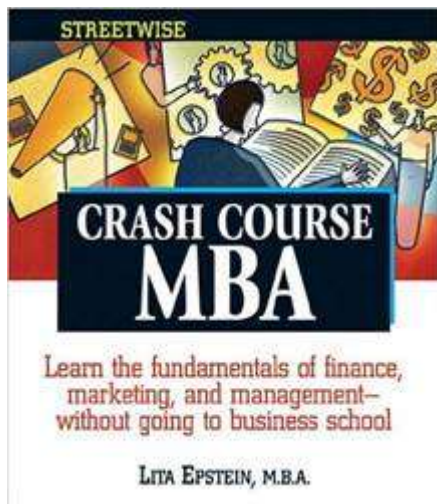


## Roane State Community College Cumberland Business Incubator Announces 2016 CBI MBA Crash Course Accelerator to Begin in January



Make 2016 the year to learn more about the business of being in business. Even if you've owned a business or directed a non-profit organization for years, join the Cumberland Business Incubator (CBI) MBA (Master of Business Administration) Crash Course Accelerator.

The Roane State Community College Cumberland Business Incubator (CBI) is accepting applications to participate in the Accelerator that begins in January and ends with a Pitch Night a little over 100 days later. The Streetwise text will be used as a framework for topics, bringing subject matter experts in to augment the text and mentors to share their personal business experiences. The support provided from among the members of the group is always one of the most valuable aspects of the Accelerator.

Opening topics include Business Structure, Business Law, Industry Types, Outsourcing, Impact of the Internet, Business Ethics, Microeconomics, Macroeconomics, Financial Accounting, Managerial Accounting, Costing, Financial Reporting, Balance Sheet, Income Statement, Statement of Cash Flows, Financial Management, Analyzing Financial Statements, Taxes, Cash Flows, Financial Markets and Interest Rates, Valuation and Cost of Capital, Budgeting, Financial Funding, Managing Capital.

Classical Management Theory, Behavioral Management, Quantitative Management and Contemporary Management will be covered. Setting Goals and Strategies, Staffing, Leadership Skills, Motivating Employees, Managing Groups and Effective Communications will be topics of discussion.

Putting in Controls, Understanding Marketing, Developing a Marketing Plan and Selecting Marketing Targets will be covered followed by Product Development, Creating a Brand, Effective Packaging, Pricing Strategies and Promotion of Products, Distributions Systems, Strategic Alliances will complete the material from the text.

Although not a prerequisite, those that have completed Co.Starters, SpringBoard, Boardroom and Master Mind programs will find this an excellent next step to increasing their formal business knowledge.

The first step in the CBI MBA Crash Course Accelerator application process is to schedule a coaching session to discuss the current business status and define goals for participation in the Accelerator. Call 931-456-4910 to schedule an appointment. The cost of the Accelerator is \$250.

Participants in the Accelerator will have access to the CBI Co-Working space as well as confidential individual coaching sessions throughout the Accelerator.

Call 931-456-4910 for more details.