

10-25-1984

10/25/1984 - Effective Business Planning

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Recommended Citation

University Marketing and Communications, "10/25/1984 - Effective Business Planning" (1984). 1984. 364.
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EASTERN ILLINOIS UNIVERSITY
Charleston, Illinois

news

Oct. 25, 1984
Local 72

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

FOR IMMEDIATE RELEASE

CHARLESTON, IL--Eastern Illinois University's Community Business Assistance Center (CBAC) will offer an "Effective Business Planning" workshop on Friday, Nov. 16 in the Greenup Room of the University Union from 8:30 a.m. to 4:30 p.m.

The program is intended for anyone who wants to learn the most effective techniques of planning in an organizational setting according to Dr. Terry Maris, CBAC Director.

Topics will include general and specific approaches to planning; setting strategies, policies, and objectives; financial planning; programs, budgets, and procedures; time management; and measurement, evaluation, and control.

Particular attention will be given to the development of a business plan, Maris said.

Instructors will be Dr. Foster C. Rinefort and David P. Arseneau, both of the Department of Management and Marketing.

The program will be co-sponsored by the Small Business Administration and the Small Business Council of the Charleston Area Chamber of Commerce. The registration fee is \$55. For further information, or to register, contact Terry Maris at (217)581-3526.