

AUSTRALIAN BUSINESS WEEK

Continued...

Now we all know that running a business takes more than a single individual; it takes a team, and this is exactly what happens in ABW as students are divided into several groups. These groups are randomised but contain a mixture of VCAL, Business Management, Economics and Accounting students. So if business/financial management and decision-making isn't quite your cup of tea, well don't fret, the game simulation isn't all that this promising program has to offer. The team members you are put with will be the people you work closely with to complete a range of tasks and activities over the course of the week, including:

Team-building challenges, creating the business (name, image, slogan, etc.), creating a product, designing and creating business stationery, producing a product trade display, and other related print media items, filming and producing a 30 second TV ad, and so much more.

With so much to work to do and so little time to do it, the ABW program forces all members of each team have to step up and contribute throughout the week. In doing so, students quickly learn to identify where their personal strengths and weaknesses lie in order to organise who should do what in a way that enables all members to showcase their best work to a panel of qualified judges on presentation day. Although there are so many tasks to complete, everyone seemed to find something that they liked doing and as teams grew closer, so did the competitiveness between them which made the experience all the more enjoyable.

I strongly recommend this program to Year 11 students in 2020 and wish them all the best with operating a successful company team.

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Year 11 Student