

# A Guide to the Summer Advanced Washington Business Week Program

This is a summary of the Advanced Washington Business Week Program. It is intended to give you a clear picture of what the students will be learning during the week. The program is comprised of several important components.

<u>Sunday</u> Adjusting	<u>Monday</u> Marketing & Entrepreneurial	<u>Tuesday</u> Soft Skills – Interpersonal Focus	<u>Wednesday</u> Business & Society	<u>Thursday</u> Polishing Presentation	<u>Friday</u> Wrapping Up
<ul style="list-style-type: none"> <li>• Getting acquainted</li> <li>• Program Overview</li> <li>• Selling Snowplows to Hawaiians</li> </ul>	<ul style="list-style-type: none"> <li>• Simulation Introduction</li> <li>• Marketing &amp; Advertising</li> <li>• Selling Snowplows to Hawaiians Commercials</li> <li>• Profit and ethics</li> <li>• Business Plan Development</li> </ul>	<ul style="list-style-type: none"> <li>• Risk Taking and Entrepreneur panels</li> <li>• Teambuilding</li> <li>• Interpersonal Styles</li> <li>• Business Week Olympics</li> <li>• Inspirational Talk</li> </ul>	<ul style="list-style-type: none"> <li>• Customer Service</li> <li>• Leadership</li> <li>• Innovation</li> <li>• Volleyball Challenge</li> <li>• Dance</li> </ul>	<ul style="list-style-type: none"> <li>• Summing it up</li> <li>• Private Colleges/Career Schools</li> <li>• Talent Show</li> </ul>	<ul style="list-style-type: none"> <li>• Business Plan Presentations</li> <li>• Closing Ceremony</li> <li>• Dance</li> </ul>

- A computer business simulation. Students become managers and compete in a dynamic marketplace working in small teams (companies).
- Teambuilding activities. Students interact in many “non-academic” projects that focus on teamwork & group dynamics.
- Seminars are conducted by members of the business community. Presentations are on business/leadership topics.

**SUNDAY:** This is the first day of the program. This is when the students become acquainted and begin the teambuilding process. The student body is divided into companies (10-12 students). Each company will be engaged in a business simulation that requires them to manage a digital media player manufacturing company for a 2 ½ year business cycle. Sunday’s activities include: a welcoming ceremony, an inspirational speech, company meetings, and a fun teambuilding activity called “Selling Snowplows to Hawaiians”

**MONDAY:** The major topics covered on Monday are picking their ideas, business plans, and ethics. The students will be re-introduced to BIZSim, the computer business simulation, and make their first management decisions. They will “Meet the CA’s” for discussion on how each CA (Company Advisor: the business volunteer each company works with during the week) decided on their career and how they got there. Students will also be involved in several lesson plans in their Company Meeting that focus on creating business plans, getting and keeping a job, etc... Each company will establish a strategy, elect a CEO, and subdivide into departments (finance, marketing, and operations). The companies are clustered into larger teams and engage in a thoughtful discussion of “Business Plan Development” in preparation for developing their “new product” for the final presentation to investors. Let the games begin!

**TUESDAY:** Tuesday is a critical day at WBW. The overall objective of the day is to bring the teams together in a powerful way. They will attend a seminar on taking risks and attend a panel discussion made up of students you have started their own small businesses. They will also review their first year of business in the simulation. In the afternoon each company will spend quiet time getting to know each other by engaging in group discussions. This is a light-hearted and fun exercise. In the evening, an inspirational speaker supercharges the student body (and the adults as well)!

**WEDNESDAY:** Students attend seminars on financing and pitching their business and continue the simulation. In the evening, the students have a dance!

**THURSDAY:** Thursday concentrates on polishing and finishing their business plans. The students will hear a success story from a WBW graduate. The day concludes with a Talent Show.

**FRIDAY:** Friday morning the students present their business plans to a panel of judges with the objective of attracting investors or obtaining bank financing. Then the students write their corporate sponsors, tie up any loose ends, and get ready for the grand finale: “The Graduation Banquet”, a fitting finish to a powerful learning experience.