

## 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



**Americas Headquarters**  
Cisco Systems, Inc.  
San Jose, CA

**Asia Pacific Headquarters**  
Cisco Systems (USA) Pte. Ltd.  
Singapore

**Europe Headquarters**  
Cisco Systems International BV  
Amsterdam, The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at [www.cisco.com/go/offices](http://www.cisco.com/go/offices).

CCDE, CCENT, Cisco Eos, Cisco StadiumVision, the Cisco logo, DCE, and Welcome to the Human Network are trademarks; Changing the Way We Work, Live, Play, and Learn is a service mark; and Access Registrar, Aironet, AsyncOS, Bringing the Meeting To You, Catalyst, CCDA, CCDP, CCIE, CCIP, CCNA, CCNP, CCSP, CCVP, Cisco, the Cisco Certified Internetwork Expert logo, Cisco IOS, Cisco Press, Cisco Systems, Cisco Systems Capital, the Cisco Systems logo, Cisco Unity, Collaboration Without Limitation, Enterprise/Solver, EtherChannel, EtherFast, EtherSwitch, Event Center, Fast Step, Follow Me Browsing, FormShare, GigaDrive, HomeLink, Internet Quotient, IOS, iPhone, iQ Expertise, the iQ logo, iQ Net Readiness Scorecard, iQuick Study, IronPort, the IronPort logo, LightStream, Linksys, MediaTone, MeetingPlace, MGX, Networkers, Networking Academy, Network Registrar, PCNow, PIX, PowerPanels, ProConnect, ScriptShare, SenderBase, SMARTnet, Spectrum Expert, StackWise, The Fastest Way to Increase Your Internet Quotient, TransPath, WebEx, and the WebEx logo are registered trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries.

All other trademarks mentioned in this document or Website are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (0803R)