



BUCKY'S BACKPACK

A NEWSLETTER FOR STUDENTS
FROM THE BUSINESS CAREER CENTER



IN THIS ISSUE

Volume 1 | Fall 2009

[Welcome Back](#)

[Mocks By Major](#)

[Fall Career Forum 2009](#)

[A Major Decision](#)

[Academic and Career Essentials \(ACE\) Sessions](#)

[Employer Information Sessions](#)

[Business Basics Seminar Series](#)

[Shadow Opportunities for Sophomore Admits](#)

[Intuit Case Competition](#)

[GE Healthcare IT Day](#)

[School of Business Student Org Fair – TODAY](#)

[Campus-wide Student Org Fair – TOMORROW](#)

[Finance Internship Opportunity](#)

[Burns Entertainment and Sports Marketing Internship](#)

[Market Watch](#)

[We'd Like to Hear from You](#)

Welcome Back

The entire Business Career Center (BCC) staff welcomes you back to campus and looks forward to working with you this year!

With fall semester upon us, you can rely on the BCC to keep you up-to-date on internship and full-time job opportunities, career development resources, and important career-related information. Weekly issues of Bucky's Backpack will be ending soon as the Undergraduate Business Program transitions to a more dynamic communication tool called MyBiz. Watch for details about MyBiz coming soon, and in the meantime, please review your weekly edition of Bucky's Backpack and do not hesitate to contact the Business Career Center with questions and

concerns throughout the year!

Mocks By Major

Mock (practice) interviews with employers begin September 16th. Sign up on BuckyNet now!

Over 30 employers are visiting campus this month to conduct practice interviews with you! Don't miss this opportunity to practice your interviewing skills with company representatives and receive immediate feedback from a professional. Each semester the BCC organizes opportunities for undergraduate and prospective business, IMAcc, GMAcc, Master of Science, and Certificate in Business students registered on BuckyNet to experience behavioral-based and case mock interviews. Sign up on BuckyNet (click on the "Jobs" tab) to be interviewed by a professional in your major area.

Business professional dress is encouraged for mock interviews.

Fall Career Forum 2009

REPRESENTATIVES FROM OVER 140 COMPANIES WILL BE ATTENDING TO TALK TO YOU!

Mark your calendar for the largest career fair on campus this fall!

Thursday, September 17
4:30 p.m. – 8:00 p.m.
Kohl Center

All students are welcome and encouraged to attend. Employers will be recruiting for internship and full-time positions. A list of participating employers is posted on BuckyNet. You can register at the door with your UW-Madison student ID. Professional dress is strongly encouraged.

Not sure what to expect at the Forum? Don't worry, you aren't the only one. Plan to attend "**Making the Most of the Career Forum**" on Tuesday, September 15 from 4:00 p.m. – 5:30 p.m. This event will be presented by General Mills. Check Today in Grainger Hall (TIGH) for room location.

A Major Decision

Thursday, September 10, 5:30-7:00
1100 Grainger Hall (Morgridge Auditorium)

A Major Decision is designed for newly admitted students who are exploring different majors within the Wisconsin School of Business. Faculty members will provide an overview of business majors, valuable skills necessary for each, and each major's application in real-world business environments. This event is organized by Undergraduate Academic Services (UAS), Business Career Center (BCC), Student Faculty Board (SFB) and the Underclassmen Outreach Committee (UOC).

Academic and Career Essentials (ACE) Sessions

ACE sessions are organized by major and presented by advisors from UAS and BCC. Each session will cover academic requirements and career options typical of each major. Students can attend as many sessions that interest them and do not need to pre-register. ACE sessions are open to all students, but are geared towards newly admitted students in the Wisconsin School of Business. Check "Today in Grainger Hall" for all ACE session locations. More details and dates at: www.bus.wisc.edu/career/student/events/ACE/default.asp

Employer Information Sessions

Don't miss your chance to learn about the companies recruiting in the BCC. Each week companies visit campus to share information with you about their company culture, hiring process, company benefits and available positions.

These are the Employer Information Sessions scheduled for this week. Check BuckyNet under the "Events" tab for additional information regarding Employer Information Sessions.

The Bon-Ton Stores
Wednesday, September 9 @ 10:00 a.m. - 2:00 p.m.
Grainger Hall Atrium

Huron Consulting Group
Thursday, September 10 @ 6:30 p.m. – 7:30 p.m.
Grainger Hall, Check TIGH for room location

Business Basics Seminar Series

Check out these seminars designed to help you master the job search process! Check TIGH for room locations unless otherwise noted.

Upcoming events include:

Making the Most of the Career Forum

Tuesday, September 15 @ 4:00 p.m. – 5:30 p.m.
Presented by General Mills

School of Business Study Abroad Information Session

Tuesday, September 15 @ 5:30 p.m. – 7:00 p.m.
Presented by Judy Symon-Hanson, International Programs

Lunch & Learn: Resume & Cover Letter Writing

Wednesday, September 16 @ 12:20 – 1:20 p.m.
Presented by First Business Bank

Career Options in Marketing

Friday, September 18 @ 1:00 – 2:15 p.m.
Presented by Alice.com, Grainger Center for Supply Chain Management, Kohl's Department Stores, Knupp & Watson, Intuit, Nestle USA, News America Marketing, Procter & Gamble, S.C. Johnson & Son, Target Distribution, UW Intercollegiate Athletics

Shadow Opportunities for Sophomore Admits

Through the BCC's Sophomore Shadow Program, admitted sophomores to the Wisconsin School of Business and School of Human Ecology have an opportunity to get an up-close look at a company or industry by "shadowing" professionals (often UW alumni) through a normal day on the job. Explore different career possibilities and see firsthand how classroom skills relate to the workplace. Each job shadow opportunity will be held for one day during winter break (January 4

– 15, 2010).

