

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

- 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
- Facility Visit: Wells Fargo Museum
- 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

- Guest Speaker: Working for a Start Up
- 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

7:15am – 8:45am	Breakfast
9:00am – 10:00am	Lecture Series “Creating a Business Plan” Dr. Carrie Colbert Associate Professor of Business Administration New England College <i>Neat Attire</i>
10:15am	Board Bus
10:45am – 1:30pm	Facility Visit: Wells Fargo Museum <i>Neat Attire</i>
1:30pm	Lunch on Bus
3:00pm – 4:30pm	Management Team Meeting <i>Neat Attire</i>
4:45pm – 6:00pm	Leadership Session: Communication <i>Neat Attire</i>
6:15pm – 7:15pm	Dinner
7:30pm – 8:30pm	Product Pitch Simulation Introduction <i>Casual Attire</i>
8:45pm – 10:15pm	Cupcake Social <i>Casual Attire</i>
10:30pm	Floor Check

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