

Inc. Magazine Courses

Category and Courses Marketing Kit

Build a better business with lessons and advice from Inc. Magazine's vast content library paired with superior instructional design.



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I. Course Summary Descriptions

Inc. Magazine Courses

Inc. is the only major business magazine edited exclusively to guide CEOs and owners of small-to-midsize companies to success. Inc. provides fresh, insightful analyses to give the major players in the business world the tools they need to excel. Inc. Magazine's self-paced online courses, powered by MindEdge, are designed to deliver real solutions for today's innovative company builders.

Inc. Magazine: Building a Fast-Growing Business

Startups and small businesses are the growth engines of the American economy, but that growth doesn't just happen by itself. Growing a business takes time, hard work, and skill—and it certainly helps when you can get a lot of practical advice along the way. This bundle is based on Inc. Magazine's award-winning journalistic content and features practical, experience-based assignments that will provide entrepreneurs and small-business owners with the skills necessary to navigate the various stages of growing a business. Courses in this bundle offer real-world examples, how-to lists and advice, industry spotlights, videos from industry-leading practitioners, interactive games, and review questions to ensure mastery of the material.

Learner Satisfaction: 99%

Estimated length: 18 hours

Access Time: 365 days

Credits: 1.8 CEUs

Inc. Magazine: Building Financial Literacy

Financial literacy is an essential skill for any business leader or business owner. Fundamental financial concepts, such as reading and analyzing financial statements, developing and managing a budget, maintaining a healthy cash flow, and raising capital to support business growth, are crucial skills that every business owner or business leader needs to comprehend. The courses included in this bundle address each of these essential business activities, including best practices and strategies that business leaders and owners can leverage to manage and grow their business more confidently. Courses in this bundle offer real-world examples, how-to lists and advice, industry spotlights, videos from industry-leading practitioners, interactive games, and review questions to ensure mastery of the material. Upon successfully completing all courses in this bundle, you can download and print a Certificate of Completion.

Learner Satisfaction: 100%

Estimated length: 12 hours

Access Time: 360 days

Credits: 1.2 CEUs

Inc. Magazine: Building HR for Growth

An organization's success relies heavily on the team members who contribute to its mission. To build a culture and work environment where employees can thrive, organizations must be thoughtful and intentional about how they attract, hire, retain, and develop their employees. The courses included in this bundle address each one of these crucial HR activities and cover best practices and practical skills and strategies that business leaders, HR professionals, managers, and employees can use to grow their organizations and encourage a positive work culture. Courses in this bundle offer real-world examples, how-to lists and advice, industry spotlights, videos from industry-leading practitioners, interactive games, and review questions to ensure mastery of the material.

Learner Satisfaction: 100%

Estimated length: 12 hours

Access Time: 360 days

Credits: 1.2 CEUs

A Guide to Business Loans

This completely online and self-paced one-module course utilizes Inc. Magazine's prize-winning editorial content to introduce basic concepts related to business financing, including how various loan products work, what to consider when assessing your business's financing needs, and how to navigate the application process. The focus is on providing practical, hands-on advice to entrepreneurs and small business people, including video segments and commentary from industry-leading practitioners and subject matter experts. The course also offers how-to lists and advice, interactive games, and review questions to ensure mastery of the material.

Learner Satisfaction: 100%

Estimated length: 3 hours

Access Time: 90 days

Credits: 0.3 CEUs

Becoming a Better Leader

This completely online and self-paced one-module course utilizes Inc. Magazine's prize-winning editorial content to introduce basic concepts of business leadership, including communication and motivation; leading teams; leading virtual workers; and leading during times of change. The focus is on providing practical, hands-on advice to entrepreneurs and small-business people, including video segments with analysis and commentary from industry-leading practitioners and subject matter experts. The course also offers real-world examples, how-to lists and advice, interactive games, and review questions to ensure mastery of the material.

Learner Satisfaction: 100%

Estimated length: 3 hours

Access Time: 90 days

Credits: 0.3 CEUs

Building an Inclusive Organization

Learn how to create an inclusive work culture, prioritize diversity, and build an inclusive workspace, both in person and in remote work settings. In this course, you'll examine how to address cognitive bias and unconscious bias in recruiting, hiring, retaining, and developing a workforce. This course will also provide tools for being an inclusive leader and demonstrate the important role this serves in creating and building an inclusive organization.

Estimated length: 3 hours

Access Time: 90 days

Credits: 0.3 CEUs

Finance 101 for Entrepreneurs

This completely online and self-paced one-module course utilizes Inc. Magazine's prize-winning editorial content to introduce basic concepts of finance, including startup financing; pricing; cash flow; and financial ratios. The focus is on providing practical, hands-on advice to entrepreneurs and small-business people, including video segments with analysis and commentary from industry-leading practitioners and subject matter experts. The course also offers real-world examples, how-to lists and advice, interactive games, and review questions to ensure mastery of the material.

