



Cisco Networking Academy
Mind Wide Open

Entrepreneurship Course

February 2014



Entrepreneurship Course Overview

- Helps you develop an entrepreneurial mindset
- Teaches skills such as business planning, negotiation, financial literacy, and problem solving
- Content organized into 7 modules that include practice activities and quizzes to test your understanding
- Students can self-enroll, or instructors can teach this course in their classrooms
- Available in English, Arabic, and Spanish
- Estimated time to complete: 10–15 hours

Entrepreneurship



Cisco Networking Academy

Chapter 0: Introduction to Entrepreneurship > 0.0.1.4 Entrepreneurship is interactive

Entrepreneurship Is Interactive

Course Introduction

We recommend that you take the case studies in 200. At the end of each case study, there is a quiz. The quizzes help you to check your understanding. You can review the content as often as you need. There are also case studies where you can role-play and share your own experience about the case study.

Each case study has several pages with text. It is important to listen to the audio, or read the provided transcript, so this material is integral to the story.

Some of the case studies include video. These videos feature real-life entrepreneurs talking about concepts that are foundational to all business practices. The videos also have transcripts.

Entrepreneurship also includes interactive activities. These are similar to games that you have seen in other Cisco Networking Academy courses. They include drag-and-drop and checkmark activities. List of screen case studies include interactive activities.

Several of the case studies have labs. These are the same type of lab found in other Cisco Networking Academy courses. There is also computer equipment to connect or configure. You can be given a hint, or as part of a step of the lab, you can be asked to do a task. Not all case studies have labs.

One example is the lab in Chapter 0: Introduction to Entrepreneurship. In this lab, you create the case presentation plan by the main character, Michael Lee. You must use the information you are given to create a plan. You can also be given a hint, or as part of a step of the lab, you can be asked to do a task. Not all case studies have labs.

Each of these activities are designed to help you learn.

Activity

Drag the content to the appropriate field in the table.

Skills and Marketing	Labs	Research and Development
Business Plan	Product Development	Market Research
Marketing Strategy	Business Plan	Market Research
Product Development	Business Plan	Market Research
Market Research	Business Plan	Market Research

Interactive Activities

Labs

Hands-on Lab: Review a Sales Presentation

Course Overview (Modules 1–4)

Module/Case Study	Overview	Chapters	Skills
Charging for Expertise	How to identify personal skills, define a product or service, and determine pricing. Additional topics include presentation skills and customer service, retention, and loyalty programs.	<ul style="list-style-type: none"> • Recognizing expertise • Generating income • Creating a presentation • Keeping records • Providing good customer service 	<ul style="list-style-type: none"> • Presenting • Selling • Identify legal structures • Understand ROI • Conflict resolution
Starting an Internet Café	Introduces entrepreneurial thinking and explains how entrepreneurship differs from other employment opportunities. Business research tools are identified and a business plan is prepared.	<ul style="list-style-type: none"> • Think like an entrepreneur • Plan like an entrepreneur • Decide like an entrepreneur • Writing the business plan 	<ul style="list-style-type: none"> • Research • Develop a business plan • Entrepreneurial thinking • Understand business environments
Making a Business Successful	Explores how to help a business remain profitable by defining a change process, reviewing advantages and disadvantages of product changes, preparing a change plan, and communicating changes to all stakeholders.	<ul style="list-style-type: none"> • Review the business plan • Customer and market analysis • Implement, evaluate, and anticipate change • Revise the business plan 	<ul style="list-style-type: none"> • Change process • Business assessment • Legal, social, and ethical responsibilities • Cost/benefit analysis
Taking the Initiative	How to transfer skills from one type of employment to another to succeed in the marketplace. Reviews the legal aspects of business ownership, and discusses how to prepare a funding proposal.	<ul style="list-style-type: none"> • Using social networks as a business tool • Creating a consulting business • Funding a new business • Protecting the new business 	<ul style="list-style-type: none"> • Social networking • Insuring a business • Identify funding sources • Prepare funding proposal • Assess personal skills

Course Overview (Modules 5-7)

