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.

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<tr>
<th>RECOMMENDED COURSE SEQUENCE</th>
<th>BUSINESS MAJORS</th>
<th>NON-BUSINESS MAJORS</th>
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<tr>
<td>Freshmen—2nd Semester</td>
<td>One course for the minor</td>
<td>One BADM course for the minor</td>
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<tr>
<td>Sophomore—1st semester</td>
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<td>Junior—1st semester</td>
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