

ARE THE COURSE OFFERINGS FLEXIBLE?

To meet the needs of working professionals, the CBA Program is designed with the option of taking one, two or three courses to heighten your knowledge of topic(s) of special interest. You may take all three (3) courses to become fully certified.

**DO I RECEIVE CERTIFICATION FOR INDIVIDUAL
CBA® COURSES OR THE PROGRAM?**

Upon successful completion of all three (3) courses, CBA® graduates will be issued a certificate under the banner of Kent State University College of Business Administration, Graduate Certificate.

**HOW LONG WILL IT TAKE TO COMPLETE THE CBA®
LEARNING COURSES?**

Since CBA® is self-paced, the timeline for completion is largely dependent on the candidate's level of knowledge in each discipline and a number of responsibilities s/he has on the job. There are approximately nine (9) hours of recorded lectures in each course and other required readings. Business professionals in the private sector have the option of setting and meeting their own personal deadlines. We give each state/center director full discretion in developing a reasonable time frame for their staff. We suggest one year.

More information, including registration and fees:
www.kent.edu/cba

The Ohio Small Business Development Center (SBDC) Program is funded in part through a cooperative agreement with the U.S. Small Business Administration. The SBDC program is also funded in part by the Ohio Development Services Agency. All services are extended to the public on a non-discriminatory basis. Language assistance services are available for limited English proficient individuals. Reasonable accommodation for persons with disabilities will be made if requested at least two weeks in advance. Contact SBDC at (614) 466-2711 or at our website: www.sbdc.development.ohio.gov. All opinions, conclusions or recommendations expressed are those of the author(s) and do not

“As an independent CPA operating a public accounting practice in the Tampa Bay, Florida area, I regularly receive phone calls from entrepreneurs who need assistance with startup, marketing, accounting and operational issues. I recognized the need to become certified in this area. Since completing this program, I have more knowledge and confidence to consult with my small business clients to help them to run a successful business.”

LINDA A. STORTZ, CPA, MACC
Certified Business Advisor®
Advanced Certified QuickBooks ProAdvisor
Seminole, Florida

“I was hired as a market research analyst for an SBDC. Before joining the SBDC, I worked as a financial analyst for a large company. I was comfortable with data and analysis, but didn't know much about marketing. The CBA curriculum exposed me to the fundamentals of marketing. What I learned helped me better understand how market research fits into devising a firm's marketing plan and strategy.”

STEPHEN A. HEIL
Management Consultant
University of Kentucky SBDC Elizabethtown

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**Certified Business
Advisor® Program**



**College of Business
Administration**

WWW.KENT.EDU/BUSINESSS/CBA

Certified Business Advisor® (CBA) Program

The Certified Business Advisor® (CBA) is a self-paced eLearning certification program designed for professionals who advise small business owners.

The program is taught by Kent State University business faculty, providing assurance to its graduates that they will obtain business skills, competency and knowledge to effectively counsel, guide and inform entrepreneurs.



PROGRAM BENEFITS

- The CBA Program serves as a review of knowledge through education and experience. CBA® is, in essence, a proficiency exam; reaffirming the Business Advisor's knowledge in business.
- instructors are required to have business experience in addition to graduate teaching experience.
- The program is designed to be applied immediately in the workplace.

What distinguishes the Certified Business Advisor® Program from other certification programs:

- CBA® is a graduate-level certification program, implemented by graduate-level professors using graduate school standards in both course development and grading.
- The College of Business Administration is among fewer than 1% of business schools worldwide to receive dual AACSB accreditation in business and accounting.
- The College is ranked as one of the nation's most outstanding business schools, according to *The Princeton Review*.

CBA Course Modules

Courses are segmented by distinct areas of study produced specifically for small business and entrepreneurship development including human resource management, marketing and accounting/finance.

THE CBA MARKETING COURSE provides a comprehensive overview of all aspects of marketing, including strategic planning; marketing research, feasibility studies and creating a marketing plan.

THE CBA ACCOUNTING AND FINANCE COURSE provides an overview of accounting and finance. The objective of the course is to impart information and develop skills to understand the impact these subject areas have on small businesses.

THE CBA HUMAN RESOURCES COURSE offers a comprehensive review of major concepts in the area of human resource management including selection, recruitment, training and compensation practices.

View detailed session descriptions at:
www.kent.edu/business/cba

