

PROGRAM DATES: OCTOBER 11 – NOVEMBER 16, 2013



**SAN DIEGO STATE
UNIVERSITY**
COLLEGE OF BUSINESS ADMINISTRATION

Strategic **GROWTH** Planning FOR Entrepreneurs

Benefits to Diverse Business Enterprises:

- Identify and pursue growth opportunities
- Align your business operations to pursue growth
- Expand your customer base and market reach



Program Qualifications:

- Annual revenue of greater than \$1 million
- The company must be in operation for greater than 3 years



STRATEGIC GROWTH PLANNING FOR ENTREPRENEURS

October 11– November 16, 2013

Unique Workshop Program for Entrepreneurs:

The Lavin Entrepreneurship Center at San Diego State University (SDSU) is proud to partner with San Diego Gas & Electric to provide the Strategic Growth Planning for Entrepreneurs Program. The program, which will take place October 11th – November 16th, 2013 at SDSU, is designed to assist owners and senior managers in growing their diverse business enterprises through strategic growth planning sessions and a hands-on business improvement project.

This 43 hour course-based program is by invitation only to Diverse Business Enterprises (DBEs) which includes owners and senior managers of women-, minority-, and service disabled veteran-owned businesses in Southern California. To qualify for the program, a company must have been in business for more than 3 years with over \$1 million in annual revenue. This program is designed to help DBEs with the development of strategic objectives to improve and grow their businesses.

Program Objectives and Benefits:

- Identify and pursue growth opportunities
- Align your business operations to pursue growth
- Evaluate opportunities for business improvement
- Assess financial requirements and mitigate risks
- Develop a Business Improvement Project with the assistance of MBA consultants and program staff*

*Frank Steensnaes, MBA, an experienced small business consultant will work closely with program participants to define their business improvement goals.



Lavin Entrepreneurship Center:

With the right blend of university curriculum and industry involvement, the Lavin Entrepreneurship Center within San Diego State University's (SDSU) College of Business Administration has emerged as an entrepreneurial leader. The Lavin Entrepreneurship Center serves students, entrepreneurs and business leaders through its entrepreneurial curriculum, workshops, internships, resources and events.

Program Cost Underwritten by SDG&E:

PROGRAM DETAILS

THE STRATEGIC GROWTH PLANNING FOR ENTREPRENEURS Program will provide 20 individuals with the opportunity to take their companies to the next level. *San Diego Gas & Electric has subsidized the program costs to make the discounted rate possible. The Participant fee includes course materials, meals and parking. To apply, please call (619)594-2781 or visit lavincenter.sdsu.edu. Participants may withdraw from the program and receive a full refund of program fees if they cancel 30 days before the workshop, or by **September 13 2013.**

DATES & TIMES:

October 11, 2013 8:00am-5:00pm
October 12, 2013 8:00am-12:00pm
October 25, 2013 8:00am-5:00pm
October 26, 2013 8:00am-12:00pm
November 15, 2013 8:00am-5:00pm
November 16, 2013 8:00am-1:00pm

LOCATION:

San Diego State University, Extended Studies College, Room 208

COST:

Total Program Value is \$5,000. Participant Fee is \$500. *

**APPLY
NOW**
lavincenter.sdsu.edu
**LIMITED TO 20
PARTICIPANTS**

Part I: Assessing and Exploiting Growth Opportunities

October 11 (8:00 am - 5:00 pm)

+ Kickoff Breakfast and Orientation

- Participant introductions
- Program overview

+ Understanding Current Strategic Position

INSTRUCTORS: ALEX F. DENOBLE, PH.D., EXECUTIVE DIRECTOR OF LAVIN CENTER

- Defining current target markets and product/service mix
- Creating compelling value propositions
- Designing an effective business model
- Establishing key growth objectives
- Developing your company's growth/improvement plan

+ Conducting a SWOT Analysis

INSTRUCTOR: MARTINA MUSTEEN, PH.D., ASSOCIATE PROFESSOR

- Assessing internal strengths (S) and weaknesses (W)
- Identifying external opportunities (O) and threats (T)
- Mapping the competitive landscape
- Developing approaches to competing in the market

October 12 (8:00 am-12:00 pm)

+ Improving Sales and Marketing Capabilities

INSTRUCTOR: BERNHARD SCHROEDER, DIRECTOR OF LAVIN CENTER PROGRAMS

- Branding and positioning your company
- Developing a relationship sales approach
- Establishing and managing a web presence
- Using customer relationship management tools
- Search engine optimization

Part II. Leveraging Your Functional Capabilities

October 25 (8:00 am-5:00 pm)

+ Improving Financial Controls, Metrics, and Relationships

INSTRUCTOR: DAMON M. FLEMING, PH.D., ASSOCIATE PROFESSOR

- Financial statement analysis
- Creating an executive dashboard (key financial metrics)
- Managing cash flows
- Establishing and documenting internal controls
- Developing and maintaining banking relationships
- Non-bank sources of credit

