Networking Academy

Managing a Business Venture

Scope and Sequence

Version 1.0

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Target Audience

The Cisco Networking Academy Entrepreneurship series covers the key principles of entrepreneurship alongside the concepts, strategies, and tools needed to succeed as a small business owner, franchisee, founder, or other entrepreneurial professional. The course is appropriate for learners of many ages and education levels.

Prerequisites

Managing a Business Venture is the third course in the Entrepreneurship series. Although there are no prerequisites for this offering, it is recommended that learners start with the Discovering Entrepreneurship and Launching a Business Venture courses if they have no prior background in Entrepreneurship. Learners are expected to have the following skills:

- High school reading level
- Basic computer literacy
- Basic PC operating system navigation skills
- Basic internet usage skills

Course Description

In this course, participants develop a working knowledge of key principles in entrepreneurship. With the support of video and rich interactive media, participants learn, apply, and practice these concepts. This course uses immersive interactive activities to enable participants to make decisions based on various scenarios and see how they play out. Participants are able to navigate through the scenarios many times to experience different outcomes.

The course also includes opportunities to practice what you are learning as you are learning it. Learning by doing is the most powerful way to build new skills and knowledge. Applying what you are learning to real-world situations will deepen your understanding.

The Managing a Business Venture course includes the following features:

- 61 practice activities and 3 immersive interactive scenarios.
- The course is comprised of multiple modules. Each module consists of multiple topics.
- Each module includes multiple practice activities to build understanding. Through these activities learners receive immediate feedback to support the evaluation of knowledge and acquired skills and determine if they need to review before continuing.
- The language used to describe concepts in the course is designed to be easily understood by learners at all levels and embedded interactive activities help reinforce comprehension.
- Assessments and practice activities are focused on specific competencies to increase retention and provide flexibility in the learning path.
- Multimedia learning tools, including videos, interactive practice activities and immersive interactive scenarios, address a variety of learning styles and help stimulate learning and promote increased knowledge retention.

Course Objectives

Managing a Business Venture introduces important foundational concepts in entrepreneurship.

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- By the end of the course, students can explain key principles of entrepreneurship as well as the concepts, strategies, and tools needed to succeed as a small business owner, franchisee, found, or other entrepreneurial professional.

Equipment Requirements

Any device with Internet access (Smartphones/Tablets/Chromebooks/Laptops/Desktops).

Course Outline

Listed below are the current set of modules and their associated competencies for this offering. Each module is an integrated unit of learning that consists of content, activities, and assessments that target a specific set of competencies. The size of the module will depend on the depth of knowledge and skill needed to master the competency.

Module Title and Objective

Module Title/Topic Title	Objective
Module 1: Overview of Entrepreneurial Finance and Accounting Strategies	**Explain financing and accounting for entrepreneurial ventures.**
1.1 Financing and Accounting	Distinguish between financing and accounting.
1.2 Entrepreneurial Funding across the Company Life Cycle	Describe common financing strategies for different stages of the company life cycle: personal savings, personal loans, friends and family, crowdfunding, angel investors, venture capitalists, self-sustaining, private equity sales, and initial public offering (IPO).
1.3 Types of Financing	Explain debt and equity financing and the advantages and disadvantages of each.
Module 2: Special Funding Strategies	**Describe funding strategies typically available to charitable organizations and startups.**
2.1 Funding Strategies for Charitable Organizations	Identify funding strategies used by charitable organizations.
2.2 No-Loan Finance Strategies	Describe no-loan financing opportunities available to startups.
2.3 Bootstrapping	Describe bootstrapping and its advantages and disadvantages.
Module 3: Accounting Basics for Entrepreneurs	**Explain the basics of accounting for entrepreneurial businesses.**
3.1 The Accounting Equation	Explain the accounting equation, including assets, liabilities, and equity.
3.2 Revenue, Expenses, and Income	Define revenue, expenses, and income.
Module 4: Developing Startup Financial Statements and Projections	**Describe different financial statements, projection strategies, and break-even analyses and how to use them.**
4.1 Financial Statements	Distinguish between the three primary financial statements: balance sheet, income statement, and statement of cash flows.
4.2 Projections	Explain how financial projections are made using the run rate and burn rate.
4.3 Break-Even Analysis	Explain how and when to create a break-even analysis.
Module 5: Building and Connecting to Networks	**Describe various networking opportunities for entrepreneurs.**
5.1 Networking	Define networking and describe its role in entrepreneurship.
5.2 Campus Connections	Evaluate campus networking opportunities.

