

UNDERGRADUATE MINOR IN Personal Brand Entrepreneurship

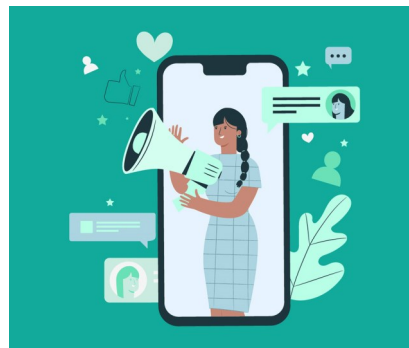
Are you an artist, a writer, an engineer, an athlete, who wants to develop and manage your personal brand?

The School of Business' **Personal Brand Entrepreneurship minor** provides business skills to help engage your creativity, innovation, and entrepreneurial thinking, providing a foundation for personal and career development. The four-course minor is open to all students; there are no prerequisites for enrollment in the four courses. Open to Business and non-Business students.

With the Personal Brand Entrepreneurship minor, you will:

- Acquire an understanding of essential topics in personal brand management, entrepreneurship, financial literacy, and ethics and business law, and
- Develop your professionalism and emotional intelligence to support your personal and career journey.

For more information, visit <https://undergrad.business.uconn.edu/academics/minors/>



REQUIREMENTS

To receive the minor, a student must complete the following four(4) three-credit courses offered by the School of Business:

- BUSN/BADM 2235 Personal Financial Literacy
- MENT/BADM 2236 Content Entrepreneurship
- MKTG/BADM 2237 Personal Brand Management
- BLAW/BADM 2238 Legal Aspects of Name, Image, and Likeness Representation

POLICIES

Seek permission numbers at: undergrad.business.uconn.edu/forms

In addition to courses, be sure to plan for the minor requirements below:

- The courses required for this minor are at the 2000-level and thus are not subject to the restrictions on Business minors or limits on the number of business courses available to non-Business students.
- Courses towards the minor must be unique to the minor and cannot be used to fulfill the requirements of any other major or minor.
- Course seats for non-Business students pursuing the minor can be found in the Business Administration (BADM) course description of the Catalog. Access to courses for the minor is on a space available basis, and the School of Business cannot guarantee completion of this minor.
- Successful completion of this minor requires that a student earn a “C” (2.0) grade or better in each of the required courses
- All credits in this minor must be earned in residence at the University of Connecticut.

RECOMMENDED COURSE SEQUENCE	BUSINESS MAJORS	NON-BUSINESS MAJORS
Freshmen—2nd Semester	One course for the minor	One BADM course for the minor
Sophomore—1st semester	One course for the minor	One BADM course for the minor
Sophomore—2nd semester	One course for the minor	One BADM course for the minor
Junior—1st semester	One course for the minor	One BADM course for the minor