



MBA On, Wisconsin! Weekend Agenda

Thursday, April 11, 2019

Suggested Attire: Business Casual

6:30 – 7:30 PM

On, Wisconsin Weekend Welcome Reception[^]

3335 Grainger Hall

Meet faculty, staff, students and future classmates during the welcome reception. Mark Matosian, Director of MBA Student Services, and Blair Sanford, Assistant Dean of the Full-Time MBA Program, will welcome the Class of 2021 and facilitate introductions. Heavy appetizers and beverages will be provided.

7:30 – 9:00 PM

Artful Business Collective's Art Showcase^{*^0}

East Atrium & 1310 Grainger Hall

The Artful Business Collective (ABC) is one of 17 MBA specific student organizations. At this annual event, ABC provides an opportunity for current students, faculty, and staff to share their passions for visual and performing art. Visual art pieces can be viewed starting at 7:30 PM in the East Atrium, and coffee and cake will be provided in this space. The performing arts portion of the program will begin promptly at 8:00 PM in 1310 Grainger Hall.

9:00 PM

Thursdays After Professional Studies^{*^0}

**Red Rock Saloon, 322 W. Johnson
Madison, WI 53703**

Thursdays After Professional Studies, or TAPS, is a weekly networking opportunity for Wisconsin MBA students at popular hang-outs around Madison. Join classmates as you experience a Wisconsin MBA tradition.

Friday, April 12, 2019

Suggested Attire: Business Casual

8:00 – 8:45 AM

Networking Breakfast with the Class of 2020

1266 Grainger Hall

Meet current Wisconsin MBA first-year students and get their perspective on transitioning to life in business school. Your prompt attendance is appreciated as programming will help you navigate your curriculum plan, explore global learning and consulting opportunities, and identify upcoming action items for the academic year,

9:00 – 10:15 AM

Case Study and Discussion

2520 Grainger Hall

Professor Jan Heide, Irwin Maier Chair in Business and faculty member in the marketing department, will lead a case on a current marketing issue a corporation is facing. Participants will provide arguments for introducing a new product, identify challenges the company may face, and offer suggestions on the introductory marketing program.

*Optional events

[^]Significant other, spouse, or partner welcome

⁰ Cash bar



10:30 – 11:45 AM

Specialization Collaboration Activity and Discussion

Grainger Hall Rooms Noted Below

Representatives from each specialization will lead a cross-functional discussion to illustrate how specializations work with one another in both the classroom and corporate environment.

1. Applied Security Analysis and Corporate Finance and Investment Banking:
A look at multinational finance and related research. Grainger Hall 4580
2. Brand and Product Management and Marketing Research:
An inside look at managing a brand at Procter & Gamble. Grainger Hall 3339
3. Operations and Technology Management and Strategic Human Resource Management:
Diversity in Organizations. Grainger Hall 2510

12:00 – 1:00 PM

Lunch with Future Wisconsin MBA Alumni: Meet the Class of 2019

1266 Grainger Hall

During the lunch hour, get to know some future alumni of the Wisconsin School of Business! These second-year MBA students will share some experiences you have to look forward to over the next two years. Staff will be on hand for any additional questions.

1:15 – 2:15 PM

Wisconsin MBA Topic Tables: Life in Business School

1266 Grainger Hall

Enrolling in a full-time MBA program presents new exciting opportunities as well as unique challenges you may have never experienced before. Learn from the experiences of current students and set yourself up for success during these student-led, small group discussions. You will have the opportunity to explore a different topic every 10 minutes and connect with student leaders.

1. Supporting Spouses, Partners and Families While in Business School
2. Life in Madison: What You Should Know About Your New Home
3. Academics: What Can You Expect and How Can You Prepare for First Semester?
4. Understanding Unique Perspectives: The Importance of Diversity in Business
5. Student Organizations: Being an Involved Member of the Wisconsin MBA Community
6. Career Management and Preparing for the Internship Interview Process

2:15 – 3:00 PM

Network with Wisconsin MBA Student Organizations

East Atrium

Continue your conversations from the topic tables during this student organization networking time. Explore the 17 different MBA specific organizations, and begin planning what organizations you may want to join.

3:15 – 4:15 PM

The Story of YOU: How to use your brand to advance your career

1266 Grainger Hall

Take a deep dive into your unique narrative during this interactive session lead by the MBA Career Management team. Learn how to hone your story and understand how it can help you communicate your career goals and overall career strategy.



3:15 – 4:15 PM

Joint Venture Club Welcome and Orientation^{^*}

2175 Grainger Hall

Joint Venture Club (JVC), a MBA student organization, welcomes all spouses, partners and families joining the Wisconsin MBA community! Guests of the Class of 2021 are welcome to join this optional session to learn more about relevant resources available across campus. Spouses and partners of current students will be present to answer questions about their experience transitioning to life in Madison. Light refreshments will be served. At the conclusion of the session, JVC members will guide attendees to the East Atrium where they can meet up with newly admitted students.

5:00-8:00pm

Weikel Executive Speaker Series with Susan Chapman

1310 Grainger Hall

You will have the opportunity to mix and meet current students during a pre-lecture reception from 5-6:00PM. The presentation will be from 6-7:00PM in the Plenary Room. From 7-8:00PM there will be a post lecture reception with substantial appetizers and beverages provided.

Saturday, April 13, 2019

Suggested Attire: Casual

9:30 – 10:30 AM

Tour of the University of Wisconsin-Madison^{}**

Meet in Circle Drive of Union South

Learn more about the history and geography of University of Wisconsin-Madison through this campus tour. You will have the option of participating in a walking tour or a bus tour of campus. Tour guides from The University of Wisconsin-Madison Campus and Visitor Relations will lead both tours.

10:30 – 12:30 PM

Door Open Madison: The Housing Search^{}**

Meet in Circle Drive of Union South

Curious about where Wisconsin MBA students live in Madison? Current students welcome you into their living space to help you determine what environment best suits your needs. If you are looking to connect with property representatives you're encouraged to schedule showings during the day on Thursday, April 11, 2019, or Saturday, April 13, 2019, should your schedule allow.

12:30 – 2:00 PM

Joint Venture Club Lunch^{}**

Meet in the Lobby of Union South

You are welcome to join the Joint Venture Club for this optional and informal lunch at the University of Wisconsin-Madison Union South. You will be provided a gift card that can be used to purchase lunch. Weather permitting, students will have their meal outside. Everyone is welcome!



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7:00 – 8:00 PM
Spring Ball Social Hour⁰**

Fluno Center, 601 University Ave.
Smitty's Study Pub, 8th Floor
Madison WI 53703

Join your fellow classmates, staff and students before the spring ball for an optional social hour. The group will then walk to the Wisconsin MBA Spring Ball immediately following.

8:00 PM- 12:00 AM
Wisconsin MBA Spring Ball: *[^]

Memorial Union
600 Langdon Street
Madison, WI 53706

Join students, staff and faculty at the annual Wisconsin MBA Spring Ball. You are encouraged to embrace the Oscars theme, as you find appropriate.

*Optional events

[^]Significant other, spouse, or partner welcome

⁰ Cash bar