



# WISCONSIN BUSINESS WORLD® PROGRAM

34<sup>TH</sup> ANNUAL SESSION  
 JULY 23<sup>RD</sup> – 26<sup>TH</sup>, 2017  
 Edgewood College, Madison, WI

\*Be sure to follow @WIBusWorld on Twitter to keep up with the latest photos, videos, and more!  
 Make sure to use the hashtag #businessworld\*

<b>SUNDAY, JULY 23: ORIENTATION DAY</b>		
<b>TIME</b>	<b>DESCRIPTION</b>	<b>LOCATION</b>
11:30 – 12:30pm	<b>Registration</b> Report to the front of Predolin Humanities Center Review the in-depth schedule and the Business World handbook.	<b>Predolin Humanities Center Lobby / 1<sup>st</sup> floor hallway</b>
1:00 – 1:30pm	<b>Opening Assembly</b> Students report to the Anderson Theater. Overview of the week ahead and a review of important guidelines at Business World on Edgewood's campus.	<b>Anderson Auditorium in the Predolin Humanities Center</b>
1:30 – 2:30pm	<b>1<sup>st</sup> Company Meeting</b> <ul style="list-style-type: none"> <li>• Introduce yourself and meet your company</li> <li>• Pre-program survey.</li> <li>• Review the week's schedule.</li> <li>• Review camp rules and boundaries.</li> </ul>	<b>Company Rooms:</b> Regina Hall: R1, R24, R37 Library: L3, L4, L6 Predolin Center: 306, 307, 308
2:30 – 3:30pm	<b>Department Meeting</b>	<b>Anderson Auditorium in the Predolin Humanities Center</b>
3:45 – 5:00pm	<b>2<sup>nd</sup> Company Meeting (Quarter 0)</b> <ul style="list-style-type: none"> <li>• Read up on BizSim</li> <li>• BizSim practice round</li> </ul>	<b>Company Rooms:</b> Regina Hall: R1, R24, R37 Library: L3, L4, L6 Predolin Center: 306, 307, 308
5:00 – 5:55pm	<b>BARBEQUE</b>	<b>Regina Terrace / Phil's</b>
6:00 – 6:30pm	<b>SCAVENGER HUNT</b>	<b>Campus</b>
6:30 – 7:30pm	<b>Junk Product Workshop</b> Dodge, dip, duck, and dive around the other companies to grab the materials you need to create your product prototype!	<b>Nona McGreal Room in the Predolin Humanities Center</b>
7:30 – 8:30pm	<b>3<sup>rd</sup> Company Meeting (Quarter 1)</b> <ul style="list-style-type: none"> <li>• Create your product—take your “junk” and start brainstorming!</li> <li>• Discuss the Executive leadership positions.</li> <li>• Play BIZSIM (Quarter 1)</li> </ul>	<b>Company Rooms:</b> Regina Hall: R1, R24, R37 Library: L3, L4, L6 Predolin Center: 306, 307, 308
8:30 – 10:45pm	<b>FREE TIME</b> Ultimate Frisbee – Quad Basketball – Edgedome 8:30-10 Touch Football – Quad	
10:45 – 10:55pm	<b>RESIDENT HALL MEETING</b>	
11:00pm	<b>LIGHTS OUT</b>	

