

# How to Enroll

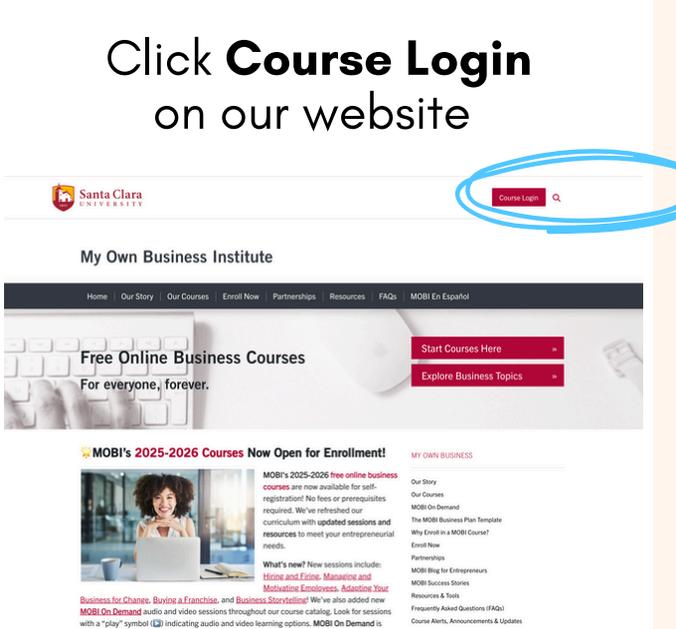
in a  **MOBI** Course

**FREE**  
Online Business  
Courses

[WWW.SCU.EDU/MOBI](http://www.scu.edu/mobi)

01

Click **Course Login**  
on our website



Santa Clara UNIVERSITY

My Own Business Institute

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Free Online Business Courses  
For everyone, forever.

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**MOBI's 2025-2026 Courses Now Open for Enrollment!**

MOBI's 2025-2026 free online business courses are now available for self-registration! No fees or prerequisites required. We've refreshed our curriculum with updated sessions and resources to meet your entrepreneurial needs.

What's new? New sessions include: **Home and Franchise Management and Motivation Essentials**, **Adapt Your MOBI On Demand** audio and video sessions throughout our course catalog. Look for sessions with a "play" symbol indicating audio and video learning options. MOBI On Demand is

Our Story  
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MOBI On Demand  
The MOBI Business Plan Template  
Why Enroll in a MOBI Course?  
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MY OWN BUSINESS

Si quiere registrarse en nuestro sitio en español, haga clic aquí.

English (en)

Login with Username and Password



Username  
Password  
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02

Click **Business Courses 2025-2026**  
for courses in English



MYOWNBUSINESS INSTITUTE

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My Own Business Institute (MOBI) Learning Management Site

MYOWNBUSINESS INSTITUTE

Welcome! Welcome! Thank you for your interest in MOBI. We are honored to have you as a student! We wish you the best as you pursue your entrepreneurship education through our courses: 0 Quick Start Entrepreneur, Business Expansion, MOBI On Demand: Small Business Essentials, and the Sales & Marketing Badge Short Course!

¡Bienvenido! Muchas gracias por su interés en MOBI. ¡Estamos honrados de tenerlo como estudiante! Le deseamos lo mejor mientras persigue su educación empresarial por medio de nuestro Negocio, Inicio Rápido Empresario, Expansión de Negocios, y el Curso Corto de Instrucción de Ventas y Mercados. MOBI On Demand: Small Business Essentials está disponible ahora en inglés y p subtitulos en Español.

Course categories

- Business Courses 2025-2026 (6)
- Cursos de Negocios en Español 2025-2026 (5)
- Partner Courses/Cursos de socios (0)

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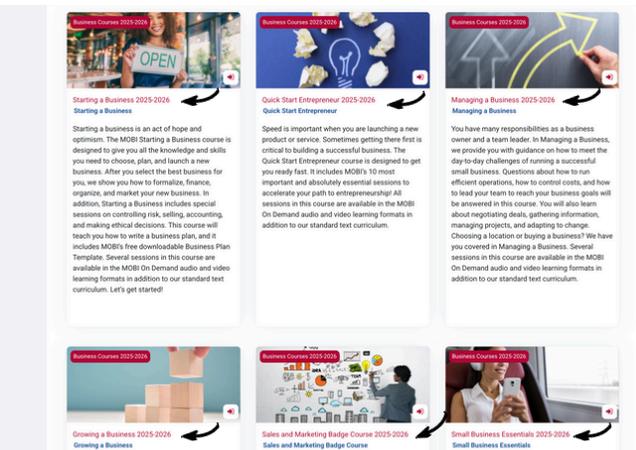
Details: session summary  
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Or click **Cursos de negocios en Español 2025-2026** for courses in Spanish

03

Then choose one of **MOBI's Free Business Courses**

Starting a Business  
Managing a Business  
Quick Start Entrepreneur  
Growing a Business  
Sales and Marketing Badge Course  
or Small Business Essentials



Business Courses 2025-2026

**Starting a Business**  
Starting a Business 2025-2026  
Starting a Business

Starting a business is an act of hope and optimism. The MOBI Starting a Business course is designed to give you all the knowledge and skills you need to choose, plan, and launch a new business. After you select the best business for you, we show you how to formalize, finance, organize, and market your new business. In addition, Starting a Business includes special sessions on controlling risk, selling, accounting, and making ethical decisions. This course will teach you how to write a business plan, and it includes MOBI's free downloadable Business Plan Template. Several sessions in this course are available in the MOBI On Demand audio and video learning formats in addition to our standard text curriculum. Let's get started!

