



Smart Technology for a Smarter Business

Cisco Entrepreneur Institute

Based on the experience of the iExecutive Education Program developed by the Cisco® Internet Business Solutions Group, and on 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 inhibit individuals, businesses, and governments from fully participating in the global networked economy.

Smart Technology for a Smarter Business™ Course

Smart Technology for a Smarter Business™ (SMART) is a highly practical training curriculum that enables the small business owner or manager to build a smarter business with technology. Developed with a US\$1.5 million sponsorship by HP, SMART builds on industry research and experience to provide training that addresses the specific challenges and opportunities faced by small businesses around the world. It is modular and flexible, allowing trainers to use, and optionally customize, the program to suit their specific needs. Problems and solutions are presented using virtual case studies brought to life, enabling participants to truly connect with and gain practical skills from the learning experience.

This course can be either self-directed or facilitator-led.

Expected Outcomes

When participants complete the Smart Technology for a Smarter Business™ course, they should be able to:

- Use and mine customer data to track, update, share, and utilize the information for marketing purposes
- Consolidate and analyze customer, sales, and inventory data using a database
- Develop a project schedule using a project management application (Microsoft Project)
- Build a cash flow projection using a spreadsheet application
- Manage business finances using an accounting application

- Develop detailed, high-quality brochures with a desktop publishing application, such as Microsoft Publisher
- Edit and create images in word-processing (Microsoft Word), image-editing (Adobe Photoshop), and vector-graphics (Adobe Illustrator) applications
- Use email to communicate a message
- Use Adobe PDF to view, print, edit, and create versatile documents
- Launch a website for a business
- Implement advanced features for a website

Audience

The Smart Technology for a Smarter Business course is designed for entrepreneurs who need readily available and affordable technologies. They will gain confidence and skill that they can apply immediately to put technology to use in their business.

Hours

Each topic involves approximately 2 hours of learning time, with the entire curriculum taking 40 to 50 hours to complete.

Course Outline

- 1 Customer Relationship Management
- 2 Information Management with a Database
- 3 Project Management
- 4 Cash Flow with a Spreadsheet
- 5 Accounting
- 6 Brochure Creation with a Desktop Publishing Application
- 7 Image Editing
- 8 Email Marketing
- 9 Adobe PDF
- 10 Website Basics
- 11 Website Options
- 12 Operations and Management
- 13 Finances
- 14 Setting Priorities
- 15 Putting It All Together
- 16 Communications
- 17 Marketing



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