

# THE UNIVERSITY OF ALABAMA



## 2012 Capstone Business Leadership Academy



June 11-20, 2012

July 9-18, 2012

Summer Program for  
Academically Excellent  
High School Students



Sponsored by The Culverhouse College of Commerce

## Premier Summer Experience at Nation's Top Business School

The Capstone Business Academy is a 10-day residential summer program designed for academically exceptional rising high school seniors interested in obtaining an education and pursuing a career in business. Participants interact on an individual basis with University professors and working professionals through a variety of presentations and experiences.

The Academy also includes trips throughout the region to visit professionals at top employers of business school graduates. Fortune 500 companies and other national and regional leaders in the manufacturing, retail, and service industries are visited, and students are given VIP treatment. Each student experiences personal interaction with top-level executives and behind-the-scenes views at operations and facilities.

The program provides an atmosphere that challenges and stimulates the participants. Each of the business disciplines – accounting, finance, economics, marketing, management, management science, information systems – is explored in interactive formats designed for in-depth exploration of their interests in these fields.



## Would You Like To...

Have Lunch With Fortune 500 Executives?

Learn the Secrets to Success of a Global Entrepreneur?

Talk One-on-One with a Wall Street Stock Broker?

Ask an FBI Special Agent Why He Majored in Accounting?

Get Advice from the Founder of a National Marketing Firm?

Be Treated Like a VIP at the Nation's Largest Companies?

Talk Strategy with the Vice President of an International  
Auto Manufacturer?

## Scholarships Awarded

Beyond the experience of exploring the various possibilities of a business education is the opportunity to compete for college scholarships. The top-performing participants in the program will be awarded a four year position as a Culverhouse College Faculty Scholar. This is a prestigious position only awarded to a handful of University freshmen that provides both financial support and mentorship with a prominent business faculty member.

In addition, specific scholarship funds are set aside and designated each year solely for Academy participants. These funds are awarded in addition to any other funds received.

## Who Qualifies

Grade: Senior in Fall 2012

GPA: 3.4

Test scores: 27 ACT, 1210 SAT, or 180 PSAT

Interest in business education and career

Cost: \$350 (all fees and costs in-town)

Visit our website: <http://cba.ua.edu/summeracademy>

# Seminars & Workshops

CPAs in the FBI

Entrepreneurship in Action

The Commodity Exchange Game

Forensic Accounting: Detecting Fraud

The Life of an Investment Advisor

Personal Selling Workshop

Corporate Ethics and Social Responsibility

Opportunities in Health Care Management

Internet Scavenger Hunt

Reading the Wall Street Journal

The Discipline of Real Estate

Marketing Employer Panel



## Past Firm Visits

Books-A-Million

Hyundai Manufacturing Company

The Coca-Cola Company

Vulcan Materials Company

The Southern Company

Barber Motorsports

Regions Bank

Turner Broadcasting Network

Royal Cup Coffee

Kimberly-Clark Corporation

## Recreation

Sporting Events

Games on the Quad

Tour of UA Stadium

Limo Scavenger Hunt

X-Box Competitions

Shopping

Theme Parties

Laser Light Show

Athletic Activities

Karaoke

Movie Nights

Picnics



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# The University of Alabama

The University of Alabama is the South's premier student-centered, research university. Since 1831, The University has been committed to supporting the aspirations of its students. That commitment is reflected in an educational experience that demonstrates an unwavering commitment to teaching excellence, the advancement of scholarship, and service to society.

*U.S. News & World Report* has named The University one of the nation's top 50 public universities for more than a decade. The University also leads the nation with ten students named to the 2010 *USA Today* All-USA College Academic Team. UA also has had the most students on the list in 2003, 2005, 2006, 2008, and 2009 and tied for the top spot in 2007. For more information about The University, visit [www.quickfacts.ua.edu/know.html](http://www.quickfacts.ua.edu/know.html).



