




Course Directory



HP LIFE e-Learning is a free, cloud-based training program designed for students, entrepreneurs, and small-business owners to develop their IT and business skills anytime, anywhere. The courses are modular, interactive, and full of information and practical exercises that will give users the skills to create or grow their business. HP LIFE e-Learning is accessed directly by self-paced learners but also used by educators, trainers, and mentors to enrich their curriculum and personalize their interactions with learners. There are currently 22 HP LIFE e-Learning courses available on www.life-global.org in the areas of Finance, Marketing, Operations, Communication, and some Special Topics such as Social Entrepreneurship and Energy Efficiency. The platform is available in English, Spanish, French, Portuguese, and Arabic, and more courses and support are added on a regular basis. All the courses follow the same seven steps. What is HP LIFE e-Learning?



This Course Directory summarizes the key skills that are cultivated in each course. Additional resources, downloadable exercises, and tools that dive deeper into course skills are available at the end of each course.

Finance	Business concepts	Technology skills	Soft skills
<p>Basics of finance</p> 	<ul style="list-style-type: none"> Understand different expense types Calculate the breakeven point 	<ul style="list-style-type: none"> Learn the basics of using spreadsheets Use a spreadsheet to make your calculations easier 	<ul style="list-style-type: none"> Critical thinking Problem solving
<p>Profit and loss</p> 	<ul style="list-style-type: none"> Understand and find hidden expenses Calculate profit and loss 	<ul style="list-style-type: none"> Customize a spreadsheet to calculate profit 	<ul style="list-style-type: none"> Critical thinking Problem solving
<p>Finding funding</p> 	<ul style="list-style-type: none"> Learn about different sources of startup funds Identify the funding sources that are best for your business 	<ul style="list-style-type: none"> Search for funding online Use online social bookmarking Save important information about funding sources Download and print key documents 	<ul style="list-style-type: none"> Critical thinking Research

Cash flow



- Make effective decisions about how to manage cash flow
- Use a spreadsheet to track cash flow
- Critical thinking
- Decision making
- Problem solving

Sales forecasting



- Gather market information to make a sales forecast
- Use past business records to inform and generate a sales forecast
- Use a spreadsheet to track your sales forecast
- Critical thinking
- Organizational
- Problem solving

Marketing

Business concepts

Technology skills

Soft skills

Social media marketing



- Understand a variety of social media
- Learn how to use social media for marketing campaigns
- Create a Facebook ad targeted to customers
- Communication
- Creativity

Unique value proposition



- Examine the strengths and weaknesses of your business as well as those of your competition
- Translate analysis into a unique value proposition
- Conduct an effective Internet search for information about the competition
- Critical thinking
- Problem solving
- Research

Selling online



- Understand core principles of selling online
- Create effective titles, descriptions, and photographs for your online product listing
- Improve your photographs using photo-editing software
- Communication
- Creativity

Setting prices



- Learn what variables to consider to set optimal prices for products and services
- Use word processing software to create and customize tables for comparing and analyzing variables in setting prices
- Problem solving

Marketing benefits vs. features



- Know the difference between benefits and features of your products and services
- Translate this knowledge into effective promotion strategies
- Use online templates to create a professional-looking flyer for your business
- Communication
- Creativity
- Critical thinking

Operations

Business concepts

Technology skills

Soft skills

Maximizing capacity



- Understand the value of short- and long-term planning
- Learn to allocate staff time to reach both short-term profit and long-term business goals
- Analyze and plan staff time use with a spreadsheet
- Critical thinking
- Leadership
- Organizational

Managing contact information



- Understand who is important to your business
- Gather, organize, and access key information about customers, potential customers, suppliers, and other contacts
- Record key contact information
- Create new contacts in a contact management system
- Search for contacts in a contact management system
- Critical thinking
- Organizational

Customer relationship management (CRM)



- Learn the importance of cultivating your customer relationships
- Use a customer relationship management (CRM) tool to build your business
- Set up a CRM tool for your business
- Use the CRM tool to track information that will help you build your business
- Critical thinking
- Organizational

Hiring staff



- Hire the right employees to fit your business's needs
- Create effective job descriptions
- Learn to review applications and interview candidates
- Use word processing software to create and format a job application
- Communication
- Critical thinking
- Leadership

Inventory management



- Learn why inventory management is important
- Learn methods to track raw materials, supplies, and finished goods in your business
- Learn about several types of inventory management technologies: spreadsheets, databases, inventory management and accounting software, and point-of-sale systems
- Organizational
- Problem solving

Communication

Business concepts

Technology skills

Soft skills

Your target audience



- Learn the importance of understanding your target audience
- Craft the right questions to learn what you need about them
- Create an online survey to gather information about your customers
- Communication
- Critical thinking

Effective presentations



- Understand strategies to effectively reach your audience
- Develop a presentation tailored to a specific audience
- Create effective and well-designed slide presentations
- Communication
- Confidence

Business email



- Recognize the dos and don'ts of business email
- Create professional and appropriate business emails
- Compose an email
- Add an email attachment
- Create an email signature
- Communication
- Confidence

Presenting data



- See how powerful visual representations of data can be
- Choose the right chart or graph to present your data effectively
- Use spreadsheet software to create charts and graphs
- Communication
- Creativity
- Critical thinking

Effective business websites



- Create a website that reaches your target audience and meets your business goals
- Use online Web design software to create a website for your business
- Creativity
- Critical thinking

Special topics

Business concepts

Technology skills

Soft skills

Social entrepreneurship



- Learn how to develop a business to solve a problem in the community
- Consider how social impact and financial soundness can go hand in hand

- Use desktop or mobile software to record information needed to build a solid social enterprise

- Citizenship
- Critical thinking
- Leadership
- Problem solving

Energy efficiency: Do more for less



- Learn ways to improve your bottom line by conserving energy
- Identify sources of energy use in your business

- Use a spreadsheet to assess your business's energy use
- Create spreadsheet drop-down lists
- Use the conditional formulas in spreadsheets

- Citizenship
- Critical thinking