

NEWS RELEASE

College of Commerce and Business Administration

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Asking the right questions at the right time: Guidelines for entrepreneurs

Champaign, Ill. — Before you start a new business, ask yourself the right questions. But what exactly *are* the right questions? College of Commerce and Business Administration Dean Avijit Ghosh will help entrepreneurs and budding entrepreneurs refine their lists in a seminar sponsored by the Center for Enterprise Development.

Ghosh will speak on April 1, 2002, at 6:30 p.m. in 370 Wohlers Hall, 1206 South Sixth Street, Champaign, on “Prelude to a new business — What questions should you be asking yourself?” The seminar is part of a series of presentations focusing on entrepreneurship sponsored by the Center for Enterprise Development, a office that provides professional consulting and business research assistance to regional businesses including current and potential occupants of the University of Illinois Research Park and Incubator and faculty and students at the university. Students from the Illinois MBA Program provide the CED consulting services.

Avijit Ghosh joined CCBA in August 2001 from the Leonard N. Stern School at New York University where he was vice dean. He served as director of the Center for Entrepreneurial Studies at Stern from 1991-1994. Under his direction, the center made entrepreneurship education an integral part of the school's agenda. Ghosh researches marketing and business strategy.

Free parking for the seminar is available in the university lot west of Sixth Street across from Wohlers Hall. Attendees are requested to RSVP to CED@cba.uiuc.edu by the morning of April 1.

Nationally recognized as one of the leading business schools, the College of Commerce and Business Administration has outstanding programs in accounting, business, economics, and finance. The college enrolls more than 3,000 undergraduates, 700 MBA and master's students, and 175 doctoral candidates from all 50 states and more than 30 countries worldwide.

Notes to the editor:

For more information about CED, see <http://www.cba.uiuc.edu/publications/Releases/2002Feb.CED.pdf>