



HP LIFE – Learning Initiative for Entrepreneurs

HP LIFE e-Learning is a free Open Educational Resource available for use in your course now.

- Access free 21st Century business concepts and IT skills training
- Easy to integrate in business or technical courses
- Twenty-three simple, interactive courses that cover finance, operations, marketing and communications. Students receive certificates of completion.

For more information on how to use HP LIFE e-Learning, contact Kim Norbuta at norbuta@nacce.com

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

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

Special Topics

Social entrepreneurship

Energy efficiency:
Do more for less

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