Job shadow opportunities will be viewable on BuckyNet beginning September 19 and the resume submission process will begin October 17. Students may apply for up to 15 job shadow opportunities. The more applications submitted the higher the likelihood of being matched with an employer.

PLEASE NOTE: All participating students must agree to honor their job shadow appointment and terms, location, etc. STUDENTS MAY NOT WITHDRAW FROM THEIR JOB SHADOW AFTER A MATCH HAS OCCURRED. Students are responsible for all travel and lodging. For more information please check out the BCC website at

<http://www.bus.wisc.edu/career/student/exploring/jobshadow/default.asp>.

Intuit Case Competition

Intuit Inc, the makers of Quicken, QuickBooks & Turbo Tax, will be visiting campus to host a business case competition! You'll be challenged to apply your creativity, innovation and business knowledge to a real problem that Intuit faces today in the mobile space. This is a great opportunity to showcase your problem solving skills and gain valuable experience presenting to a panel of Intuit professionals.

Monday, September 14 @ 4:00 – 8:30 p.m.
Grainger Hall (Check TIGH)

Everyone is welcome to participate! To sign up, login to BuckyNet and submit your resume by clicking on “Jobs” and using the keyword search “Intuit Case Competition”. Individuals will then be assigned to teams of 3-5 students. **Please submit your resumes by 4:30 on Wednesday, September 9.** If you have any questions, please contact the Business Career Center: 608.262.2550, bccenter@bus.wisc.edu.

Students who are not participating are invited to attend the final presentations at 8:00 p.m. Refreshments will be served.

GE Healthcare IT Day

Friday, September 18
10:30 a.m. – 6:30 p.m.

FREE (Lunch and round-trip transportation from Red Gym provided)
Wauwatosa, WI

While on site, students will learn about GE's Information Management Leadership Program (IMLP), tour their product showcase, hear from an IT executive, meet with lead recruiters, and have a Q&A session with IMLP graduates.

GE IMLP (full-time and intern) interviews at UW-Madison are October 13 and 14, so this is a great opportunity for you to learn more about GE and IMLP before then. **Students who are interested should RSVP by September 16 to Kristin Wiseman, kristin.wiseman@ge.com or (414) 721-3074.**

The Information Management Leadership Program (IMLP) is a two-year program comprised of four 6-month rotations designed to provide exposure to multiple areas of a GE business. Roles typically fall under one of the following categories: Project Management (managing a project's resources, scope, budget and schedule via PM methodology and tools), Technical (intensive training plan, development, design, deployment, and roll-out), Quality & Compliance (process improvements, Lean Six Sigma, or regulatory compliance).

For more information about IMLP, please visit: <http://www.geimlpfacebook.com/> or <http://www.imlpblog.com/>.

School of Business Student Org Fair - TODAY

Tuesday, September 8 @ 9:00 a.m. – 2:00 p.m.
Grainger Hall, Second Floor Atrium Area

Meet with numerous business student organizations and find out how you can get involved!
Stop by anytime from 9 a.m. to 2 p.m.

Campus-wide Student Org Fair – TOMORROW

Wednesday, September 9 @ 5:00 – 8:00 p.m.
Kohl Center

With over 700 UW Student Orgs on campus, check out which organization best suits you and define your direction!

Finance Internship Opportunity

Attention Finance Students: Merrill Lynch of Madison is looking to hire an intern for the fall and spring semesters. The time commitment would be flexible with your academic schedule, and this experience would offer academic credit instead of pay. If you are interested, please submit your resume to Nathan Farr, Nathan_farr@ml.com.

Burns Entertainment & Sports Marketing Internship

Burns works with PR firms, corporations, advertising agencies, colleges, associations and not-for-profit groups helping them select and hire celebrities and athletes for campaigns and events.

Burns is now accepting applications for spring 2010 internships. The internship is full-time from mid-January through mid-May in Chicago. To apply send your resume to Michelle Harness at michelle@burnsent.com.

Market Watch

As you know, the U.S. economy is currently in a recession. Analysts are unable to accurately predict the future of industry and markets as there are both encouraging and uncertain signs ahead. Each week the BCC will report on facets of the economy to keep you informed and prepared for the internship and full-time job markets.

- **Wall Street Tested This Month**

Despite a dip over that last two weeks, stocks have been rallying for the last six months, and analysts suggest that September will be a true test for markets. CNN.com reports that September is typically a tough month for Wall Street, the Dow industrials, Nasdaq composite and the S&P 500 as they all have all posted their biggest percentage losses in September. The month tends to be weak as the “back to work” and “back to school” mentality can bring a “cleaning house” momentum.

- **President Obama to Address Congress About Health Care Reform Wednesday**

Following a summer of debate over healthcare reform, President Obama will speak to a joint session of Congress this week. One element on the table is a proposed government-backed insurance plan to compete with private insurers. According to the New York Times, White House officials have signaled that they are prepared to scale back their initial aspirations for health care legislation.

- **Cadbury Rejects Kraft Offer**

Kraft Foods, a U.S. food giant, made an offer to Cadbury, a British candy maker, to merge the companies for \$16.7 billion on Monday. The Board of Cadbury swiftly rejected the offer saying that the proposal “fundamentally undervalues the group and its prospects”.

We'd Like to Hear From You

We value your feedback and encourage you to contact the BCC team with your comments and questions.

Business Career Center
3290 Grainger Hall
bccenter@bus.wisc.edu
(608) 262-2550

