



## The Johnson College of Business Minor in **Business & Entrepreneurship**

# Learn how to turn your major into a business!

**Question:** What do these successful entrepreneurs have in common?  
Sara Blakely, Bill Gates, Steve Jobs, George Dean Johnson, Jr. and Vera Wang

**Answer:** None majored in business. Yet, they all turned their passion into their career.

You don't have to major in business in order to create a successful business. The Business and Entrepreneurship minor is ideal for students in many majors such as: Art Studio, Commercial Music, Computer Science, Informatics, Exercise and Sport Science, and Interdisciplinary Studies.

### **A Minor in Business and Entrepreneurship from the Johnson College of Business will ...**

- Give you understanding of the basic financial concepts of running a business
- Teach you how to effectively market your business
- Provide you with the essentials of managing people and processes
- Guide you in how to develop a business plan for your company
- Outline the key steps in obtaining startup capital

**The Minor in Business and Entrepreneurship is available in Spartanburg (The George) and in Greenville (UCG) .**

**For additional information call 864-503-5580.**

[www.uscupstate.edu/business](http://www.uscupstate.edu/business)

# Combine your skills, talents and ideas with the basic concepts necessary to start your own business.

## The minor consists of 6 classes – 18 credit hours

### 4 Core Courses:

Financial Concepts and Applications for New Ventures – MGMT U380

Principles of Marketing – MKTG U350

Principles of Organizational Management – MGMT U371

New Business Enterprise – MGMT U471

### 2 Courses from the following:

Legal Environment of Business – ACCT 347

Topics in Metropolitan Business Studies – BADM U398

Macroeconomics – ECON U221 or Microeconomics – ECON U222

Management of Human Resources – MGMT U374

Consumer Behavior – MKTG U351

Personal Sales and Sales Management- MKTG U459

The “capstone” course in the Entrepreneurship Minor is New Business Enterprise. Since 2008, **15** businesses have started from writing business plans in the class. These businesses have sales that exceed **\$60-million annually** and employ over 500 people. **Let’s add your new business to the list of successes!**

**For additional information call 864-503-5580.**



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