

Course Schedule

Workshops are held September 2, 2022, through May 5, 2023, from 9:00 a.m. – 10:00 a.m.

Workshop1: Orientation and Community Building **September 2, 2022**

This workshop will provide background on the importance of diversity, equity, and inclusion. The concepts of community engagement and corporate social responsibility, as connected to DEI, will be presented and discussed.

Instructors:



Gioconda Guerra Pérez - Executive Associate Vice Chancellor for Diversity, Office of the Vice Chancellor for Diversity, Equity & Inclusion, UIUC

Miguel Alba - Senior Director of Relations and External Communications, Office of Diversity, Equity, and Engagement, UIC

Workshop 2: Growth Strategy/Business Plan **October 7, 2022**

In this workshop you will learn two basic frameworks: one for starting a new business and the other for growing an existing business. For starting a new business, we will consider the lean business model canvas that includes considering the problem the business is solving, customer segments, unique value propositions, unfair advantages, distribution channels, key metrics, capabilities, and finally costs and revenues of a business. For growing an existing business, we will look at product segmentation, targeting, and positioning into vertical and horizontal market expansion.

Instructors:



Jacob Kinsey - Director of Illinois Business Consulting, Gies College of Business, UIUC

Marissa Siero - Senior Associate Director of Business Development and Operations, Gies College of Business, UIUC

Workshop 3: The Power of Capital: How to Fuel the Growth of Your Business

November 4, 2022

This workshop, led by Chase for Business, will provide you with an understanding of the different capital options for your business, help you find what financial data is important, recognize your credit options, and confirm when your business needs to borrow.

Instructors:



Sandra Magallon - Midwest Division Area Manager, Chase for Business



Pamela Randle - VP Sr Business Consultant, Minority Entrepreneur Initiative, Chase for Business

Workshop 4: Government Contracting

December 2, 2022

For a small business, the procurement process can be complex and challenging to navigate. As a result, this workshop is intended to enhance your basic understanding of the procurement process and introduce resources to help you determine if this customer is a good fit for your business. We will discuss necessary vendor registrations (e.g., SAM, IPG), and tools such as small business certifications that can make this marketplace as accessible as possible.

Instructor:



Keli Krueger-Huhra - Director of the Illinois Procurement Technical Assistance Center, Bradley University.

Workshop 5: Negotiation

January 6, 2023

In this workshop on managerial negotiations, we will discuss different approaches to negotiations, and how to navigate common obstacles to achieving your desired outcomes.

Instructor:



Judith White - Teaching Professor of Management, Gies College of Business, UIUC.

Workshop 6: Digital Marketing/CRM/Communications

February 3, 2023

This workshop is designed to help you acquire an understanding of the new landscape of digital marketing and how to develop an integrated omnichannel marketing strategy. It will also discuss how to turn CRM into a powerful inbound marketing touchpoint and how communications drive growth and customer retention.

Workshop 7: Integrated Strategy for Brand/Corporate Reputation and Social Media Management

March 3, 2023

This workshop will present the ins and outs of brand integration, strategic promotional partnerships, and social media management that provide an opportunity for your audience to engage and interact with your brand. This workshop is specifically tailored to address issues in the B2B context.

Instructor:



Mike Yao - Professor and Dept Head, College of Media, Gies College of Business, UIUC.

Workshop 8: Data Management and Analytics

April 7, 2023

This workshop will cover easy-to-implement data strategies to satisfy critical key performance indicators for small business owners. Ranging from data gathering to visualization, this workshop will offer experience in using data that will assist growing businesses.

Instructor:



Samuel Chen - Director of IData, Gies College of Business, UIUC

Closing Graduation

May 5, 2023, 9:00 a.m. – 10:00 a.m.
