



# DECK THE HALLS & DOWNLOAD THIS PART THREE: ONLINE COURSES

For the entrepreneur, education is more accessible than ever. With free and affordable courses online, you have the flexibility to work with your schedule while taking your grind to the next level. Take advantage of these great opportunities!



## #1 BUSINESS MODEL CANVAS: A TOOL FOR ENTREPRENEURS AND INNOVATORS

University System of Georgia | Coursera | Free

This project-centered course teaches entrepreneurs how to tackle both challenges and opportunities on personal and professional levels. It's all about best practices in innovation. This course only takes about 12 hours to complete, but 36% of participants said they received tangible career benefits from the course. If you're a hands-on learner, this course is worth looking into.

## #2 ENTREPRENEURSHIP IN EMERGING ECONOMIES

Harvard University | edX | Free

This course is about creative solutions to complex entrepreneurial problems. With an inter-disciplinary approach, you'll learn how to develop your own solutions to tough problems — particularly in emerging markets. There's content related to finance, business scaling, branding, and developing appropriate, valuable metrics of success. It's a free 6-week course with optional upgrades.



## #3 MBA IN A BOX: BUSINESS LESSONS FROM A CEO

Udemy | \$129.99 (without discount)

Want MBA know-how without the time and cost? This course is for you. With over 11 hours of content, the instructors of MBA in a Box equip students with all of the foundational skills for running a successful business. You'll learn how to get a competitive edge, how to curate, manage, and develop employees, use best practices for market research, calculate cash flow, and manage financials. With a discount, this course can cost you as little as \$22 to take. Plus, Udemy provides lifetime access to purchased course content.

## #4 BEYOND SILICON VALLEY: GROWING ENTREPRENEURSHIP IN TRANSITIONING ECONOMIES

Case Western Reserve University | Coursera | Free

We often look to Silicon Valley as the Mecca of entrepreneurship. In reality, few markets are like Silicon Valley. Without existing entrepreneurial supports and structures, how do we succeed? This course teaches entrepreneurs how to succeed without the financial and professional resources available in larger, more established entrepreneurial markets. The goal is to learn how to implement a variety of strategies and business models to succeed in any market. This 17-hour course has 50% of learners saying they started a new career after completion.

## #5 DEVELOPING INNOVATIVE IDEAS FOR NEW COMPANIES: THE FIRST STEP IN ENTREPRENEURSHIP

University of Maryland | Coursera | Free

This course is one of four in the Entrepreneurship: Launching an Innovative Business Specialization series. It's all about taking you from great ideas to incredible businesses. It's the launchpad you need to take your entrepreneurship from ambition to reality. You'll learn how to identify business opportunities, improve critical decision-making skills, build great business models, and enhance your entrepreneurial mindset.

If the idea of the startup is intimidating, this course helps demystify the process that takes ideas to real action. Half of those who completed the series say that they received a pay raise after completion. That's well worth the time you'll spend on a flexible, all-online course like this one.

## #6 THE ESSENTIAL GUIDE TO ENTREPRENEURSHIP BY GUY KAWASAKI

Udemy | \$94.99 (without discount)

If you don't know Guy Kawasaki, he is an accomplished Silicon Valley venture capitalist, marketing expert, and author. He's known for being one of the Apple employees responsible for the marketing of the Macintosh computer in 1984.

This course is designed for the people looking to drive change and decision-making in their professional lives, whether in a business or on their own. In this 4-hour course, Guy covers everything from launching and pitching a business to fundraising and brand evangelism. It truly is a great course for new entrepreneurs, not just for its quality content, but for its digestible structure that fits into the busiest of schedules.

Udemy discounts can bring the price of this course under \$20. That's a win.



**Looking for more educational content for entrepreneurs? Check out [Skillshare](#).**

These courses tend to be much shorter than an online, college-level course while providing valuable lessons from real creators and entrepreneurs. There's a free trial, and then it only costs \$99 per year (or \$19 a month if paying month-by-month) for unlimited access to thousands of courses for innovators, creatives, and entrepreneurs.