Module/Case Study	Overview	Chapters	Skills
Enabling an E-Business	Defines e-business and introduces ways e-business applications can be used to solve business problems. Project management is introduced and the tools used to measure the success of a business are reviewed.	<ul style="list-style-type: none">• What is broadband?• Preparing the business to use broadband• Assessing business performance	<ul style="list-style-type: none">• Decision making• Goal setting• E-business applications• E-business metrics• Internet marketing
Providing Outsource Services	Explores the importance of formalizing business relationships through a contract, including the legal structure of a contract, a review of common business contracts, and the request for proposal and resulting bid.	<ul style="list-style-type: none">• Employment opportunities in contracting• The role of contracts in business relationships• The request for proposal	<ul style="list-style-type: none">• Negotiation• Meeting protocols• Contract structure• Bid process• Pricing strategies
Building a Contracting Business	Reviews several aspects of business ownership including resources, the decision making process, contracts, and research. Also introduces normal business structures, departmental responsibilities, and establishing business credit.	<ul style="list-style-type: none">• Identifying the business structure• Creating a business structure• Expanding the business structure	<ul style="list-style-type: none">• Delegation• Business communications• Resource acquisition• Lending process

Module 1: Charging for Expertise

In this case study, Michael Lam, a Networking Academy student, learns that his skills can become the foundation for a small business. But Michael will soon discover that there is more to charging for his expertise than just preparing an invoice.

Learning objectives:

- 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.

Estimated time to complete: 1 hour

The screenshot displays the Cisco Networking Academy interface for the 'Charging for Expertise' module. The top navigation bar includes links for 'Courses', 'Assignments', 'Grades', and 'Calendar'. The left sidebar lists various navigation options: 'Home', 'Discussions', 'Grades', 'People', 'Pages', 'Files', 'Syllabus', 'Quizzes', and 'Modules'. The main content area shows the module title '1 Charging for Expertise' and the sub-section '1.0 Introduction'. Below this, there is a video player showing a scene with three characters: Michael, Mrs. Jones, and a woman. The video player has a progress bar and a play button. The background of the video shows a modern office environment with a desk, a computer, and a bookshelf.

Module 2: Starting an Internet Café

This case study follows two NetAcad students, Maria Taylor and Alex Jimenez, as they develop a business plan to solve a shared problem: the need for an efficient and cost-effective Internet access solution.

Business ownership concepts and terminology are explored throughout the case study.

Learning objectives:

- 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

Estimated time to complete: 1 hour

The screenshot displays the Cisco Networking Academy interface for the course 'Starting an Internet Café'. The top navigation bar includes links for Home, Info, Settings, Logout, and Help. The course title 'Cisco Networking Academy' is prominently displayed. The left sidebar lists various course components: Home, Discussions, Grades, People, Pages, Files, Syllabus, Quizzes, and Modules. The main content area shows the course progress, with '2 Starting an Internet Café' and '2.1 Think like an Entrepreneur' highlighted. A progress indicator shows 1, 2, 3, and 4 steps, with step 2 currently active. The text describes the students' problem and the entrepreneurial thinking process. Below the text, there is a video player showing two students, Maria Taylor and Alex Jimenez, sitting on a couch and looking at a laptop. The video player has a progress bar and a play button. At the bottom, there is a table for 'Activity' with columns for 'Macro', 'Micro', and 'Internet'. The table contains six rows of activities, each with a checkbox and a corresponding status in the columns.

	Macro	Micro	Internet
1. Your father becomes ill and can not supply your business.			X
2. Unemployment rises due to your town.		X	
3. An employer calls.			✓
4. A family member invests \$500 in your business.			✓
5. There is a new law that forbids companies to be open past midnight.	✓		
6. A competitor moves their business closer to you.	X		

Module 3: Making a Business Successful

In this case study, Maria and Alex are owners of an Internet Café that is not as profitable as they had forecasted. They follow the advice of their coach to evaluate their business and implement changes to the café.

