

ONLINE TRAINING FOR SMMEs				
Host	Type of training	Courses	Link	Cost
1 Google	Online advertising, mobile advertising, content marketing, search engine marketing, productivity, coding, basics of machine learning, networking, business communication, etc.	The Fundamentals of Digital Marketing, Intro to Business Communication, Speaking in Public and Effective Networking.	https://learndigital.withgoogle.com/digitalskills	Free
2 LinkedIn	Content marketing, SEO, social media marketing, email marketing, lead generation, project management, data analysis, accounting, etc.	Marketing on Instagram, Marketing on Facebook, Create a Brand Strategy, Managing Brand Reputation, Writing Ad Copy.	https://www.linkedin.com/learning/me	One month free trial
3 Young African Leaders Initiative (YALI) Network	Grant writing, effective communication, networking, public speaking, pitching, creating a business plan, developing a business model, etc.	Fundraising Concepts, Fundamentals of Grant Writing, Agripreneurship: A Path to the Future, Fundamentals of Business Expansion.	https://yali.state.gov/courses/	Free
4 Massive Open Online Courses (MOOCs)	Social media marketing, inbound sales, inbound marketing, content marketing, video marketing, search engine optimization, brand engagement, business blogging, graphic design, etc.	Content Marketing, HubSpot Marketing Software, Sales Software, Social Media, Inbound Marketing, Email Marketing, Sales Enablement.	https://academy.hubspot.com/	Free
5 HubSpot Academy	Inbound marketing, including website optimization, landing pages and lead nurturing.	Marketing and Sales	https://academy.hubspot.com/	Free
6 Alison	Various business courses	Human Resources, Operations, E-Commerce, Leadership and Management, Entrepreneurship, Project Management, Sales, Finance, Tourism and Hospitality and Communications	https://alison.com/courses/business	Free
7 Lokshin Online Learning Academy (via YouTube)	Business Registration - CIPC	How to Register a Company CIPC DIY Lesson 1 (Course overview)	https://www.youtube.com/watch?v=2YjibfV_SEI	Free
8 The Open University - Open Learn	Various and business courses	Understanding organisational value, Introduction to bookkeeping and accounting, Effective communication in the workplace, Money Management, Risk management	https://www.open.edu/openlearn/money-management/free-courses	Free
9 Future Learn	Various Management Courses	Contract Management: Building Relationships in Business, Management and Leadership: Growing as a Manager, Management and Leadership: Leading a Team, People Management Skills	https://www.futurelearn.com/courses/collections/management	Free
# Udacity	Courses for Startup companies	How to Build a Startup	https://www.udacity.com/course/how-to-build-a-startup-ep245	Free