## CLASS OF 2009 TESTIMONIAL

*Although going to a “business camp” as a summer activity seemed like an odd choice to my friends and family, I had more fun and learned more than I have at any other summer camp. I was able to get a feel for Alabama’s campus, which made the tough decision of deciding which college to attend an easy one. As an entering freshman, I already knew my way around Tuscaloosa and even saw some familiar faces in my classes. As a sophomore, I am still reaping the benefits of attending The Academy. The advice I received and the people I met have enriched my college experience.*



MV Ward  
Atlanta, Georgia

## The Culverhouse College of Commerce

The Culverhouse College of Commerce has helped to educate many prominent alumni since its founding in 1919. In fact, the CEOs of several Fortune 500 companies were College of Commerce graduates. We offer one of the strongest curricula among business schools nationally. Our undergraduate business program is ranked in the top 30 (the top 3-4%) nationally by *U.S. News & World Report*. The undergraduate accounting program is ranked number 15 nationally. More rankings are provided at [www.cba.ua.edu/about/choice](http://www.cba.ua.edu/about/choice).

The College has long been a major provider of quality business education, as evidenced by our long list of notable and highly successful alumni. An excellent learning environment results from a strong team of bright, motivated students, concerned faculty capable of engaging students in developing the skills required in the 21st century economy, and a caring group of advisors, personnel, and technical staff who work together to engineer courses, activities, and services that enable each student to reach her or his goals.

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# Faculty & Alumni Featured in the Academy

Stephen Black, Director of the **Center for Ethics and Social Responsibility** and founder of ImpactAlabama, has an intimate conversation with the students about how they would respond in various ethical scenarios, urging them to consider the different alternatives. After graduating from Yale Law School, Mr. Black practiced law for several years before serving as a policy advisor to the Governor. When he left the governor's office in 2001 he began campaigning for Alabama State Treasurer, but lost by 3% in the general election. His grandfather is Supreme Court Justice Hugo L. Black.



Professor Gary Hoover conducts a **Commodity Exchange Game** in the initial days of the Academy. The game simulates actions at the Chicago Board of Trade. The students are given buy/sell orders for bushels of wheat with specific instructions and then meet on the "trading floor" to make deals with other students. Dr. Hoover finds the students to be "both thrilled and exhausted by the experience."



Dr. Diane Johnson, Head of the Management and Marketing Department at The University, conducts a **Leadership Workshop**. She leads a self-assessment exercise where she addresses the idea that "knowing yourself and reflecting on who you are and your actions are important processes to go through to become a great leader." The workshop teaches students how power and influence impact leadership. Students participate in role-playing exercises where they demonstrated the skills used in the workshop.



John Cassimus, former president and CEO of Zoe's Kitchen, discusses entrepreneurship in **Lunch with an Entrepreneur**. Cassimus, a former football player and graduate of The College, shares stories about starting his own imprinting sportswear company and running a restaurant chain with nationwide locations that went public. He shares lessons learned from his part-time work as a side-line sports commentator and his passion for flying his own planes.



College alumnus Alton Sizemore explains why some accountants "pack pistols" in **CPAs in the FBI**. Sizemore was the special agent in charge of the Birmingham office of the Federal Bureau of Investigation. He was with the FBI for more than 25 years and majored in accounting at The University. His session includes a display of SWAT gear, weaponry, black light technology, and anecdotes about prior cases. He discusses his current role as Director of Investigations in a forensic accounting firm.



## CLASS OF 2008

*The Academy is not just another camp. I immediately knew there was something special about it in the very first hour, and it never stopped from there. I realize how fortunate I was to have been selected to attend. It was definitely the highlight of my summer. I made so many new friends, and there was never a boring moment. I was always looking forward to the next day, and the only time I was disappointed was when it came to an end.*



Matt Newton,  
Birmingham, Alabama

## CLASS OF 2009

*This is the reason I decided to attend Alabama. I have never met more accommodating, welcoming people that were so excited and passionate about their university. I was given the royal treatment: housing in the beautiful UA honor's dorms, an inside look at the Crimson Tide's athletic facilities, and access to the most dynamic faculty. I was able to get in-depth exposure to the business world. As a sophomore at UA, I still maintain close friendships with many people I met during the program. Participating in this program was one of the best choices I made to develop my professional and academic career.*



Nichole Wolf  
Tampa, Florida

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B U S I N E S S