Learning objectives:

- 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

Estimated time to complete: 45 minutes

The screenshot displays the Cisco Networking Academy web application. The top navigation bar includes the Cisco logo, the course title 'Cisco Networking Academy', and links for 'Mind Wide Open', 'Home', 'Settings', 'Logout', and 'Help'. Below this, a secondary navigation bar shows 'Courses', 'Assignments', 'Grades', and 'Calendar'. The main content area is titled 'Entrepreneurship-ILT_GlassRoom' and shows the course progress for '3 Making a Business Successful'. The current section is '3.0 Introduction', with a sub-section '3.0.1 Introduction to the Case Study' highlighted. The text on the page describes the case study of Maria and Alex, who own an Internet Café. It mentions that the café has been open for three months but is not as profitable as forecasted. The text also mentions that Maria and Alex follow the advice of their coach Mr. Lee and review their original business plan to find a reason for their problem and a possible solution. During their investigation, they rediscover the importance of understanding their market. They return to their original research methods to evaluate and...

Below the text, there is a video player showing a 3D rendering of the Internet Café interior. The video player has a progress bar at 80% and a 'Click Play to hear the audio.' button. To the right of the video player, there is a caption: 'Taki, a Cisco Networking Academy student, as he discusses why he is in his area.'

Module 4: Taking the Initiative

This case study introduces Pam, who has just learned about a project that aims to use new broadband capabilities to improve communications between local schools, libraries, and government educational offices. Pam has experience in setting up a broadband network from her previous job, but is unsure how her experience can transfer over to this new project.

Learning objectives:

- 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

Estimated time to complete: 1 hour

The screenshot displays the Cisco Networking Academy interface for the course 'Entrepreneurship-ILT_GlassRoom'. The main content area is titled '4 Taking the Initiative' and '4.0 Introduction'. It features a sidebar with navigation links (Home, Discussions, Grades, People, Pages, Files, Syllabus, Quizzes, Modules) and a main text area with a case study about Pam, a customer who is setting up a broadband network. The interface includes a progress bar and a 'Passport21 to Entrepreneurship' badge. Below the text, there is a video player showing a woman (Pam) at a desk with a laptop, and a smaller inset window showing a Facebook profile. The video player has a 'Press Play to see Pam use Facebook to connect with Henry.' prompt.

Module 5: Enabling an E-Business

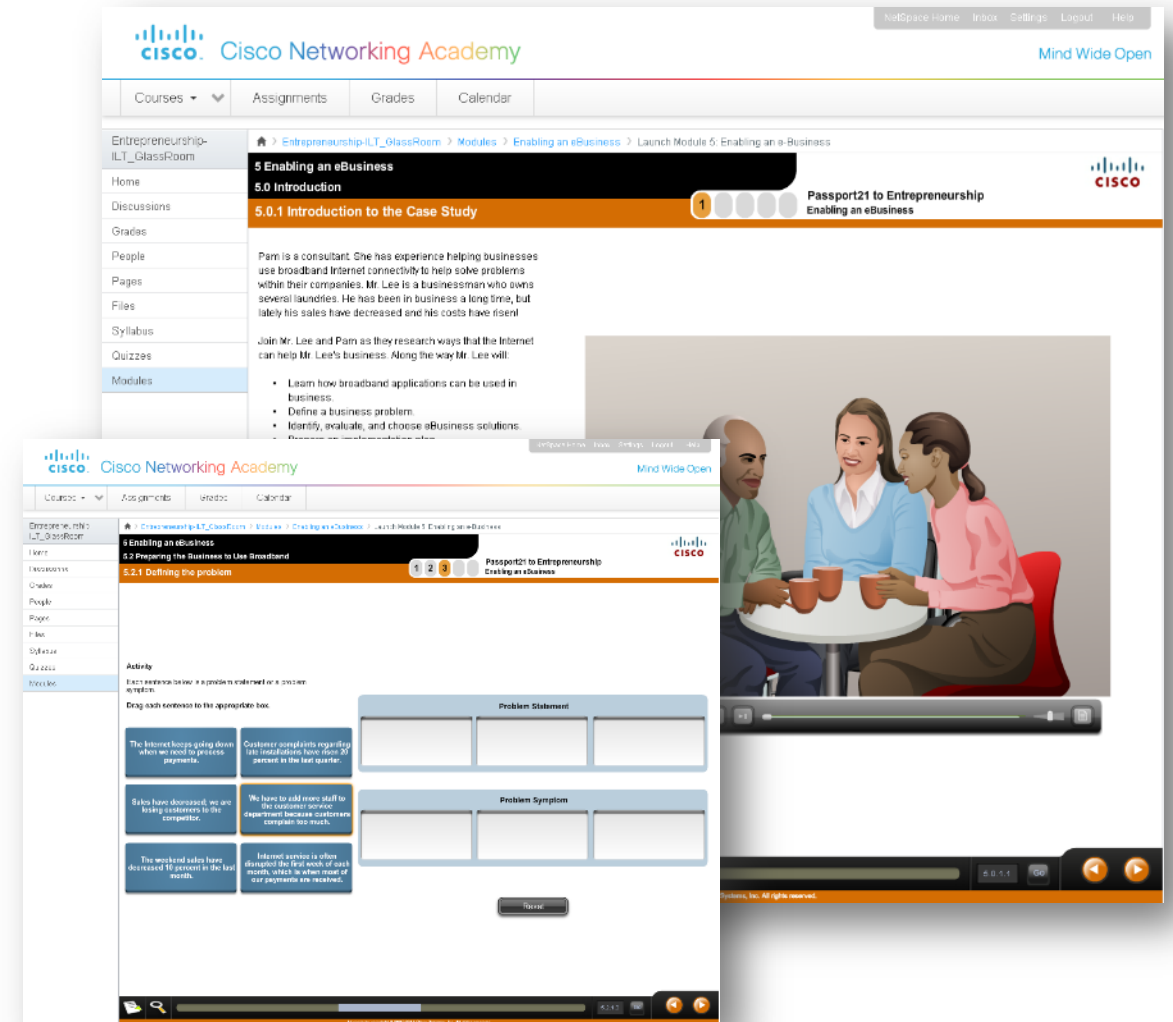
Pam is a consultant who helps businesses use broadband Internet connectivity to solve problems. Mr. Lee is a businessman who owns several laundries. He's been in business a long time, but lately his sales have decreased and costs have risen.