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Module Title/Topic Title	Objective
5.3 Local and Trade Organizations	Describe local and trade organization networking opportunities.
5.4 Nonprofit and Governmental Agencies	Identify nonprofit and governmental agencies offering networking opportunities.
Module 6: Building the Entrepreneurial Dream Team	**Describe key advisors and other team members and how they contribute to the entrepreneurial business.**
6.1 Key Advisors and Service Providers	Identify key resource needs for entrepreneurial ventures: accountant, attorney, banker/financial institution, insurance agent, and industry expert.
6.2 Building a Cross-Disciplinary Team	Explain the value of developing a cross-functional team.
Module 7: Designing a Startup Operational Plan	**Identify the major areas of operations management and the operational needs of an entrepreneurial venture.**
7.1 Operational Plan	Describe the major areas of operations management (money, methods, machines, people, and leadership).
7.2 Operations Management	Describe the major areas of operations management (money, methods, machines, people, and leadership).
7.3 Operational Needs	Develop a checklist of operational needs.
Module 8: Business Structures: Overview of Legal and Tax Considerations	**Explain how a business's purpose helps to determine the initial business structure.**
8.1 A Business's Purpose	Explain why a business's purpose plays an important role in the initial business structure decision.
8.2 For-Profit versus Not-for-Profit Businesses	Distinguish between for-profit and not-for-profit purposes and structures.
Module 9: A Closer Look at Business Structures	**Describe the advantages and disadvantages of different types of business structures, including sole proprietorships, corporations, partnerships, limited liability companies, and joint ventures.**
9.1 Sole Proprietorship	Summarize the advantages and disadvantages of sole proprietorships.
9.2 Corporations	Summarize the advantages and disadvantages of corporations.
9.3 Partnerships, Limited Liability Companies, and Joint Ventures	Summarize the advantages and disadvantages of partnerships, limited liability companies, and joint ventures.
Module 10: Additional Considerations: Capital Acquisition, Business Domicile, and Technology	**Explain how capital acquisition, business domicile, and technology can impact decisions about a business's structure.**
10.1 Capital Acquisition	Describe the capital acquisition opportunities available to different types of business structures.
10.2 Business Domicile and Technology Considerations	Explain how location and technology influence business structure and business domicile.
Module 11: Mitigating and Managing Risks	**Describe ways to mitigate and manage risks.**
11.1 Enterprise Risk Management	Explain enterprise risk management and how a company uses it.
11.2 Legal and Financial Risk and Protection	Describe litigation and financial risks.
11.3 Insurance Protection	Describe common insurance needs.
Module 12: Making Difficult Business Decisions in Response to Challenges	**Describe ways to identify problems and manage difficult decisions in an entrepreneurial venture**
12.1 Cognitive Biases and Problem Indicators	Explain how cognitive biases and key problems can sabotage the success of a venture.
12.2 Decision-Making to Overcome Challenges	Distinguish the emotional components involved in difficult decisions.
Module 13: Seeking Help or Support	**Describe sources of, and tools to help with evaluating, support and advice.**
13.1 Types and Benefits of Assistance	Identify the sources and benefits of assistance for startups.

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Module Title/Topic Title	Objective
13.2 Deciding What Advice to Follow	Compare tools to assist in deciding what advice to follow.

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