



CHICAGO STATE UNIVERSITY  
**South Side Executive  
 Entrepreneurial  
 Training Program**

**Tuesday, March 4,-  
 Tuesday, April 29, 2025**

Chicago State University  
 9501 South King Drive • Chicago, IL 60628

**Who can apply?**

If you have been in business for at least two years, have \$50,000 in annual revenue and at least two employees [including yourself [1099s and part-time employees], then you qualify.

**For additional information contact:**  
 773-995-4466

Matthew Howard  
 773-916-6549

Sponsored by: **CIBC** 



**SESSION HIGHLIGHTS:**

- ✓ Business & Leadership: Organizational Management and Planning
- ✓ Marketing, Branding, Sales, and Advertising
- ✓ The Value of Certification
- ✓ Understanding Financial Management
- ✓ Long Term Business Strategies, Case Studies and Succession Planning
- ✓ Improving Your Credit Profile and Score
- ✓ Accessing Multiple Capital Resources

**Program Dates**

**March 4<sup>th</sup>:** Participant Introductions; Developing Your Business Dream Team; Your Business Organization & Operations Structure; Challenges and Stages of Growth

**March 11<sup>th</sup> :** Five Fundamentals of Marketing; Servicing Your Internal and External Customers; Providing Excellent Customer Service; Your target customer today and tomorrow; The **value** of Certification and making the value work for you and your business.

**March 18<sup>th</sup> :** Accurate Financials & What They Say About your Business. An Overview of your financial statements and your tax returns (an accurate representation).

**March 25<sup>th</sup> :** Political contacts, Succession Planning; Case Studies on Successes and Failures of Business and Personal Relationships.

**April 1<sup>st</sup> :** Your Credit Issue; Personal and Business Credit.

**April 8<sup>th</sup> :** Access to Capital Panel Discussion, “All Money is not the Same Shade of Green.” Crowd Funding.

**April 15<sup>th</sup> :** Developing the Perfect Pitch: One-on-one Sessions

**April 22<sup>nd</sup> :** One-on-One Sessions

**April 29<sup>th</sup> :** In Person Graduation

**Classes will meet via Zoom  
 Class Time 6:00pm to 8:30pm**



The Chicago State University’s Continuing Education in partnership with CIBC, and Greater Roseland Chamber of Commerce is proud to present “The South Side Executive Entrepreneurial Training Program. An intensive 8-week program that gives established businesses insights and tools to grow. The South Side Executive Entrepreneurial Training Program is hosted by Chicago State University’s Continuing Education.