

# About Us

Georgia College & State University (GCSU) is Georgia's designated public liberal arts university, offering programs for over 5,600 undergraduates in an inviting residential college setting. We have a 15:1 student faculty ratio and over 140 student organizations. We also offer 35 graduate programs and professional studies to those who wish to advance their professional career or enrich their lives with additional skills.



**MYB**  
MINORITY YOUTH AND BUSINESS

# More Information :

If you would like to know more about how you may participate as a student participant, sponsor, instructor, or volunteer, please contact Dr. John Swinton, MYB Program Director, at [john.swinton@gcsu.edu](mailto:john.swinton@gcsu.edu) or the GCSU Office of Admissions at [admissions@gcsu.edu](mailto:admissions@gcsu.edu) or 478.445.1283.

We appreciate your support.

## Center for Economic Education

Dr. John Swinton, Director  
The J. Whitney Bunting College of  
Business and Technology  
Campus Box 014  
Georgia College & State University  
Milledgeville, GA 31061-0490  
478.445.2591



**Minority Youth  
and Business  
Program (MYB)**

*The Road to Entrepreneurship*

# History of MYB and Goals of the Program

# The Road to Entrepreneurship

# Eligibility and Requirements

The Minority Youth and Business Program (MYB) was launched at Georgia College & State University, in 1985, (as the Black Youth and Business Program) with encouragement from the University System of Georgia Board of Regents and through the Small Business Development Center at the University Georgia.

Today the program is sponsored by the J. Whitney Bunting College of Business and Technology, the Small Business Development Center at the University of Georgia, and the Georgia Council on Economic Education.

## Goals:

The MYB Program aims to increase the participation of underrepresented students in post secondary education and business ownership. The program is designed to encourage personal development in academic and career goals. Goals of the program include building community leadership and social responsibility, social entrepreneurship opportunities, and social and economic development.



The MYB program is residential program that provides participants a glimpse of the college experience as they live in residence halls and eat in the university's dining facilities. The participants will engage in teams based on expressed similar interests, such as entrepreneurial goals or areas of study. These teams will develop business concepts or products and write business plans to support their ideas.

Participants will engage in instructive classes that will assist in building a viable business plan. The experience will culminate in a business plan competition. Each group will provide a 20-minute presentation of their business plan to a panel of expert judges.

Finally, the students will participate in a closing banquet that will include team presentations, a keynote speaker, and the announcement of the winning team.



The MYB program encourages high school juniors and seniors from Middle Georgia and the surrounding counties to apply to the program. Applications will be accepted from March 15 until May 1. We are particularly interested in students who are interested in business, entrepreneurship, and free enterprise.

Interested students should submit:

- a completed MYB application,
- two letters of academic and professional recommendations (one from a teacher),
- an official school transcript, and
- participants must have an overall GPA of 2.5 or higher.

The MYB program offers more than just lessons about business. Participants will engage with student leaders, participate in team building activities, and visit businesses to learn about business ownership and entrepreneurship, become involved in social networking opportunities that will benefit them. The goal of the program is to identify future business leaders in the state and equip them for success.

