Entrepreneurship Course At-a-Glance

business. The course is delivered through the Cisco NetSpace® learning and collaboration environment.

The case studies introduce basic business and financial concepts through activities and scenarios that cultivate and reinforce the skills needed to become a successful entrepreneur. The case studies promote:

- Increased self-confidence and personal motivation
- Improved leadership skills and financial literacy
- Inspiration to start a small business.

The entrepreneurial spirit enables innovation, growth, and prosperity around the world and helps transform the economic and social landscape. Technology-based entrepreneurship can encourage innovative solutions and business opportunities to address challenges, enable personal achievement and business success, and help create jobs to grow and sustain local economies.

Course Description

The Cisco Networking Academy® Entrepreneurship course teaches business and financial skills, attitudes, and behaviors to help students develop an entrepreneurial mindset that can empower them to improve their lives.
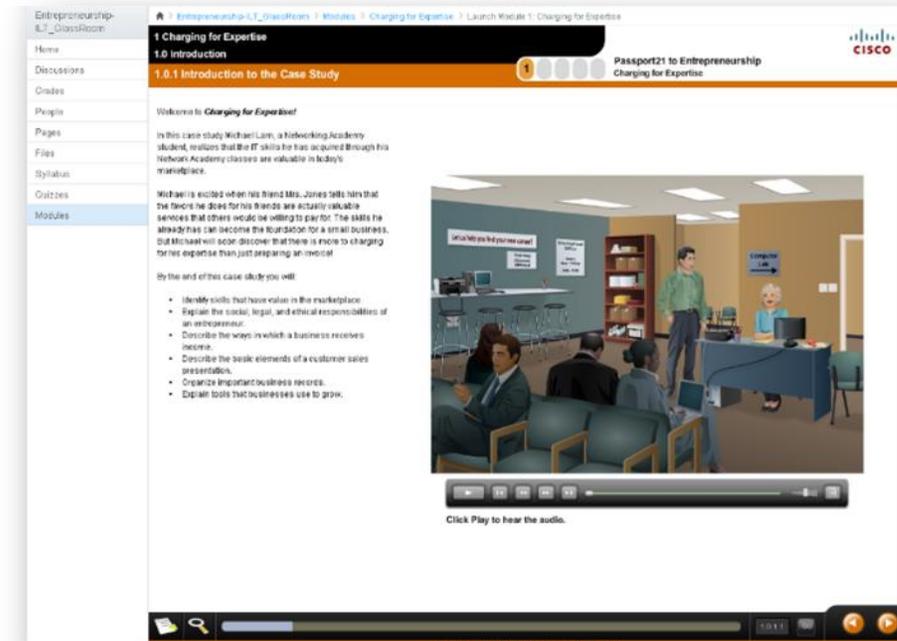
Learning to Think Like an Entrepreneur

The Entrepreneurship course incorporates a new approach to teaching and learning entrepreneurial skills with interactive, online case studies designed to help students learn business skills and apply networking capabilities within the context of starting a

Course Availability

The Entrepreneurship course is delivered through the Cisco NetSpace® learning and collaboration environment and is available in English, Arabic, and Spanish. Students

can self-enroll in Entrepreneurship to take the course at their own pace in places and at times most convenient to them. The course can also be taught by Networking Academy™ instructors in a Cisco Academy classroom.
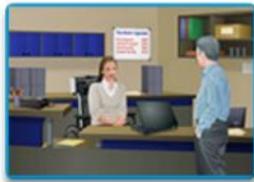
1. Charging for Expertise 2. Starting an Internet Café 3. Making a Business Successful

4. Taking the Initiative

5. Enabling an eBusiness 6. Providing Outsource Services 7. Building a Contracting Business

Seven case studies present realistic scenarios.

Learning Objectives

Students who complete the course will gain an understanding of how the business world operates and will be able to complete the following tasks:

Case Study	Learning Objectives
Charging for Expertise	• Identify skills that have value in the marketplace • Explain the social, legal, and ethical responsibilities of an entrepreneur • Describe the ways in which a business receives income • Describe the basic elements of a customer sales presentation • Organize important business records • Explain tools that businesses use to grow.

Case Study	Learning Objectives
Starting an Internet Café	• Define common business terminology • Identify and research a business opportunity • Explain the decision making process • Practice the decision making process • Work as part of a business team • Prepare a simplified business plan
Making a Business Successful	• Define common marketing terminology • Explain variances in sales and cost forecasting • Identify frequently used marketing and communication tools • Analyze research results • Explain the change process • Prepare a simplified growth plan
Taking the Initiative	• Use social media as a research, marketing, and sales tool • Transfer skills acquired through previous employment or education to new employment opportunities • Identify steps involved in establishing a consulting business • Fund and operate a consulting business
Enabling an E-Business	• Identify how broadband applications can be used in business • Define a business problem • Identify, evaluate, and choose e-business solutions • Prepare an implementation plan • Evaluate a business using business metrics
Providing Outsource Services	• Define the role of a contractor • Explain how a contractor builds relationships with other businesses • Develop contracts that define these relationships • Determine where to find companies that are looking for contractors • Explain how to contact potential customers
Building a Contracting Business	• Review current business commitments and resources • Identify needed resources • Define a business structure to organize and optimize resources • Develop ways to communicate within the business structure • Explain the importance of good financial management • Recognize expansion opportunities

About Cisco Networking Academy

Cisco Networking Academy delivers a comprehensive learning experience to help students develop ICT skills for career opportunities, continuing education, and globally recognized career certifications.

To learn more, visit: **www.netacad.com**.