AGENDA

**Tuesday, July 7**

9:00–10:30   Welcome and Introduction to Rutgers and *BizEd*
Introduction of Students and Staff, Student Expectations........... **Professor Kim Richmond**

10:30–10:45   Break

10:45–11:15   Team Building Exercise .......................................................... **Assistant Dean Kandace Diedrick**

11:15–12:15   Campus Tour (including detail of Athletics).......................... **Student Tour Guides**

12:15 – 1:00  Lunch (Location: MPR left, Camden Campus Center)
Business Education and Rutgers (12:30) .................................. **Dean Jaishankar Ganesh**

1:00 – 1:30   International Experience ..................................................... **Dr. Joseph C. Schiavo**

1:30 – 3:15   Marketing Strategies and Quiz (10 points).......................... **Ms. Ilene Fink**

3:15 – 3:30   Break

3:30 – 3:45   Marketing Quiz Debrief ....................................................... **Ms. Ilene Fink**

3:45 – 4:00   Daily Recap ........................................................................... **Professor Kim Richmond**

**Wednesday, July 8**

9:00 – 9:15   Introduction of Daily Activities ........................................... **Professor Kim Richmond**

9:15 – 10:30  Introduction to Investments .................................................. **Dr. Dave Pederson**

10:30 – 10:45 Break

10:45 – 12:00 Your College Search .......................................................... **Assistant Dean Kandace Diedrick**

12:00 – 1:00  Student Panel ........................................................................ **Mr. Nathan Levinson**

Lunch (Location: MPR left, Camden Campus Center)

1:00 – 2:15   Resume, Cover Letter & Dress for Success .......................... **Ms. Carla Davenport**

2:15 – 2:30   Break

2:30 – 3:45   Careers and the Career Center ............................................ **Ms. Cheryl Hallman**

3:45 – 4:00   Daily Recap ........................................................................... **Professor Kim Richmond**

**Thursday, July 9**

9:00 – 9:10   Introduction of Daily Activities ........................................... **Professor Kim Richmond**

9:10 – 9:30   How to Be a Successful Entrepreneur ................................... **Mr. Robert Palumbo**

9:30 – 10:00  Entrepreneur Success Story: Jidan Cleaning ..................... **Ms. Pat Claybrook**

10:00 – 11:00 Teamwork: Developing a Business Idea for BizEd Shark Tank.... **Professor Kim Richmond**

(10 Points)

11:00 – 11:45 Team Presentation: BizEd Shark Tank

11:45 – 12:45 Lunch & Debrief of BizEd Shark Tank Presentations ............ **Professor Kim Richmond**

(Location: MPR left, Camden Campus Center)
12:45 – 1:30 Business Plan .................................................................................................... Mr. Gary Rago
1:30 – 2:30 Fundamentals of Accounting ........................................................................ Dr. Joe Canada
2:30 – 3:00 Investment/Accounting Quiz (10 points) .................................................. Mr. Nathan Levinson
3:00 – 3:15 Break
3:15 – 3:40 Investment/Accounting Quiz Debrief ........................................................ Mr. Nathan Levinson
3:40 – 4:00 Daily Recap ................................................................................................... Professor Kim Richmond

Friday, July 10
9:00 – 9:30 Introduction of Daily Activities .............................................................. Professor Kim Richmond
9:30 – 10:30 Advertising Skills ..................................................................................... Professor Kim Richmond
10:30 – 10:45 Introduction of TV Ad Project ................................................................. Professor Kim Richmond
10:45 – 12:30 Breakout rooms to work on Ad Projects/Lunch
12:30 – 1:45 Head to Athletics for Ad Project Filming .................. Professor Kim Richmond/Mr. Will Lyou
1:45 – 2:00 Walk back from Athletics/Break
2:00 – 3:15 SWOT Analysis ......................................................................................... Mr. Gabe Paoletti
3:15 – 4:00 Facilitator Time ......................................................................................... Professor Kim Richmond

Monday, July 13
9:00 – 9:15 Introduction of Daily Activities ............................................................... Professor Kim Richmond
9:15 – 10:15 Law in Business ......................................................................................... Honorable Ma’isha Aziz
10:15 – 10:30 Break
10:30 – 11:15 Information Treasure Hunt at the Library ............................................. Ms. Theo Haynes
(Location: Library) ........................................................................................................ Ms. Shannon Keller
11:15-12:30 Breakout Session Information Treasure Hunt ............................................ Ms. Theo Haynes
(Location: Library) ........................................................................................................ Ms. Shannon Keller
12:30 – 1:30 Lunch (Location: Raptor Roost)
1:30 – 2:45 Digital Media .............................................................................................. Dr. Akon Ekpo
(Location: BSB335)
2:30 – 2:45 Break
2:45 – 3:00 Treasure Hunt Debriefing (10 Points) ..................................................... Ms. Theo Haynes
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3:00-3:30 Individual Group Presentations of Ad Project (20 Points) ................ Professor Kim Richmond
3:30 – 4:00 Daily Recap (Field Trip Preparation) ....................................................... Professor Kim Richmond

Tuesday, July 14
9:00 – 9:15 Introduction of Daily Activities ............................................................... Professor Kim Richmond
9:15 – 12:45 Field Trip to Rita’s Water Ice Rita’s Franchise Company
12:45 – 1:15 Return to Campus
1:15-1:45 Rutgers-School of Business–Camden ....................................................... Associate Dean Snehamay Banerjee
1:45 – 2:00 Break
2:00 – 3:15 Achieving Success After High School and College ............................... Ms. Kimberly Ferguson
(Personal Branding & Portfolio)
3:15 – 4:00 Daily Recap.................................................................Professor Kim Richmond

Wednesday, July 15
9:00 – 9:15 Introduction of Daily Activities ..........................Professor Kim Richmond
9:15 – 10:30 High Impact Presentations...............................Ms. Daria Torres
10:30 – 10:45 Break
10:45 – 12:00 Financial Markets Lab (BSB106)......................Mr. Ralph Giraud
12:00 – 1:00 Lunch (Location: MPR left, Camden Campus Center)
12:30 – 1:00 Overview/Final Thoughts...............................Dean Jaishankar Ganesh
1:00 – 2:00 PowerPoint/PREZI Presentation .........................Mr. Chintan Chhaya
2:00 – 2:30 Business Etiquette: The Power of Thank You ....Professor Kim Richmond
2:30 – 2:45 Break
2:45 – 3:45 Preparation for Final Case Analysis ..................Professor Kim Richmond
3:45 – 4:00 Daily Recap.................................................................Professor Kim Richmond

Thursday, July 16
9:00 – 9:30 Introduction of Case Analysis .........................Professor Kim Richmond
9:30 – 12:30 Teams Work on Case Analysis
12:30 – 1:45 Working Lunch (Location: BSB231)
1:45 – 2:00 Presentation Set Up (Location: BSB 109; STORAGE AREA: BSB108)
2:00 – 3:30 Presentation of Case Analysis
3:30 – 4:00 Break/Judges’ Meeting (40 Points)
4:00 – 4:20 Judges’ Feedback
4:20 – 5:00 Program Debriefing
5:00 – 5:45 Parent Campus Tour/Ice Cream Social (Location: Raptor Roost)
6:00 – 8:00 Graduation Ceremony (Location: MPR, Camden Campus Center)