Business Courses 2025-2026

**Quick Start Entrepreneur**  
Quick Start Entrepreneur 2025-2026  
Quick Start Entrepreneur

Speed is important when you are launching a new product or service. Sometimes getting there first is critical to building a successful business. The Quick Start Entrepreneur course is designed to get you ready fast. It includes MOBI's 10 most important and absolutely essential sessions to accelerate your path to entrepreneurship. All sessions in this course are available in the MOBI On Demand audio and video learning formats in addition to our standard text curriculum.

Business Courses 2025-2026

**Managing a Business**  
Managing a Business 2025-2026  
Managing a Business

You have many responsibilities as a business owner and a team leader. In Managing a Business, we provide you with guidance on how to meet the day-to-day challenges of running a successful small business. Questions about how to run efficient operations, how to control costs, and how to lead your team to reach your business goals will be answered in this course. You will also learn about negotiating deals, gathering information, managing projects, and adapting to change. Choosing a location or buying a business? We have you covered in Managing a Business. Several sessions in this course are available in the MOBI On Demand audio and video learning formats in addition to our standard text curriculum.

Business Courses 2025-2026

**Growing a Business**  
Growing a Business 2025-2026  
Growing a Business

You launched your successful small business and

Business Courses 2025-2026

**Sales and Marketing Badge Course**  
Sales and Marketing Badge Course 2025-2026  
Sales and Marketing Badge Course

Nothing else matters if you can't sell it. Marketing

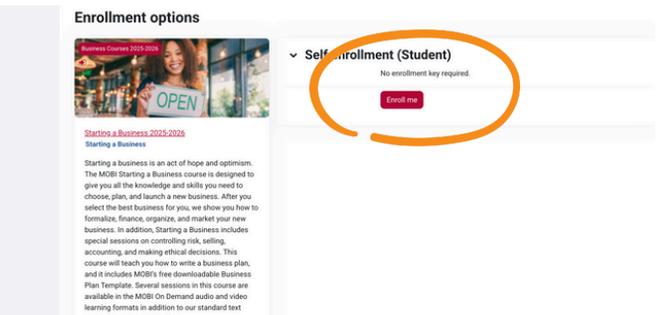
Business Courses 2025-2026

**Small Business Essentials**  
Small Business Essentials 2025-2026  
Small Business Essentials

One of the things that makes a business

04

Click **Enroll Me**



Enrollment options

Business Courses 2025-2026

Self-enrollment (Student)

No enrollment key required.

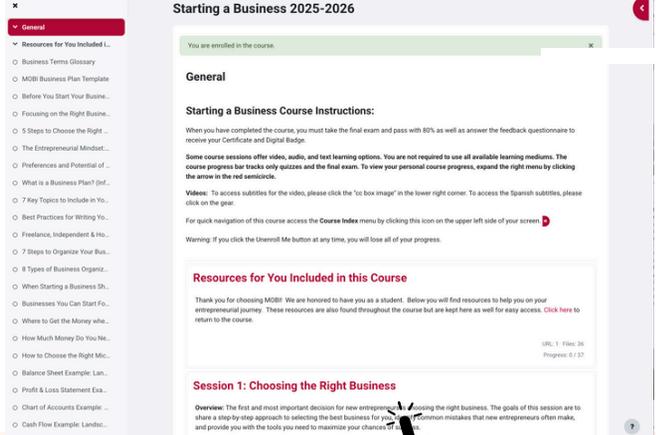
Enroll me

Starting a Business 2025-2026

Starting a Business

Starting a business is an act of hope and optimism. The MOBI Starting a Business course is designed to give you all the knowledge and skills you need to choose, plan, and launch a new business. After you select the best business for you, we show you how to formalize, finance, organize, and market your new business. In addition, Starting a Business includes special sessions on controlling risk, selling, accounting, and making ethical decisions. This course will teach you how to write a business plan, and it includes MOBI's free downloadable Business Plan Template. Several sessions in this course are available in the MOBI On Demand audio and video learning formats in addition to our standard text curriculum. Let's get started!

Start with **Session 1** here:



Starting a Business 2025-2026

You are enrolled in the course.

General

Starting a Business Course Instructions:

When you have completed the course, you must take the final exam and pass with 80% as well as answer the feedback questionnaire to receive your Certificate and Digital Badge.

Some course sessions offer video, audio, and text learning options. You are not required to use all available learning mediums. The course progress bar tracks only quizzes and the final exam. To view your personal course progress, expand the right menu by clicking the arrow in the red asterisk.

Videos: To access subtitles for the video, please click the "cc" box image in the lower right corner. To access the Spanish subtitles, please click on the gear.

For quick navigation of this course access the Course Index menu by clicking this icon on the upper left side of your screen.

Warning: If you click the Unenroll Me button at any time, you will lose all of your progress.

Resources for You Included in this Course

Thank you for choosing MOBI! We are honored to have you as a student. Below you will find resources to help you on your entrepreneurial journey. These resources are also found throughout the course but are kept here as well for easy access. Click here to return to the course.

URL: 1 / Fax: 36  
Progress: 0 / 37

Session 1: Choosing the Right Business

Overview: The first and most important decision for new entrepreneurs is choosing the right business. The goals of this session are to share a step-by-step approach to selecting the best business for you, avoid common mistakes that new entrepreneurs often make, and provide you with the tools you need to maximize your chances.