# MONDAY, JULY 24: BUSINESS ETHICS

TIME	DESCRIPTION	LOCATION
7:00 – 7:50am	<b>BREAKFAST</b>	Phil's Dining Hall
8:00 – 9:00am	<b>Introduction to Business Ethics:</b> Dr. William C. McCoy, Ed.D Northern Illinois University, College of Business	<b>Anderson Auditorium in the Predolin Humanities Center</b>
9:00 – 9:10am	<b>Camp Photo</b>  Business World T-shirt required	<b>Outdoors: The Stream Amphitheater</b>
9:10 – 10:10am	<b>4<sup>th</sup> Company Meeting (Quarter 2)</b> <ul style="list-style-type: none"> <li>• Finalize Executives and Departments</li> <li>• Finalize your product</li> <li>• Begin work on Business Plan</li> <li>• Mission Statement</li> <li>• Company Vision and Goals</li> <li>• Brainstorm Commercial (skit) ideas</li> <li>• BizSim Quarter 2 Decisions</li> </ul>	<b>Company Rooms:</b> <u>Regina Hall:</u> R1, R24, R37 <u>Library:</u> L3, L4, L6 <u>Predolin Center:</u> 306, 307, 308
10:15 – 11:15am	<b>“What’s <u>Your</u> Social Media Footprint?”</b> Spencer Smith - spencerXsmith.com	<b>Anderson Auditorium in the Predolin Humanities Center</b>
11:15 – 12:00pm	<b>5<sup>th</sup> Company Meeting (Quarter 3)</b> <ul style="list-style-type: none"> <li>• Prepare for Trade Show</li> <li>• Logo, billboard, product demo</li> <li>• Commercials (skits) get presented Tuesday morning</li> <li>• BizSim Quarter 3 Decisions</li> <li>• Prep for Business Tours</li> </ul>	<b>Company Rooms:</b> <u>Regina Hall:</u> R1, R24, R37 <u>Library:</u> L3, L4, L6 <u>Predolin Center:</u> 306, 307, 308
12:00 – 12:50pm	<b>LUNCH</b>	Phil's Dining Hall
1:00 – 3:30pm	<b>Business Tours</b> <ul style="list-style-type: none"> <li>• Be in the Parking Lot at 1pm SHARP.</li> <li>• Be early. Your bus will display your company letter.</li> </ul>  Business World T-shirt required	<ul style="list-style-type: none"> <li>• EVCO Plastics</li> <li>• Kramer Printing</li> <li>• Clasen Chocolates</li> <li>• Dane Manufacturing</li> <li>• Imperial Blades</li> </ul>
3:30 – 5:00pm	<b>6<sup>th</sup> Company Meeting (Quarter 4)</b> <ul style="list-style-type: none"> <li>• Prepare for Trade Show</li> <li>• Continue Work on Commercial and Business Plan</li> <li>• BizSim Quarter 4 Decisions</li> <li>• Discuss Business Tour</li> </ul>	<b>Company Rooms:</b> <u>Regina Hall:</u> R1, R24, R37 <u>Library:</u> L3, L4, L6 <u>Predolin Center:</u> 306, 307, 308
5:00 – 5:55pm	<b>DINNER</b>	Phil's Dining Hall
6:00 – 7:15pm	<b>7<sup>th</sup> Company Meeting (Quarter 5)</b> <ul style="list-style-type: none"> <li>• Final prep for Trade Show</li> <li>• Continue work on Commercial and Business Plan</li> <li>• BizSim Quarter 5 Decisions</li> </ul>	<b>Company Rooms:</b> <u>Regina Hall:</u> R1, R24, R37 <u>Library:</u> L3, L4, L6 <u>Predolin Center:</u> 306, 307, 308
7:15 – 7:30pm	<b>Trade Show Set-up</b>	<b>Regina Washburn</b>
7:30 – 8:30pm	<b>Product Trade Show</b> <i>Each company receives an 8ft table to display their product and marketing pieces.</i>	<b>Regina Washburn</b>
8:30 – 10:30pm	<b>FREE TIME</b>	
10:45pm	<b>RESIDENT HALL MEETING</b>	

