

FREE On-line Learning: A Joint Effort by the KU SBDC and the SBA

The KU SBDC is proud to join forces with the Small Business Administration (SBA) in providing FREE on-line learning to entrepreneurs. The SBA website reaches a national audience, with 5,000 people registering for classes per week.



The SBA was impressed with the “cutting edge” work the KU SBDC was doing with online learning opportunities and decided to integrate three of the KU SBDC’s on-line courses - Strategic Planning and Execution, Accounting 101 and Marketing 101 - into their website. With President Bush’s mandate for more electronic training, the SBA saw this as an opportunity to send a positive message to other SBDCs.

The courses provide a utilitarian, self-paced curriculum available 24/7 to busy small business owners. The courses are presented with sound in animated slides. Each course takes two to three hours and includes a tactical toolset that provides real world tools.

To access the FREE online training:

1. Log onto www.SBA.gov
2. Click “training” on the left side of the screen
3. Click “FREE online courses” on the left side of the screen
4. Click the course you’d like to take.

When one of KU SBDC’s courses is chosen the participant is taken directly to the KU SBDC website, which provides the largest collection of FREE entrepreneurial training resources on the Internet. After a quick registration, participants can take a pre-course tutorial or go right into the course.

The SBA and KU SBDC see on-line learning as a valuable complement to traditional on-site training that provides a way to reach a wider audience.