Begin Your Journey Toward a Business Career

LEARN ABOUT BUSINESS at UW-Madison’s top-ranked Wisconsin School of Business

BUILD A STRONG COMMUNITY of passionate students who are committed to achieving success

EARN A FULL-TUITION SCHOLARSHIP for four years to study business at the Wisconsin School of Business
The Wisconsin School of Business

Prepare for college at one of the nation’s leading business schools. Discover the School’s 10 undergraduate majors and explore business areas like marketing, finance, and operations.

Wisconsin School of Business students go on to do great things. After graduation, they move on to leading roles at major companies like General Mills and American Family Insurance. They hold executive positions everywhere from Goldman Sachs to MTV. Other Wisconsin School of Business alumni have started successful companies and become CEOs of Fortune 500 companies.

The Business Emerging Leaders (BEL) Program is a summer business program for high-achieving high school students. Presented by the Wisconsin School of Business at the University of Wisconsin–Madison, the BEL Program is designed to cultivate a diverse community of business students and leaders. The BEL Program spans three summers beginning after 10th grade, with students living on the UW–Madison campus each summer. The program is 100% sponsored with no costs to students other than transportation to and from campus.

#7 PUBLIC UNDERGRADUATE BUSINESS PROGRAM
—U.S. News & World Report, 2020
Reach New Heights with the BEL Program

Excel Academically

- Explore the business majors offered within the Wisconsin School of Business and discover which one is best suited for your interests and goals.
- Realize your potential through individualized academic support.
- Experience the subjects and coursework needed to excel in college business classes.

Explore Careers

- Participate in immersion trips at local and regional companies to discover what it’s like to be a professional in the workplace.
- Meet with business leaders at seminars, company site visits, workshops, and discussions.
- Develop solutions to challenges faced by corporations and organizations by participating in case competitions.
During your three summers in the BEL Program, you'll join a diverse community of students in self-exploration, team building, academic growth, and career development. Fully prepare to enter college as you create lifelong friendships and lasting memories on the UW–Madison campus each summer.

Grow as a Leader

- Discover your personal passions and strengths through workshops and discussions.
- Become empowered to tackle challenges and opportunities head on.
- Develop leadership skills and solidify your values and beliefs.

Build Community

- Live, study, and participate in team-building activities with students from across the nation.
- Develop friendships with other high-achieving students who also plan to attend UW–Madison and study business.
- Visit campus and community areas for fun activities, relax in Madison, and get a taste of the college experience.
Join an Exciting Community of Students

“"The BEL Program gave me the drive to take initiative, which pushed me to join more clubs and take on leadership roles in my high school. It helped me build an ambition and set the bar for the future.""

Lajzoo

“I’m so much more confident in my knowledge and where I see myself. I started college with a higher general knowledge of the subjects I can take and my options and opportunities. As a BEL scholar, you get to really discover what’s important and find out what you value.”

Lissy
BEL students come from diverse backgrounds and join together for a unique summer experience and to prepare for success in business. The inaugural class of BEL scholars are now in their second year in the Wisconsin School of Business. The fifth cohort will begin their journey in summer 2020.

“It’s nice to be surrounded by my BEL classmates and develop that connection. I know that when I come to UW–Madison, I’ll have that core group of people with me that I can go to for anything.”

“My idea of business really changed. I’ve learned all about real estate, sales, marketing, and disciplines I didn’t know about. Insurance really interested me. We visited Northwestern Mutual and learned about their business as well as their internship program.”

Carlos

Emmanuel
Your Summer Scene for the Next Three Years

Grainger Hall
Home of the Wisconsin School of Business

Union South
After-class activities

Bascom Hill
Historic campus spot
While every day in the BEL Program is different, here’s what you can expect from Monday-Friday. Weekends include social activities such as laser tag, bowling, yoga, and insider tours of popular campus sites like Camp Randall Stadium.

7:30-8:30 a.m.
Breakfast with fellow BEL Program students

9-11 a.m.
Building Business Knowledge (BBK) workshops: Students learn foundational business principles and are introduced to business majors

11:15 a.m.-12:15 p.m.
Lunch with fellow BEL Program students, mentors, faculty, staff

12:30-4:30 p.m.
ACT preparation courses: Students prepare for the ACT exam through instruction by a nationally recognized test-preparation company

5-6 p.m.
Dinner and conversations with fellow BEL Program students and mentors

6-7 p.m.
Take a break to relax, study, or spend time with new friends

7-9 p.m.
Enjoy evening activities and study sessions with fellow BEL Program students and mentors
The best organizations are led by diverse workforces. Business leaders know that in order to compete globally, they must engage with and hire individuals whose perspectives and experiences are different than their own. It is through collaboration and a shared understanding of each other’s experiences and cultures that organizations can excel in today’s economy. The BEL Program is designed to increase diversity in business schools and corporate leadership roles.

Students are selected based on their demonstrated academic success, leadership skills, and potential to excel in business at the university level.

Eligibility

• BEL applicants must:
  - Be a current 10th grade student
  - Be a U.S. citizen or permanent resident
  - Have and maintain a minimum cumulative 3.0 GPA (unweighted on a 4.0 scale)

• BEL applicants must identify as at least one of the following:
  - Black/African American
  - Southeast Asian American (Hmong, Vietnamese, Laotian, Cambodian)
  - Hispanic/Latinx
  - Native American
  - Low-income student (defined as a student who receives free or reduced lunch benefits at school)

How to Apply

Visit go.wisc.edu/applytoBELprogram to begin your BEL Program application. Be sure to complete all required elements.

Your application consists of the following parts:

1. Online application form
2. Essay (500 word limit) responding to the following questions:
   • How did you become interested in business?
   • What motivated you to apply to the Business Emerging Leaders (BEL) program?
   • What would you uniquely contribute to the BEL program?
3. “My Story” creative video (see right)
4. High school transcript(s)
5. Recommendation from a high school math teacher from 9th or 10th grade.
Creating Your Video: “My Story”

Your “My Story” creative video brings your application to life. It shows us who you are and why you are a great fit for the BEL program.

Tell Us Your Personal Story

Help us get to know you by responding to the following prompt (2-3 minutes long):

Research shows that students who have worked to achieve a long-term goal are well positioned for success in college and in life. Tell us about a time you set a goal for yourself, and then worked hard to achieve it. It might be a goal related to academics, athletics and extracurricular pursuit, or a skill you wanted to learn or to improve. We’re interested to know how and why you selected this goal, what you did to achieve it, and what you learned about yourself in the process.

Focus on who you are—don’t worry about the technology.

- Using the video camera on a smartphone is perfectly acceptable.
- If you do not have access to a smartphone or video camera, please check with one of your high school teachers, counselors, or librarians to make arrangements to borrow equipment.
- Be creative, and most importantly, be yourself!

Application Timeline

NOW
Application opens

FEB
Application closes

MAR
Students are notified of their application status

MAY
Admitted students accept or decline their admission offer

JULY
Program begins

For more information, including application dates, please check the program website at go.wisc.edu/BELprogram.

We look forward to getting to know you!
We can’t wait
to welcome you
to campus!

Business Emerging Leaders (BEL) Program
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