

Eastern Illinois University

The Keep

Press Releases

10-3-1990

10/03/1990 - Business Development Workshop

University Marketing and Communications

Follow this and additional works at: https://thekeep.eiu.edu/press_releases

Recommended Citation

University Marketing and Communications, "10/03/1990 - Business Development Workshop" (1990). *Press Releases*. 356.

https://thekeep.eiu.edu/press_releases/356

This October is brought to you for free and open access by The Keep. It has been accepted for inclusion in Press Releases by an authorized administrator of The Keep. For more information, please contact tabruns@eiu.edu.

Fiu



EASTERN ILLINOIS UNIVERSITY
Charleston, Illinois

news

ART TATE, Assistant Director, University Relations
Office: (217) 581-5983 - Home: (217) 348-7553

90-567

October 3, 1990

FILE COPY

FOR IMMEDIATE RELEASE:

BUSINESS DEVELOPMENT WORKSHOP

CHARLESTON, IL--The Business Development Center at Eastern Illinois University is presenting three workshops on business ownership and computer operations beginning Oct. 9.

"Business: How Goz It?" will be held from 6:30 to 9:30 p.m., Oct. 9, in Eastern's Blair Hall, Room 205.

This workshop is designed for business owners, managers, entrepreneurs, developers, bankers and others who need to understand the essentials of managing a business for profit.

The instructor, Waldo Born, customizes this hands-on workshop to emphasize practical tools for effective business management. Topics to be discussed include establishing financial requirements, preparation and use of the business plan, identifying deviations from the plan, and measures to get back on track.

-more-

ADD 1/1/1/1

BDC WORKSHOP

Born, an Assistant Professor in the Lumpkin College of Business at Eastern, has extensive experience as a business executive and as an author of numerous publications relating to the evaluation of businesses and business control systems.

Roger Luft, a Business Education and Information Systems Professor at Eastern, will present "Developing Your Own Small Business" from 6:30 to 9:30 p.m., Oct. 10 and 17, in Eastern's Blair Hall, Room 205.

This workshop will focus on how to build a small business with a business plan, plus finding the "right" business opportunity, developing an effective marketing plan, organizing for business, and planning financial support.

Luft uses a practical, hands-on approach to the developmental activities that are necessary in getting a small business off the ground. He has been conducting entrepreneurship and small business development workshops for years, while operating his own successful business.

"Introduction to Lotus 1-2-3" will be held from 6:30 to 9:30 p.m., Oct. 11 and 18, in Eastern's Blair Hall, Room 212. Participants should bring a 5¼" double sided, double density diskette for the workshop.

Anyone who has a need to organize data for thorough and rapid analysis or solve problems using numbers or formulas will benefit from this workshop. A basic knowledge of computer operations is recommended, as each participant will use a modern personal computer to implement and practice Lotus.

-more-

ADD 2/2/2/2

BDC WORKSHOP

This workshop will also teach participants how to create worksheets using a personal computer; how to copy, retrieve and save information; how to use formulas and functions; and how to use "what if" analysis.

The instructor, Marilyn Wilkins, is a professional educator who has received special recognition for her work as an instructor at Eastern and for her leadership in public workshops and continuing education programs.

Each course is \$85, except for "Business: How Goz It?" which is \$65, and has limited enrollment. For more information, call the Business Development Center at (217) 581-2913.