

Transcript of “Guelph BComm: Using business to build a better world”

Video title: Guelph BComm: Using business to build a better world

Running time: 1 minute 9 seconds

Summary

This video is shot from a single point-of-view of hands placing things into a briefcase. Throughout the video, different items reflecting the script are placed into the briefcase, representing all of the skills and experiences students will take with them after completing their commerce degree at the University of Guelph.

Descriptive Transcript

Audio	Visual
Music starts	Single point-of-view of black briefcase with College of Business and Economics and University of Guelph logos on the top. Hands appear in frame that unlock and open briefcase.
When choosing a business school, you might find a lot of options that aren't quite right for you.	Hands open briefcase and bring two pamphlets for fictional competing business schools into view. One pamphlet features a very serious student on the cover and the other features an over-the-top, fun-loving student. Hands throw pamphlets away.
With the University of Guelph's business program, your education is tailored to your interests, with the choice of multiple specialized majors offering a co-op that gives you valuable work experience before graduating.	Lineup of pens slides across into frame, each one uniform and black, except one that is colourful/unique. Hands pick up the unique one and place it in the briefcase. Hands flip through collection of business cards with “Your name Here” on them, then puts it in the case.

Audio	Visual
<p>Instead of a 'win at all costs' learning environment, we promote collaboration and team leadership, equipping you with skills that employers are actually looking for.</p>	<p>Different hands come in to view, one on top of the other, like sports teams do before a game, then all are raised up and out of frame together.</p> <p>Main hands hold resume in front of camera, skills section gets populated with more skills, then hands place resume in briefcase. Words "Collaboration + team leadership" appear on screen.</p>
<p>We emphasize corporate social responsibility and sustainability in our programs. At Guelph, we want to empower you to not only succeed, but to use business to make positive change in the world.</p>	<p>Hands place in:</p> <ul style="list-style-type: none"> • five-year business plan • free trade coffee <p>"Corporate social responsibility" appears on screen.</p> <p>Hands unfold world map and photos from Guelph business students in international locations pop up on the world map.</p>
<p>And if you believe the journey is just as important as the destination, you'll love learning at our historic campus, and experiencing everything that student life at Guelph has to offer.</p>	<p>Hands place in photos of U of G campus. "Historic campus" appears on screen.</p> <p>Hands place in U of G student card on lanyard and U of G football game tickets.</p> <p>Cell phone scrolls through Instagram account of U of G showing fun events and photos pop out of phone and enlarge on screen. Hands place phone in briefcase.</p>

Audio	Visual
University of Guelph's College of Business and Economics, we're not just preparing you for a job, we're preparing you for a meaningful career with impact.	Hands close briefcase, revealing U of G and College of Business and Economics logos on top. The briefcase turns until the logos take up full screen.