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05/09/1984 - Improving Organization Quality: The Keys to Success to be Offered

University Marketing and Communications

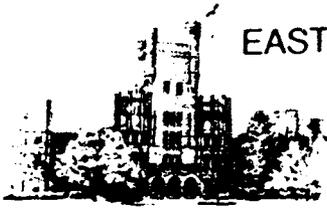
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EASTERN ILLINOIS UNIVERSITY
Charleston, Illinois

news

May 9, 1984

Local (74)

HARRY READ, Director of Information and Publications (217) 581-2820

FOR IMMEDIATE RELEASE

CHARLESTON, IL--"Improving Organizational Quality: The Keys to Success" will be offered on Thursday, May 17, by the Community Business Assistance Center at Eastern Illinois University, with co-sponsorship by the Small Business Administration. The program will be in the University Union from 9 a.m. to 4 p.m.

The workshop will focus on: (1) establishing the organizational contexts of culture, role of management, systems, productivity, and planning; (2) a comprehensive review of current literature to establish trends of factors affecting the organization; and (3) the integration of various concepts into solutions to improve organizational quality. The unit of analysis involves overall performance.

The instructor will be Dr. Jerry Geisler, Chairman of the Department of Management and Marketing. As chairman, he has had the opportunity to apply the theory of management in the administration of a unit which has resulted in a practical approach to management.

Geisler's background includes both the theoretical foundations provided by his academic studies and the practical experience of applying his knowledge and skills in a variety of situations including teaching and consulting.

Registration fee is \$75 and includes lunch, refreshments, workbook, materials, and a certificate. To register, call Dr. Terry Maris at 581-3526.