

# Business Week 2014

#### INNOVATION AND ENTREPRENEURSHIP: TURNING BUSINESS IDEAS INTO OPPORTUNITIES

# March 24 - 28, 2014

#### MONDAY, MARCH 24th

## Kick-Off: Ideas to Opportunities

10:00 am Speaker—Mr. Nathaniel Abraham

President, MBD Media/Carolina Panorama

2:00 pm Small Business Panel Discussion

#### **TUESDAY, MARCH 25th**

#### Small Business Development

2:00 pm Concurrent Small Business Workshops

"Franchising Opportunities"

"Developing a Business Plan"

"Financing a Business Start-up"

"The Business Incubator"

## WEDNESDAY, MARCH 26th

#### Innovation and Leadership

12:00 pm Executive Speaker Series

Speaker: Mr. David P. Kerford,

President/Founder, Kerford & Associates, Inc.

2:00 pm Innovative Idea Competition

Advertising/Marketing Competition

#### THURSDAY, MARCH 27th

#### Awards and Recognition

10:00 am MBA Showcase

12:30 pm "Taste of the World" Food Sampling

3:30 pm Financial Literacy Workshop

6:00 pm Awards Dinner

Speaker: Mrs. Dionne Fleshman, PHR

President/Founder, The DESA Group

## FRIDAY, MARCH 28<sup>th</sup>

10:00 am Business Advisory Board Meeting



# AACSB ACCREDITED

## SCHOOL OF BUSINESS

The School of Business at SC State University is one of 11 business schools in South Carolina accredited by the Association to Advance Collegiate Schools of Business (AACSB-International). AACSB is the premier accrediting body for business programs, with only 5% nationally earning this distinction. AACSB accredited schools must pass rigorous quality standards, and are recognized worldwide by top employers. SC State is the only HBCU in South Carolina whose business programs are AACSB accredited, which indicates our commitment to excellence.