



Business Institute Certificate 2017-18

Student Name: _____

Module A: WIC Courses (complete any 3 courses & 1 must be an AP course)

- Financial Literacy 8
- Business & Technology 9 School mark: _____%
- Micro / Macro Economics 30 Micro mark: _____% Macro mark: _____%
- Business / Entrepreneurship 10 School mark: _____%
- AP Macro Economics 35 School mark: _____% AP mark: _____
- AP Micro Economics 35 School mark: _____% AP mark: _____

Module B: Business & Leadership Experience (complete any 5 opportunities in any of the 3 sections. One must be a leadership experience)

Section 1: Interaction with Business Community

- SheBiz Conference – October 2017
- Tour of Minhas Brewery (Entrepreneurship)
- Tour of Matco Investments (Finance)
- Tour of WestJet HQ (airline industry)
- Tour of Benevity (Workplace engagement)
- Tour of Peters & Co. Investments (Finance)
- Tour of Village Ice Cream (Entrepreneurship)
- Tour of DIRT Environmental Solutions (Innovation)
- Tour of Critical Mass (Marketing & Communications)
- Tour of UP 97.7 Radio Station (Marketing & Communications)
- Guest Speaker – David Chilton (author *The Wealthy Barber*)
- Guest Speaker – Clive Beddoe (founder and former CEO of Westjet)
- Guest Speaker – Yvonne Camus (Excellence, Teamwork and Grit)
- Guest Speaker – Deborah Yedlin (Calgary Herald Business Columnist)
- Guest Speaker – Craig Kielburger (co-founder *Me To We* and *Free the Children*)
- Guest Speaker – Jane Goodall (British primatologist, anthropologist, and UN Messenger of Peace)
- Guest Speaker – Romeo Dallaire (Canadian senator, humanitarian, author, and retired general)
- Guest Speaker – Manjit Minhas (Mountain Crest Brewery & WIC alumni)
- Guest Speaker – Jennifer Cioffi (Independent Consultant, Jennifer Cioffi Consulting)
- Guest Speaker – Amber MacArthur (Social Media / entrepreneur)
- Guest Speaker – Paul Davis (Social Networking Safety)
- Guest Speaker – Jordan Martens (PBA Land Development Case)
- Guest Speaker – Kenan Arkan (Goldman Sachs)
- Guest Speaker – Jo Williams (Hipimage.ca communications)
- Guest Speaker – Michael Sikorsky (CEO, Robots & Pencils)
- Guest Speaker – Jason Cormack (JP Morgan & Herschel Supply Company)
- Guest Speaker – Billy Friley (owner of Village Ice Cream & WIC alumni)
- Guest Speaker – Everett Knight (Matco Investments & WIC alumni) & Nathan Palin (Boardwalk & WIC alumni)
- Guest Speaker – Mark Stiles & Gagan Dhaliwal of Calgary Sports & Entertainment (Marketing and Sponsorship)

Section 2: Participation in Leadership Opportunities

- WIC Experiential Leadership Camp 2015 (Westjet - Richard Bartrem)
- WIC Experiential Leadership Camp 2016 (Entrepreneurial Thinking in Action Camp – U of C Hunter Centre)
- WIC Experiential Leadership Camp 2017 (Entrepreneurial Thinking in Action Camp – U of C Hunter Centre)
- Sailing Education Adventures (SEA)
- Duke of Edinburgh Award
- Shad Valley
- WIC Swiss Summer School
- CAIS Senior Student Leadership Conference
 - Calgary 2016
 - Montreal 2017
 - Lakefield College, ONT 2018
- WIC Prefect
- WICAA member: _____
- WIC Student Council: _____
- Other: _____

Section 3: Observation of New York City's Financial District & San Francisco / Silicon Valley

- NY visit – May 2016 (Goldman Sachs, PineBridge Investment, NYSE, U.N.)
- NY visit – May 2017 (Goldman Sachs, NYSE, IDEO, U.N.)
- San Francisco / Silicon Valley – May 2018 (Google, Apple, IDEO, Plug and Play, Stanford d.school, Nueva High School)

Module C: Business Clubs and Activities (complete any 4 of the following clubs / activities & 1 must be a case experience)

- Junior Achievement Investors' Club
- WIC Case Club
 - UWO Ivey cases
 - Mongolian Grill (operations issues)
 - WestJet: Stakeholder Management in the Aftermath of September 11th (media relations / human resource)
 - Netflix Inc: Streaming Away from DVDs (SWOT analysis)
 - Harrison – Lockington (crisis management / ethics / policies & procedures)
 - Domino's Pizza (social media communications and problem-solving)
 - Abercrombie & #Fitch the Homeless (crisis management / brand management)
 - Mountain Dew: The Most Racist Soft-Drink Commercial in History? (product branding and advertising)
 - Pharmed First Inc. (organizational behavior / interpersonal conflict)
 - Dr. Jack Perry, DDS (human resource management)
 - Fleetway Bowling (consumer analysis / marketing strategy)
 - Sports Unlimited (Halifax) Inc. (marketing strategy)
 - Mile High Magic: Maximizing the Broncos Experience (consumer behavior / sports management)
 - Beyond the Bean (marketing strategy / internal analysis / customer segment)
 - Ottawa Valley Food Products (organizational behavior / leadership)
 - Harvard Business School
 - LeBron James (strategic marketing)
 - New Venture Exercise: The Food Truck Challenge (design thinking)
- Calgary Farmer's Market project
 - _____
- WIC Case Competition Club
 - SAIT Case Clash
 - February 2017
 - February 2018

- University of Western Ontario, Richard Ivey School of Business Case Competition
 - February 2017
 - February 2018
- Microsoft Excel 101
 - Level I
 - Level II
- PencilCase App Design Club (grade 9 Focus Friday)
- D.Lab (design thinking experience)
- Entrepreneurship Seminar – Craig Elias (Bow Valley College)

Module D: Post-Secondary Partnership with University of Calgary Haskayne School of Business (complete any 2 of the following)

- University 101 (**Mandatory**)
- Tour of Haskayne facility
- RBC Fast Pitch Competition – Student panel judge
- U of C / Hunter Centre – Creative Destruction Lab
- Guest Speaker – Dr. Bob Schulz (professor, University of Calgary Haskayne)
- WIC / Haskayne Alumni: _____
- University of Calgary Haskayne / WIC Case Competition
 - October 2015
 - April 2016
 - October 2016
 - April 2017
 - November 2017
 - February 2018

Module E: Project-Based Business Plan (Optional)

- Started up and operated own small business

Other business related experiences:

Business related books / magazines / websites explored:

Which post- secondary institution do you plan on attending and the program you will enter?

Institution: _____

Program: _____