Summer program aims to bring business to non-majors

Laura Smith / Photo Editor

This summer, non-business majors will get a chance to go behind the scenes and see what the inside of the business world is like. In June, the Manns Periodical Business School of Business will hold the first Summer Business Institute for rising upperclassmen and recent graduates who want to learn the skills of business but do not want to continue in their primary focus in their degree.

The idea was brought to WFMY after professor and dean of the Business School, Mary Gowan, saw the achievement of the Good Morning Show, which installed it while working at George Washington University and the College of undergraduates.

“We started it there, and it was very successful,” Gowan said. “We saw a good fit with WFMY.”

Gowan hopes it will give non-business majors skills they need for future careers, regardless of what they choose to do.

“Learning the language of business will help them,” she said. “It takes a lot of business concepts, whether for non-profit or profit, or government, will be an advantage.”

The institute will run from June 2 until June 10 and will cost $4,500. The money, participating students will become certified in the program and get experience differentiating itself in various hands-on and lecutred ways.

The program will be divided into inter-inship that will be three weeks worth of classes as well as sessions on business and career skills, according to Coleman Rich, lecturer in business administration and director of the Summer Business Institute.

“It complements the training and education they’ve already received,” he said.

The program will be formatted through 9-15 class daily as well as case studies, workshops and outside speakers. There will also be “field trips” to local businesses to see how they operate, Rich said.

Some planned field trips include the BMW Manufacturing Company in Spartanburg, S.C., the Greensboro Science Center, the International Civil Rights Foundation in Greensboro.

“So what we’re trying to do is create a knowledge of the business functions that help a business run,” Rich said.

Students will learn accounting, policy, finance, marketing, business communication, managerial accounting and human resources, all critical field skills.

Tom Vecciones, director of the Career Center, said the staff will likely work with the business institute students once a week in activities such as resume development, interview preparation or cover-letter writing.

“This is part of the learning process,” he said. “It’s critical because they have part of the picture, they can’t be successful. If they have the degrees but they can’t apply them and use them and network them then they will not be successful.”

Applications are due May 20.

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Student group reacts to American 'liberal culture'

Lindsay Fendt / Staff Writer

"America’s right wing youth movement has" stated its way to Elon University’s campus. The group, Youth for Western Civilization, was founded at UNC Chapel Hill in 2004 to preserve the liberal culture on campus.

"I think the campus climate has changed quite recently, in fact, frankly, founder Joe DeAnna said, "we think it’s very important we stick a counter-balance on this."" We started it there, and it was very successful," Gowan said. "We saw a good fit with WFMY." Gowan hopes it will give non-business majors skills they need for future careers, regardless of what they choose to do.

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