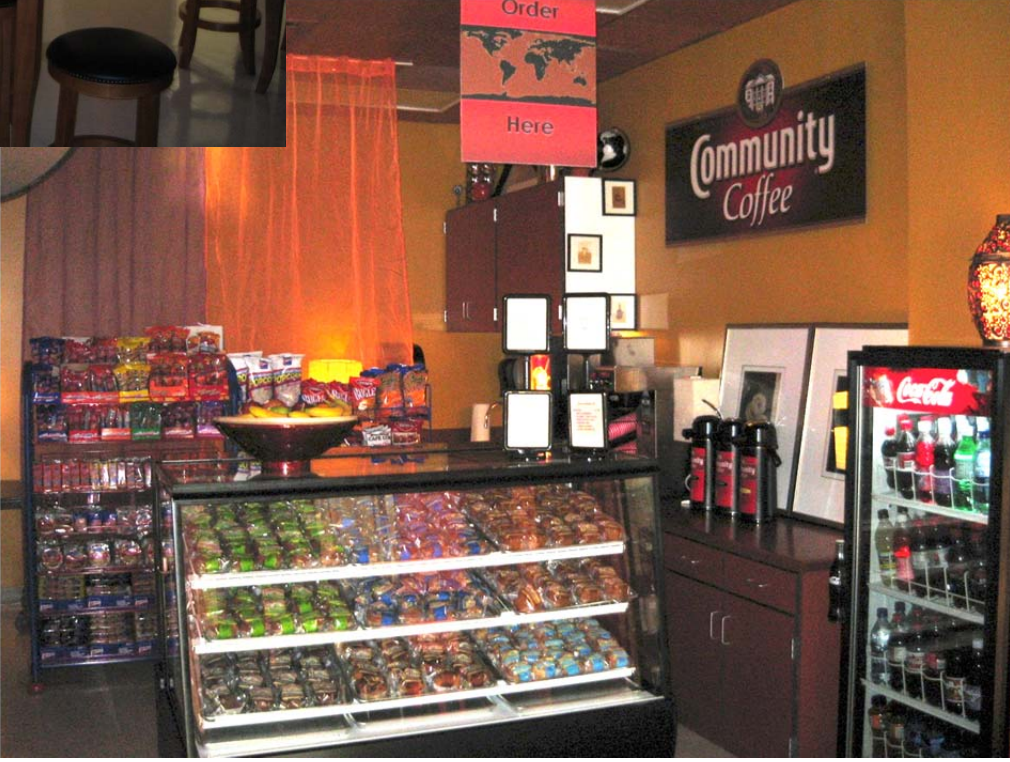


Northeast High School, Bibb County,
Store Promotion Board

Worth County High School



Rockdale Career Academy





Cass High School



Bartow College and Career Academy

South Forsyth High School



Peachtree Ridge High School



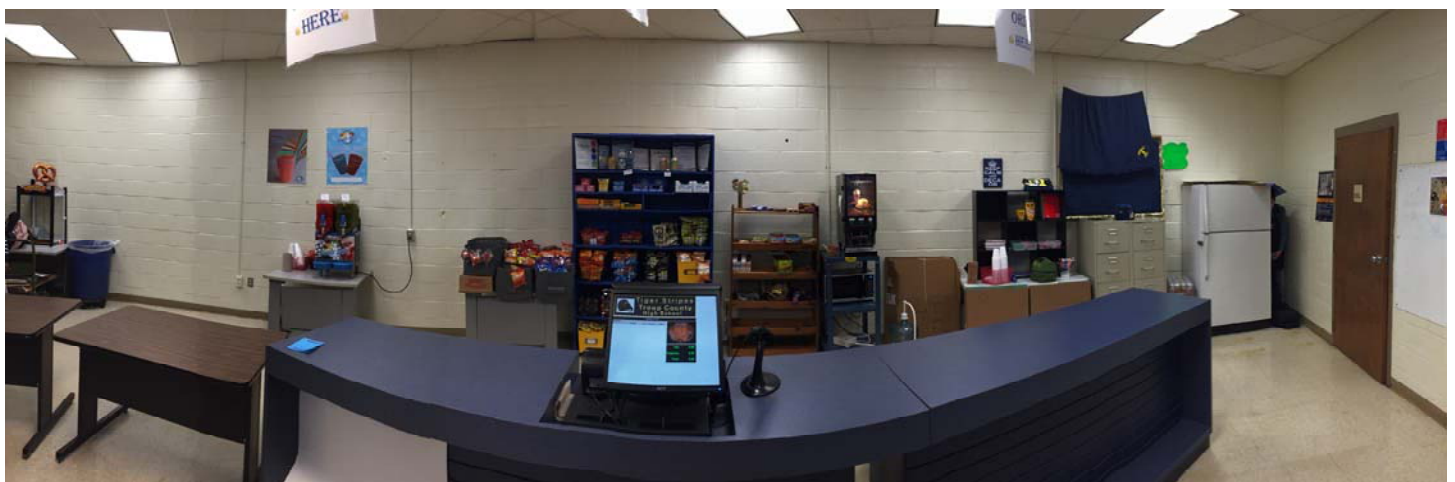


Lanier Charter Career Academy



North Gwinnett High School

Troup County High School



Georgia's School-Based Enterprises: Student Employees and Patrons



Bartow College and Career Academy



Chestatee High School

Hutchings College and Career Academy



Lanier Charter Career Academy



North Murray High School



DECA decainc

3h



35 likes

decainc On this hot day we sure are jealous of @troupdeca and their SBE's slurpie machine! Want to bring some slurpies over to DECA HQ?! #decasbe

troupdeca Sure. Come on down. Plus they are good for you since they are 100% fruit juice! 👍

Rockdale Career Academy



Troup County High School

