Passport21 Case Studies

Cisco Passport21 to Entrepreneurship Case Studies

Passport21 to Entrepreneurship focuses on teaching critical business and financial skills, attitudes, and behaviors to help you succeed in the 21st century workplace. Key concepts are reinforced through a series of business case studies and activities that expose you to entrepreneurship opportunities in networking and broadband scenarios. Passport21 to Entrepreneurship case studies may be used in conjunction with any of the Networking Academy curricula.

Case Study	Description
Charging for Expertise (https://1304927.netacad.com/courses/145826/modules/items/8376949)	How to identify personal skills, define a product, and determine product pricing. Additional topics include presentation skills and customer service, retention and loyalty programs.
Starting an Internet Cafe (https://1304927.netacad.com/courses/145826/modules/items/8376950)	Introduces entrepreneurial thinking and how entrepreneurship differs from other employment opportunities. Business research tools are identified and a business plan is prepared.
Making a Business Successful (https://1304927.netacad.com/courses/145826/modules/items/8376951)	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.
Taking the Initiative (https://1304927.netacad.com/courses/145826/modules/items/8376952)	How to transfer skills from one type of employment to another in order to succeed in today's marketplace, a review of the legal aspects of business ownership, and preparing a funding proposal.
Enabling an eBusiness (https://1304927.netacad.com/courses/145826/modules/items/8376953)	Defines eBusiness and introduces ways eBusiness 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.
Providing Outsource Services (https://1304927.netacad.com/courses/145826/modules/items/8376954)	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 response
Building a Contracting Business (https://1304927.netacad.com/courses/145826/modules/items/8376955)	Reviews several aspects of business ownership including: the resources, the decision making process, contracts, and business research. Also introduces normal business structures, departmental responsibilities, and establishing business credit.