

# National Student Leadership Conference

## Business & Entrepreneurship

### San Francisco

#### Program Overview & Sample Daily Schedule

*While not every session is scheduled exactly the same, the following Program Overview & Sample Daily Schedule are designed to give you a better understanding of the activities in a typical session as well as the flow of a typical day.*

#### Program Overview

##### Day 1

- Registration
- Campus Tours
- Opening Ceremony
- TA Group Orientation

##### Day 2

- AU College Credit Option
- Leadership Challenge Course
- Business Management Simulation Introduction
- Lecture Series: Introduction to Business & Marketing
- Management Team Meeting
- Leadership Series: Personality Styles & Group Dynamics
- Social

##### Day 3

- Product Pitch Simulation
- Guest Speaker: Starting Your Own Business
- Management Team Meeting
- Trip: Pier 39
- Leadership Series: Negotiation
- Business Lab: Pricing Strategy
- Social

##### Day 4

- Lecture Series: Creating a Business Plan
- Corporate Site Visit: Netflix
  - Guest Speaker
  - Student Q & A
- Management Team Meeting
- Leadership Series: Communication
- Product Pitch Simulation
- Social

##### Day 5

- Trip: Ghiradelli Square
- Product Pitch Simulation
- Lecture Series: Management & Leadership
- Management Team Meeting
- Business Lab: Marketing
- Leadership Series: Conflict Resolution
- Social

##### Day 6

- AU College Credit Option
- Guest Speaker: Working for a Start Up
- Trip: San Francisco Federal Reserve Bank
- College Life Panel
- Leadership Series: Commitment in Action
- Business Lab: Resume Workshop
- Product Pitch Simulation
- Social

##### Day 7

- Management Team Meeting
- Trip: UC Berkeley HASS School of Business
- Product Pitch Simulation
- Leadership Series: Public Speaking
- Lecture Series: Entrepreneurial Selling
- Dyadic Encounter
- Social

##### Day 8

- Product Pitch Presentations
- Leadership Series: Leadership Wrap-up
- Management Team Meeting
- Business Lab: Interviewing and Networking
- Dance Social

##### Day 9

- Final Presentations
- Closing Ceremony
- Final TA Group Meeting

Note: This is a sample schedule based upon last year's program. While not all sessions are scheduled exactly the same, this is reflective of the activities that take place during the program.

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#### Sample Daily Schedule

#### Day 4

<b>7:15am – 8:45am</b>	<b>Breakfast</b>
<b>9:00am – 10:00am</b>	<b>Lecture Series</b> <b>“Creating a Business Plan”</b> <b>Dr. Carrie Colbert</b> <b>Adjunct Professor, Strayer University &amp; University of Maryland</b> <i>Neat Attire</i>
<b>10:15am</b>	<b>Board Bus</b>
<b>10:45am – 1:30pm</b>	<b>Facility Visit: Netflix</b> <b>Tour &amp; Presentation</b> <i>Neat Attire</i>
<b>1:30pm</b>	<b>Lunch on Bus</b>
<b>3:00pm – 4:30pm</b>	<b>Management Team Meeting</b> <i>Neat Attire</i>
<b>4:45pm – 6:00pm</b>	<b>Leadership Session: Communication</b> <i>Neat Attire</i>
<b>6:15pm – 7:15pm</b>	<b>Dinner</b>
<b>7:30pm – 8:30pm</b>	<b>Product Pitch Simulation</b> <b>Introduction</b> <i>Casual Attire</i>
<b>8:45pm – 10:15pm</b>	<b>Cupcake Social</b> <i>Casual Attire</i>
<b>10:30pm</b>	<b>Floor Check</b>

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