

## 5 Minute Articles Overview



### **Cisco Entrepreneur Institute**

Based on the experience of the iExec Education Program developed by 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 inhibits individuals, businesses, and governments from fully participating in the global networked economy.

### **5 Minute Articles**

The Cisco Entrepreneur Institute has collaborated with YouAchieve Inc. to offer a collection of 5 Minute Articles written by subject matter experts in ten key areas of business development and management. Through these ten on demand courses, Cisco Entrepreneur Institute participants can access information on communication, customer service, financial management, general business skills, leadership, management, marketing, personal effectiveness, sales and technology.

YouAchieve Inc. is an Internet-based full-service eLearning company with a business skills resource center (soft skills content library), two state-of-the-art Learning Management Systems, Content Development tools and an expert team offering eLearning strategies and services for every organization.

### **Expected Outcomes**

When participants and facilitators access the 5 Minute Articles on demand courses, they will locate business related articles on a myriad of topics including communication, customer service, financial management, general business skills, leadership, management, marketing, personal effectiveness, sales and technology.

### **Audience**

5 Minute Articles on demand courses are intended for both Cisco Entrepreneur Institute participants and facilitators. Participants and facilitators alike can enhance their workshop content and materials with the articles contributed by YouAchieve Inc.

## Hours

The ten self-directed on demand courses contain hundreds of short articles that each take approximately five minutes to read.

## Course Outline

### 1 Communication

- 1.1 Interaction Skills
- 1.2 Oral Communication
- 1.3 Written Communications

### 2 Customer Service

- 2.1 Customer Relations Management
- 2.2 Customer Satisfaction

### 3 Financial Management

- 3.1 Financial Management

### 4 General Business Skills

- 4.1 Analytical and Cognitive Skills
- 4.2 Applied Business
- 4.3 Business Enterprise Skills

### 5 Leadership

- 5.1 Corporate Leadership
- 5.2 Leadership Skills
- 5.3 Strategic Business Development

### 6 Management

- 6.1 Employee Management
- 6.2 Human Resources Issues
- 6.3 Knowledge Management
- 6.4 Operations Management

### 7 Marketing

- 7.1 Advertising and Promotion
- 7.2 Marketing Strategy

### 8 Personal Effectiveness

- 8.1 Personal Development
- 8.2 Personal Finance
- 8.3 Personal Relationships

### 9 Sales

- 9.1 Sales Management
- 9.2 Sales Techniques

## 10 Technology

### 10.1 Information Technology

### 10.2 Information Technology Management



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