

**Business Leadership Speaker Series:  
Designed for Those Seeking a  
Career in Small Business  
Development**

*Program Overview  
and  
Invitation to Apply*

***Funded through a generous grant from the  
Principal Financial Group Foundation***

Drake University  
College of Business and Public Administration  
Center for Professional Studies

<http://www.cbpa.drake.edu/cps>

(515) 271-2592

## Starting a Business—How to Begin

The mission of the *Business Leadership Speaker Series* is to invite people into a new learning community—a community of people seeking knowledge of how to be successful in small business development. The series is designed to provide an engaging atmosphere allowing persons with an interest in business to work with Drake faculty learning about the potential they have to succeed.

The *Business Leadership Speakers Series* is designed for persons with limited direct business experience who seek to develop the business knowledge that will help him or her to start a new business venture.

## Admission and Cost

Entry into the program begins with a simple application. Those seeking admission are invited to go to the website: <http://www.cbpa.drake.edu/cps> and click on “**Business Leadership Speaker Series**” then click on “**application information.**” Simply provide the information requested. Each application will be reviewed and processed quickly.

**Tuition and all materials are provided without charge due to the generous support granted by the Principal Financial Group Foundation.** A “commitment document” will be signed by each person accepted into to the program which confirms the intent of the learner to participate fully in all sessions. This is important ensuring that each available seat in this speaker series is fully utilized.

## The Drake Learning Approach

The approach used in the *Business Leadership Speaker Series* is one of *applied* and *experiential* learning. It is *applied* in that participants will experience and interact with “real world” learning through the application of the latest business theories and practices. It is *experiential* in that the teaching methodology will focus on case studies and real world examples.

## Sessions Meet Once Each Week

Sessions meet in the Zimpleman Graduate and Professional Education Center located in Aliber Hall on the Drake University Campus from 9:05am to 3:45pm each Thursday beginning June 10<sup>th</sup> and concluding July 1<sup>st</sup>.

## Session topics and schedule:

**Thursday, June 10<sup>th</sup> (9:05-11:50am)**

*Title: What Does it Take to Start a Small Business?*

**Thursday, June 10<sup>th</sup> (1pm-3:45pm)**

*Title: The Legal Aspects of Starting your Own Business*

**Thursday, June 17<sup>th</sup> (9:05-11:50am)**

*Title: The Role of Finance to Secure Small Business Capital*

**Thursday, June 17<sup>th</sup> (1pm-3:45pm)**

*Title: How the Economy Matters in Running a Business*

**Thursday, June 24<sup>th</sup> (9:05-11:50am)**

*Title: What is Effective Marketing?*

**Thursday, June 24<sup>th</sup> (1pm-3:45pm)**

*Title: Making the Case: How to Present my Ideas to Potential Clients and Investors*

**Thursday, July 1<sup>st</sup> (9:05am-11:50am)**

*Title: Managing and Leading People—The Role of Human Resources in a Successful Business*

**Thursday, July 1<sup>st</sup> (1pm-3:45pm)**

*Title: The Role of Operations in Creating a Successful Business*

*For more information, contact Lance Noe at the Drake University Center for Professional Studies at (515) 271 2008 or [Lance.No@drake.edu](mailto:Lance.No@drake.edu)*