

STARTING A BUSINESS COURSE DATA SHEET

Cisco Entrepreneur Institute

Based on the experience of the iExec Education Program developed by Internet Business Solutions Group and Cisco's reputation as a leader in the use of Internet business solutions, Cisco created the Cisco Entrepreneur Institute to address the competency gaps that inhibits individuals, businesses and governments from fully participating in the global networked economy.

Starting a Business Course

The Starting a Business course is specifically designed to empower individuals who want to start a small to medium-sized business. Successful business ownership requires not only choosing the right type of business but an understanding of legal requirements, accounting, management, and marketing. A business plan pulls all these components together. Most people fail in business because they make avoidable mistakes. This course teaches what those mistakes are and how to avoid them.

The course will consist of leader-led instruction, small group work, on-line learning, and an individual project. Group exercises, case studies, and discussion forums help participants apply knowledge learned to real-life situations.

Expected Outcomes

This course is a practical, comprehensive Internet business course on how to successfully start and operate a business. When participants complete the course they should be able to:

- Prepare a successful business plan
- Buy an existing business or franchise or start a new business
- Finance the venture by acquiring startup capital
- Select a business location and negotiate its lease
- Decide on a business organization structure
- Determine the information and communication technologies needed
- Manage business accounting activities and track cash flow
- Conduct general business operations
- Recruit, hire, train, manage, and motivate employees
- Prepare for opening the business
- Manage purchasing and inventory control
- Develop a marketing plan and put it into action
- Use the Internet for online marketing
- Set up an E-Commerce site to sell online

Audience

This course is designed for entrepreneurs who are thinking about starting a business.

Hours of Instruction

The total course time of 52 hours includes facilitated discussions, group exercises, case studies and online course materials.

Partners

Cisco gratefully acknowledges the contribution of course materials from the following partners:

- My Own Business, Inc.
- Cornell University
- GoVenture by MediaSpark
- HP
- Stanford University

Course Outline

Module 1 Getting Started

- 1.1 Characteristics of a Successful Entrepreneur
- 1.2 Guidelines for Selecting a Business
- 1.3 Identifying Business Potential
- 1.4 The Business Plan
- 1.5 Creating a Business Plan

Module 2 Buying a Business

- 2.1 How to Buy a Business
- 2.2 Franchising
- 2.3 Startup Capital
- 2.4 Potential Financial Sources
- 2.5 Working With Lenders
- 2.6 Business Plan Activity: Acquisitions Activities
- 2.7 Business Plan Activity: Financing Strategy

Module 3: Organizational Logistics

- 3.1 Identifying the Proper Business Organization
- 3.2 The Role of Professional Consultants
- 3.3 Business Licenses and Permits
- 3.4 Business Name and Number
- 3.5 Insurance Coverage for Small Business
- 3.6 Location and Leasing Selection Criteria
- 3.7 Site Model Exercise
- 3.8 Business Leases

Module 4: Accounting & Cash Flow

- 4.1 Business Accounting
- 4.2 Tracking Cash Flow
- 4.3 Accounting and Cash Flow Section of Business Plan

Module 5: Operations

- 5.1 Opening for Business
- 5.2 Purchasing & Inventory Control

Module 6: Information & Communications

- 6.1. Computers
- 6.2. A Network
- 6.3. The Internet
- 6.4. Communication Technologies
- 6.5. Business Plan Activity: Information and Communications

Module 7: Management

- 7.1 Hiring
- 7.2 Managing Employees
- 7.3 Retaining and Terminating Employees
- 7.4 Manager's Skills

Module 8: Marketing

- 8.1 Marketing Basics
- 8.2 Guidelines for Selecting the Right People
- 8.3 Marketing Tools
- 8.4 E-Commerce
- 8.5 Suggested Activities
- 8.6 Business Plan Activity – Marketing Section
- 8.7 Business Plan Activity – E-commerce Section