Learner Satisfaction: 100%

Estimated length: 3 hours

Access Time: 90 days

Credits: 0.3 CEUs

Financial Analysis

This completely online and self-paced one-module course utilizes Inc. Magazine's prize-winning editorial content to introduce basic concepts related to financial analysis, including how to read and interpret the primary financial statements, how to evaluate your company's financial position, how to calculate various financial ratios, and benchmarking. The focus is on providing practical, hands-on advice to entrepreneurs and small business people, including video segments and commentary from industry-leading practitioners and subject matter experts. The course also offers how-to lists and advice, interactive games, and review questions to ensure mastery of the material.

Learner Satisfaction: 100%

Estimated length: 3 hours

Access Time: 90 days

Credits: 0.3 CEUs

Hiring, Managing, and Developing Talent

This completely online and self-paced one-module course utilizes Inc. Magazine's prize-winning editorial content to introduce basic concepts of human resources management, including recruiting; onboarding; talent development; and company culture. The focus is on providing practical, hands-on advice to entrepreneurs and small-business people, including video segments with analysis and commentary from industry-leading practitioners and subject matter experts. The course also offers real-world examples, how-to lists and advice, interactive games, and review questions to ensure mastery of the material.

Learner Satisfaction: 100%

Estimated length: 3 hours

Access Time: 90 days

Credits: 0.3 CEUs

HR Tools for Engaging Top Performers

Learn how to attract, retain, and develop top talent using recruitment strategies, branding, and data analytics. Explain the roles of corporate culture, compensation and benefits packages, flexible work arrangements, professional development, and employee engagement in creating and maintaining a workforce of top performers. In this course, you'll explore current workplace trends and examine how major crises, like the COVID-19 pandemic, affect hiring, retaining, and developing talent.

Estimated length: 3 hours

Access Time: 90 days

Credits: 0.3 CEUs

Leading High-Performance Teams

More than ever, organizational success relies upon the ability to both create and lead high-performance teams. Every leader wants to tap the full potential of their team. It's not enough, however, to simply hire and train the smartest and most experienced people you can find. Team leaders must develop the necessary skills and strategies to maximize their team's potential to drive team productivity, efficiency, creativity and, ultimately, performance. By doing so, leaders can engage their team for better results and develop a stronger organizational culture.

Estimated length: 3 hours

Access Time: 90 days

Credits: 0.3 CEUs

Managing Cash Flow

This completely online and self-paced one-module course utilizes Inc. Magazine's prize-winning editorial content to introduce basic concepts related to managing cash flow, including the difference between cash flow and profit, how to interpret the cash flow statement, how to calculate free cash flow, effective cash flow management, cash flow forecasting and projections, and ways to boost cash flow. The focus is on providing practical, hands-on advice to entrepreneurs and small-business people, including video segments and commentary from industry-leading practitioners and subject matter experts. The course also offers how-to lists and advice, interactive games, and review questions to ensure mastery of the material.

Learner Satisfaction: 100%

Estimated length: 3 hours

Access Time: 90 days

Credits: 0.3 CEUs

Modern Marketing: Strategy & Execution

This completely online and self-paced one-module course utilizes Inc. Magazine's prize-winning editorial content to introduce basic concepts of digital marketing, including targeting; the value proposition; channel management; SEO; and marketing automation. The focus is on providing practical, hands-on advice to entrepreneurs and small-business people, including video segments with analysis and commentary from industry-leading practitioners and subject matter experts. The course also offers real-world examples, how-to lists and advice, interactive games, and review questions to ensure mastery of the material.

Learner Satisfaction: 100%

Estimated length: 3 hours

Access Time: 90 days

Credits: 0.3 CEUs

Optimizing Operations and Managing Crises

This completely online and self-paced one-module course utilizes Inc. Magazine's prize-winning editorial content to introduce basic concepts of business operations and crisis management. The focus is on providing practical, hands-on advice to entrepreneurs and small-business people, including video segments with analysis and commentary from industry-leading practitioners and subject matter experts. The course also offers real-world examples, how-to lists and advice, interactive games, and review questions to ensure mastery of the material.

Learner Satisfaction: 89%

Estimated length: 3 hours

Access Time: 90 days

Credits: 0.3 CEUs

Selling Like a Pro

This completely online and self-paced one-module course utilizes Inc. Magazine's prize-winning editorial content to introduce basic concepts of sales, including the sales funnel and pipeline; lead qualification; presentations; metrics; and closing. The focus is on providing practical, hands-on advice to entrepreneurs and small-business people, including video segments with analysis and commentary from industry-leading practitioners and subject matter experts. The course also offers real-world examples, how-to lists and advice, interactive games, and review questions to ensure mastery of the material.

Learner Satisfaction: 100%

Estimated length: 3 hours

Access Time: 90 days

Credits: 0.3 CEUs

II. Testimonials

The following testimonials are provided by learners that have completed courses in the Inc. Magazine Courses suite.

Becoming a Better Leader

"The 'Becoming a Better Leader' course is fantastic. I took the course as part of a leadership certificate program. However, as an educator, the course will challenge me to take on a more positive, effective leadership role in school. It has improved my skill set and given me ideas that I can apply in an educational setting, as well as in my personal life."

Hiring, Managing, and Developing Talent

"Great course!"