

FOR RELEASE:

IMMEDIATE IMMEDIATE

Mailed April 13, 1987

YOUNGSTOWN, Ohio - The Non-Traditional Students Organization at Youngstown State University will sponsor a question and answer session with Jessie Binion of the Mahoning County Department of Human Services (Welfare) on the topic, "Welfare Versus College Funds" on April 23.

Ms. Binion will answer previously submitted questions and then open the floor to additional questions.

The sessions, open to any interested persons, will be held at 7 p.m. in the Scarlet Room of Kilcawley Center.

For more information, contact Patti Thompson of the YSU Non-Traditional Student Organization at 742-3313.

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YOUNGSTOWN, Ohio - An Entrepreneurship Training Program for persons interested in exploring, improving and advancing their involvement in small business ventures will begin April 20 at Youngstown State University.

Due to the amount of interest generated in the previous entrepreneurship program for displaced workers at YSU, funded by the Department of Labor, the program has been modified and opened for public enrollment.

The Entrepreneurship Training Program is sponsored by YSU's Cushwa Center for Industrial Development and its Mahoning Valley Small Business Enterprise Center and the Office of Continuing Education.

Barbara Ludwig, Coordinator of Continuing Education at YSU, said "The key elements of survival in the Mahoning Valley will be the development of small businesses, and the success of these businesses would depend on entrepreneurial ability."

She added that many businesses fail due to the lack of knowledge of business basics and poor planning. The training program, which is divided into three courses, offers interested persons the opportunity to "organize for success" in their business ventures.

The first, "Fundamentals of Business Ownership," is designed for anyone planning to start a new business or requiring a review of operating practices. Topics will include: forms of organization; bookkeeping requirements; operating cost

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control; financial management; marketing and selling techniques; materials/inventory control and personnel management practices. Classes will be held from 5:40-7:30 p.m. on Mondays and Wednesdays, April 20 - June 1.

The second course, "Business Plan Development," is for persons currently in business or with prior business experience who are exploring opportunities for new ventures. It will cover the essential elements of a business plan and participants will have an opportunity to have their plans reviewed by experienced business counselors. Classes will meet from 5:40-7:30 p.m. on Tuesdays and Thursdays, April 21 - May 28.

"Strategic Market Management," the third course, is for individuals seeking advanced instruction in the concepts and methods of strategic business decision making. It will cover: an overview of the strategic market management process; analysis of the internal and external environments of the organization; formulating alternative business strategies; strategy selection, implementation and review; and strategic decision making exercises using case studies. Classes will meet from 5:40-7:30 p.m. Tuesdays and Thursdays, Sept. 29 - Nov. 5.

The fee for each of these courses is \$140. Individuals may register for all three courses at a discounted rate of \$340.

For more information on the Entrepreneurship Training Program, or to register, call the YSU Office of Continuing Education at (216) 742-3358.

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