This case study follows their progress as they research ways that the Internet can help Mr. Lee's business.

Learning objectives:

- 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

Estimated time to complete: 45 minutes



Module 6: Providing Outsource Services

In this case study, Michael Lam has successfully built a small computer services business. His friend Yuna recently graduated with an IT degree and is looking for work. After reading about a local broadband project that will bring high-speed Internet to homes and businesses, they're interested in supporting the project as local contractors. Join them as they learn about the responsibilities of a contractor.

Learning objectives:

- Define the role of a contractor
- Explain how a contractor builds relationships with other businesses
- Define these relationships using contracts
- Determine where to find companies that are looking for contractors
- Explain how to contact potential customers

Estimated time to complete: 45 minutes

The screenshot displays the Cisco Networking Academy interface for the course 'Entrepreneurship-ILT_GlassRoom'. The main content area shows the '6 Providing Outsource Services' module, specifically the '6.0 Introduction' and '6.0.1 Introduction to the Case Study' sections. A welcome message for 'Providing Outsource Services' is displayed, mentioning Michael Lam's business and Yuna's graduation. An illustration of a man and a woman sitting at a table with red cups is shown. Below the main content, there is a section titled 'Telecommunications X Awarded Broadband Grant' which includes a table of broadband grant data and a list of key project goals. The interface also features a sidebar with navigation links like Home, Discussions, Grades, People, Pages, Files, Syllabus, Quizzes, and Modules.

Module 7: Building a Contracting Business

This case study follows Michael and Yuna as they grow their contracting business. After responding to the Request for Proposal (RFP) and becoming installation contractors for Tele X, they have discovered that the work they are doing requires more than just installation skills. They might need more resources than they currently have.

Learning objectives:

- 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

Estimated time to complete: 50 minutes

The screenshot displays the Cisco Networking Academy interface for Module 7: Building a Contracting Business. The interface includes a top navigation bar with links for Home, Assignments, Grades, and Calendar. A sidebar on the left contains a table of contents with links to Home, Discussions, Grades, People, Pages, Files, Syllabus, Quizzes, and Modules. The main content area shows the '7.0 Introduction' and '7.0.1 Introduction to the Case Study' sections. A video player is visible on the right, showing a man and a woman sitting at a table with red mugs. The video player has a progress bar and a volume icon.

Student Enrollment and Support

- Please visit the [Self-Enroll Courses page](#) on Cisco NetSpace to enroll in this course
- If you need assistance, please post questions on the [Cisco Networking Academy Facebook page](#)

Thank you.



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