## TUESDAY, JULY 25: FINANCIAL LITERACY

TIME	DESCRIPTION	LOCATION
7:00 – 7:50am	<b>BREAKFAST</b>	Phil's Dining Hall
8:00 – 9:00am	<b>What <i>about</i> financial literacy?</b> Jon Richard – Associated Bank	<b>Anderson Auditorium in the Predolin Humanities Center</b>
9:00 – 10:00am	<b>8<sup>th</sup> Company Meeting (Quarter 6)</b> <ul style="list-style-type: none"> <li>• Final prep for Commercial Competition</li> <li>• Continue to work on Business Plan</li> <li>• BizSim Quarter 6 Decisions</li> </ul>	<b>Company Rooms:</b> <u>Regina Hall:</u> R1, R24, R37 <u>Library:</u> L3, L4, L6 <u>Predolin Center:</u> 306, 307, 308
10:00 – 11:00am	<b>Financial Literacy Discussion: <i>The Lemonade Stand Model</i></b> Ed Paradowski – Apache Stainless, <i>President</i>	<b>Anderson Auditorium in the Predolin Humanities Center</b>
11:00 – 12:00pm	<b>9<sup>th</sup> Company Meeting (Quarter 7)</b> <ul style="list-style-type: none"> <li>• Continue Work on Business Plan</li> <li>• BizSim Quarter 7 Decisions</li> </ul>	<b>Company Rooms:</b> <u>Regina Hall:</u> R1, R24, R37 <u>Library:</u> L3, L4, L6 <u>Predolin Center:</u> 306, 307, 308
12:00 – 12:55pm	<b>LUNCH</b>	Phil's Dining Hall
1:00 – 3:00pm	<b>Company Volleyball Tournament</b> <i>Play or cheer your company on to victory!</i>	<b>Edgewood High School</b>
3:00 – 3:30pm	<b>Break to wash up/ change</b>	
3:45 – 5:00pm	<b>10<sup>th</sup> Company Meeting (Quarter 8)</b> <ul style="list-style-type: none"> <li>• Work on Business Plan presentation</li> <li>• BizSim Quarter 8 Decisions</li> </ul>	<b>Company Rooms:</b> <u>Regina Hall:</u> R1, R24, R37 <u>Library:</u> L3, L4, L6 <u>Predolin Center:</u> 306, 307, 308
5:00 – 5:55pm	<b>DINNER</b>	Phil's Dining Hall
6:00 – 7:00pm	<b>Commercial Competition</b> Perform a commercial "skit" that advertises your product! Commercials should not exceed <b>90 seconds!</b>	<b>Anderson Auditorium in the Predolin Humanities Center</b>
7:00 – 8:00pm	<b>Price is Right</b> <i>... no, not Bob Barker or Drew Carey, but all of the products we use in this show are Wisconsin made!</i>	<b>Anderson Auditorium in the Predolin Humanities Center</b>
8:00 – 9:30pm	<b>Ice Cream Social</b> Students will receive a copy of the photo that was taken on Tuesday as well as a certificate for completing the Business World Summer Program.	<b>Predolin Terrace / Commons</b>
9:30 – 11:00pm	<b>FREE TIME</b> Ultimate Frisbee – Quad Ghost in the Graveyard – Campus Touch Football – Quad	
11:00pm	<b>RESIDENT HALL MEETING</b>	
11:30pm	<b>LIGHTS OUT</b>	

## WEDNESDAY, JULY 26: CAREER PLANNING

TIME	DESCRIPTION	LOCATION
7:00 – 7:50am	<b>BREAKFAST</b>	<b>Phil's Dining Hall</b>
8:00 – 9:00am	<b>Company Meeting 11</b> Final prep for Business Plan presentation at the Shareholders Report	<b>Company Rooms:</b> Regina Hall: R1, R24, R37 Library: L3, L4, L6 Predolin Center: 306, 307, 308
9:00 – 10:00am	<b>Entrepreneurism at UW – Madison</b> Dan Olzewski – University Wisconsin – Madison, Center for Entrepreneurism.	<b>Anderson Auditorium in the Predolin Humanities Center</b>
10:15 – 11:55am	<b>Presentation Rehearsals</b> <ul style="list-style-type: none"> <li>Practice your Business Plan Presentation and get feedback on how to make your Shareholder Report the best it can be!</li> </ul>	<b>Company Rooms:</b> Regina Hall: R1, R24, R37 Library: L3, L4, L6 Predolin Center: 306, 307, 308
12:00 – 12:50pm	<b>LUNCH</b>	<b>Phil's Dining Hall</b>
1:00 – 3:00pm	<b>Shareholder Presentation</b> <ul style="list-style-type: none"> <li>Make a presentation to your shareholders on the performance of your company through the first 4 quarters (1 year) of the BizSim computer software.</li> </ul> <p style="text-align: center;"><b>*Be sure to wear your <i>Business Professional Attire</i>*</b></p>	<b>Anderson Auditorium in the Predolin Humanities Center</b>
3:00 – 3:45pm	<b>Company Meeting 12</b> <ul style="list-style-type: none"> <li>Discuss the Business Plan presentation</li> <li>Discuss your BizSim results</li> <li>Complete the post-program survey</li> <li>Clean your office</li> </ul>	<b>Company Rooms:</b> Regina Hall: R1, R24, R37 Library: L3, L4, L6 Predolin Center: 306, 307, 308
4:00 – 5:30pm	<p style="text-align: center;"><b>CLOSING CEREMONY</b></p> Company Cup Champion presentation, wrap-up of the week's activities, viewing of the recap video, and final thoughts.	<b>Anderson Auditorium in the Predolin Humanities Center</b>
5:30 – 6:00pm	<p style="text-align: center;"><b>CHECK OUT / DEPARTURE</b></p> *Be sure to have your RA check your room before departing and that you <b>return your key</b> to the Predolin Lobby*	<b>Predolin Humanities Lobby</b>

Have a great rest of your summer!