



HP LIFE e-Learning for entrepreneurs

- Use in business or technical courses at no cost
- Teach 21st century IT and business skills
- Twenty-four simple, interactive courses in finance, operations, marketing and communications
- Students receive certificates of completion

HP LIFE e-Learning:
www.life-global.org/go/digitalwish

Program partners



Technology partners



HP Cloud Services

Course overview

| Finance | Marketing | Operations | Communication |
|-------------------|---------------------------------|--|-------------------------|
| Basics of finance | Social media marketing | Maximizing capacity | Your target audience |
| Profit and loss | Unique value proposition | Managing contact information | Effective presentations |
| Finding funding | Selling online | Customer relationship management (CRM) | Business email |
| Cash flow | Setting prices | Hiring staff | Presenting data |
| Sales forecasting | Marketing benefits vs. features | Inventory management | Effective websites |
| | | IT for business success | |

Special Topics

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| Social entrepreneurship | Energy efficiency: Do more for less | Effective leadership |
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