

Students: What's in it for you!

ABW offers the opportunity to acquire the skills necessary to run your own company. In an exciting one week intensive program you will experience what it is like to run a multi million dollar company and make decisions which have real outcomes.

Working as part of a team managing your own multi-million dollar IT, Manufacturing, Hospitality, Café or Retail business with the help of a business mentor, you'll discover the variety of skills needed to be part of a successful business in the 21st century. You'll learn to work with and respect other team members as you co-operate to complete complex tasks.



Most students come away with a deeper self-awareness. In fact many students have credited ABW as a critical influence on their career decisions.

"It was brilliant. Totally wonderful, I learnt so much. If only all education was taught like this - hands on, practical and simulating real life. Best program ever done" student

You will be encouraged to use the combined initiative and resourcefulness of the people in your company to create a product, process or service and develop the promotional materials you believe will promote it best.

The wide variety of experiences in ABW differs from the usual school activities, allowing many students to discover talents which they may not previously have been aware of. Students find that the team decisions give them an opportunity to develop self-esteem and confidence, and talented students have a chance to delve into new areas of interest.

Considering an ABW program? Go to www.businesssimulation.com.au and select one of the five simulations, for \$5.97 you can compete against 3 cyber opponents and experience what it's like to run your own business.

"From a business point of view, I believe this program delivers a hearty slice of real life in a concentrated dose" business mentor

Certificate of Participation

If you are an active participant you will receive a certificate to add to your CV that outlines the skills involved in the program that employers are looking for:

- Responsibility
- Tolerance
- Decision-making
- Public speaking
- Report writing
- Planning
- Organisational skills
- Support of others
- Mathematical ability
- Creative ability
- Implementing a plan
- Teamwork
- Leadership
- Computing skills
- Independence
- Communication skills
- Co-operative group work



"It is an excellent program that teaches you a lot of things that you would never learn in the classroom" student

Discovery Learning

ABW is like an in-school excursion! Normal lessons are suspended for the week and you work in teams to accomplish what seems at the beginning, an impossible task. Each team is supported by teacher and business mentors. Each student receives the ABW Participant Manual. You are not assumed to have any prior understanding. Lectures and videos cover Marketing, Operations, Finance as well as How to Make a Presentation.

The ABW Challenge -

ABW is an intense learning experience conducted over one week. It gives young people the opportunity to learn about business from the business perspective, by working with business men and women.



Shooting a video advertisement

Over the week, students:

- ❖ **Form a company** team of ten participants, each with an assigned role in the running of an IT, Manufacturing (sporting goods), Hospitality (200 bed hotel), Café or Retail (consumer electronics) company
- ❖ **Review ABW student manual** a comprehensive manual covering the key business areas
- ❖ **Run a Computer Simulation** making up to 54 decisions each quarter, about price, product, target market, staffing, training, raw materials, production process, financing, dividends and share price
- ❖ **Develop a marketing strategy** for a new product or hotel theme
- ❖ **Make a Prototype** of the new product or create a new hotel theme
- ❖ **Mount a trade display** complete with promotional material
- ❖ **Produce a 30 second video commercial** featuring the new product or promoting their new hotel theme
- ❖ **Prepare a written company report** explaining decisions made, the outcomes and the impact on their company's performance
- ❖ **Make an oral presentation** of the company report to an audience of business people, teachers, students and parents.

"ABW teaches you to put stress to the back of your mind, and concentrate on the job at hand. Also, it provides teamwork skills." Student

"As the week progressed it was a pleasure to see my son displaying growing enthusiasm for the information he was acquiring and the skills he was developing...above all he had a great deal of fun developing and learning in a practical way, as part of a well-structured team." Parent

Why school's run ABW –

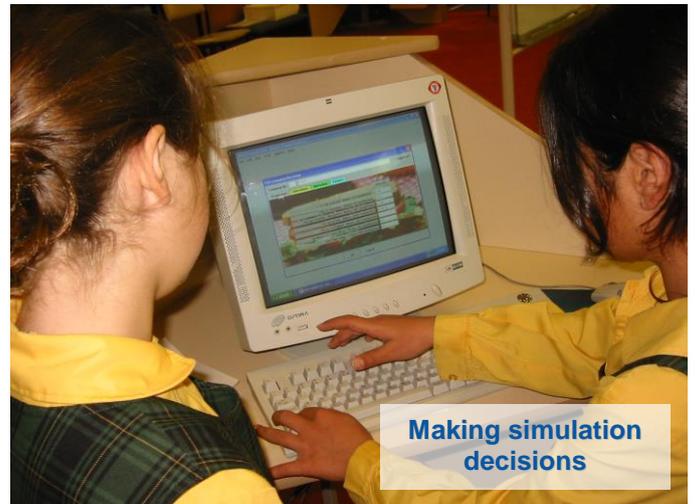
I wanted a program that exposed students to stress and time management, a program that focused on issues to do with learning and where the teacher became facilitator, and a program that had Enterprise Education as a focus. ABW filled all these criteria. I have found no other program that does this with a whole year cohort." Principal

"I have learnt more about myself, and I found skills that I didn't think I had." Student

"To ensure equity and preparation for life after schooling, we need to embed such programs into the curriculum and into the life of a school... 130 students were also able to work with teachers and other adults in a completely different way to that usually experienced in the classroom and was, I believe, a very valuable life experience." Principal

"It was most definitely a worthwhile experience. It was BOTH fun and educational. I was surprised how much I learnt." Student

"The ABW program gave me a once in a lifetime experience that enabled me to engage myself in activities that heightened my friendships and knowledge, learning about others and myself. ABW develops teamwork, friendships, and work commitment, which overall is an enjoyable and memorable experience." Student



Making simulation decisions

ABW Inter-School

ABW Inter-School enables single teams of students to test their skills and learn more about business and the economy by running their own Manufacturing, IT, Hospitality, Café or Retail company over the internet and in competition with other student companies nationally and/or internationally. Log on to the ABW website for details.

ABW is a not-for-profit organisation that is supported by the Federal and State Departments of Education, Universities, Major Corporations, Local Business and Community Organisations. You can find out more about ABW by logging on to the ABW website.