HP LIFE e-Learning for entrepreneurs

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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		
Social entrepreneurship	Energy efficiency: Do more for less	Effective leadership

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