+ Building Operational Capabilities

INSTRUCTOR: DOUG WALL, CEO OF PUREFORGE

- Understanding your product/service sales cycles
- Business process analysis and design
- Quality management
- Inventory controls and management

October 26 (8:00 am-12:00 pm)

+ Legal Issues for Entrepreneurs

INSTRUCTOR: WILLIAM EIGNER J.D. PARTNER, PROCOPIO

- Negotiating contractual relationships with customers and suppliers
- Establishing governance through Boards of Directors/Advisors
- Resolving conflicts and dispute resolution
- Addressing legal issues in the employment relationship

Part III: Planning for Strategic Growth

November 15 (8:00 am-5:00 pm)

+ Developing Capabilities in Leadership and Change Management

INSTRUCTOR: BETH CHUNG, PH.D., PROFESSOR

- From vision to execution
- Cultivating talent needed for improvement plan
- Leading change management efforts
- Assessing reactions to change
- Reinforcing changes/establishing contingency plans

+ Building Your Strategic Growth Plan for Business Improvement

INSTRUCTORS: ALEX DENOBLE, PH.D. / KAMAL HADDAD, PH.D.

- Develop a comprehensive plan for growth and business improvement
- Obtain consultation from program faculty and support staff
- Prepare presentation materials

November 16 (8:00 am-1:00 pm)

+ Graduation Ceremony and Closing Reception

INSTRUCTORS: ALEX DENOBLE, PH.D. & KAMAL HADDAD, PH.D

- Participant Presentations
- SDSU & SDG&E Representatives will award Certificates of Completion.
- Graduation Luncheon

DON'T MISS OUT...APPLY TODAY!

Industry and Academic Experts:

Each session is led by a professor or business professional who is a recognized expert in the session topic. The training sessions include lectures/presentations, and case discussions and breakout sessions.



Alex DeNoble, Ph.D., Lavin Center Executive Director, Professor

Alex F. DeNoble, Ph.D., is the Lavin Center Executive Director and professor in the Management department for the College of Business Administration at San Diego State University. He is actively involved in teaching and research in the areas of strategic management and entrepreneurship.



Kamal Haddad, Ph.D., SDSU Professor

Kamal M. Haddad, has a Ph.D. from the University of Nebraska-Lincoln and is a Professor of Finance at San Diego State University. His research interests are in Financial Management and International Business. Dr. Haddad has made numerous presentations at professional society meetings in the U.S., Mexico, Canada, and Thailand.



Bernhard Schroeder, Director, Lavin Center Programs

Bernhard Schroeder is the Director, Lavin Center Programs and a part-time Clinical Faculty of Marketing within the College of Business Administration at SDSU. Mr. Schroeder brings over 20 years of marketing and entrepreneurial experience both as a Senior Partner in a leading global marketing agency and as a former Chief Marketing Officer on the client side.



Martina Musteen, Ph.D., SDSU Associate Professor

Dr. Musteen received her PhD from the University of Kansas and is currently an Associate Professor at SDSU College of Business Administration where she teaches courses in strategic management and international entrepreneurship. Dr. Musteen has won multiple awards for her teaching and research.



Beth Chung, Ph.D., SDSU Professor

Beth Chung is a Professor of Management at SDSU. Previously, she was on the faculty at Cornell University. The topics that she teaches include: Organizational Behavior, Leadership, Human Resources Management, Group Process, Industrial/Organizational Psychology, and Diversity Management. Beth is currently the Co-director for the Institute on Inclusiveness and Diversity in Organizations (IIDO) as well as a board member for the Journal of Organizational Behavior.



William Eigner J.D. Partner, Procopio

As "the go-to guy for emerging companies," Eigner's practice emphasizes on venture capital, angel financing, seed capital and the financing, governing, operating, buying, selling and merging of growing technology and other businesses. Eigner won Top Attorney in San Diego for five consecutive and serves on the board of the publicly traded Munderful Fund mutual fund (MUNDX), as director of CommNexus and as Board Secretary of San Diego Venture Group. He is a graduate of Stanford University and the University of Virginia School of Law.



Damon M. Fleming, Ph.D., SDSU Associate Professor

Damon M. Fleming is an Associate Professor and Ernst & Young Faculty Fellow in the Charles W. Lamden School of Accountancy. Professor Fleming's teaching interests include financial and management accounting topics. He currently teaches courses on accounting theory and financial measurement and reporting in the MSA Program.



Doug Wall, CEO & Co-Founder of PureForge

Doug Wall is CEO and Co-Founder of PureForge, a California-based corporation focused on developing lifetime solutions for brake rotors and pads. He is a seasoned executive, skilled entrepreneur, and experienced private equity investor. Mr. Wall is responsible for growing several firms in both strategic and operational roles.

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