

# Social Entrepreneurship Minor

## Minor

- MADELYN YOUNG, adviser

This interdisciplinary minor in Social Entrepreneurship is for students of all majors who are interested in learning how to create and maintain social enterprises in the context of making a broader contribution to society. Coursework covers social entrepreneurship, best practices in public and private sectors, and the knowledge required to start a business with a social mission. Social entrepreneurship minors are required to take the introductory course (BAD203) that analyzes social enterprise models and studies the fundamentals of entrepreneurship. Through the elective offerings, students have the option to tailor coursework to their academic interests and professional aspirations. Students completing a Social Entrepreneurship minor are required to participate in at least one Sullivan Foundation Social Entrepreneurship Retreat Weekend, held in the fall and spring, throughout their time at Converse.

The minor consists of 18 – 21 hours to include the following:

## Required Courses

| Item #                   | Title                   | Credits  |
|--------------------------|-------------------------|----------|
| BAD 203                  | SOCIAL ENTREPRENEURSHIP | 3        |
| BAD 340                  | MARKETING PRINCIPLES    | 3        |
| <b>Sub-Total Credits</b> |                         | <b>6</b> |

## Management Requirement

Choose from the following:

| Item #                   | Title  | Credits  |
|--------------------------|--|----------|
| BAD 330                  | MANAGEMENT                                       | 3        |
| ATA 265                  | ARTS ADMINISTRATION AND ORGANIZATIONAL STRUCTURE | 3        |
| MUB 101                  | INTRODUCTION TO MUSIC BUSINESS                   | 3        |
| <b>Sub-Total Credits</b> |  | <b>3</b> |

## Economics Requirement

| Item #                   | Title                    | Credits  |
|--------------------------|--------------------------|----------|
| ECN 201                  | MICROECONOMIC PRINCIPLES | 3        |
| <b>Sub-Total Credits</b> |                          | <b>3</b> |

## Economics Selection

Choose one of the following (or approved substitute/transfer course):

| Item #                   | Title                    | Credits  |
|--------------------------|--------------------------|----------|
| ECN 150                  | ECONOMIC CONCEPTS        | 3-4      |
| ECN 201                  | MICROECONOMIC PRINCIPLES | 3        |
| <b>Sub-Total Credits</b> |                          | <b>3</b> |

## Experiential Learning

Choose one or an approved substitute transfer credit.

| Item #                   | Title                 | Credits    |
|--------------------------|-----------------------|------------|
| ECN 499                  | ECONOMICS INTERNSHIP  | 1-6        |
| CON 214                  | EXPERIENTIAL LEARNING | 0-6        |
| <b>Sub-Total Credits</b> |                       | <b>3-4</b> |

## Elective

Choose one of the following:

| Item #                   | Title                                     | Credits      |
|--------------------------|---|--------------|
| BAD 344                  | CONSUMER BEHAVIOR                         | 3            |
| BAD 345                  | INTEGRATED MARKETING COMMUNICATIONS       | 3            |
| ECN 323                  | ECONOMIC PROBLEMS OF DEVELOPING COUNTRIES | 3            |
| ECN 324                  | BUSINESS AND THE PUBLIC SECTOR            | 3            |
| ECN 327                  | INTERNATIONAL ECONOMICS                   | 3-4          |
| CRW 201                  | INTRODUCTION TO PROFESSIONAL WRITING      | 3            |
| PHI 200                  | ETHICAL THEORY                            | 3            |
| PSY 211                  | BEHAVIOR MODIFICATION                     | 3            |
| PSY 232                  | PSYCHOLOGY IN THE WORKPLACE               | 3            |
| THR 120                  | PUBLIC SPEAKING                           | 3            |
| <b>Sub-Total Credits</b> |   | <b>3</b>     |
| <b>Total Credits</b>     |   | <b>21-22</b> |