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LEADERSHIP AND MANAGEMENT | LM-038

Digital Business Entrepreneurship

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Course content

Why Attend

Digital technologies have transformed the way businesses are created, operated, and scaled. Entrepreneurs and business leaders must understand how to leverage digital platforms, innovative business models, customer-centric strategies, and emerging technologies to remain competitive in today's fast-changing marketplace. This course equips participants with the practical knowledge and strategic tools required to design, launch, and grow successful digital businesses while maximizing customer value and sustainable growth.

Course Methodology

The course combines instructor-led presentations, interactive workshops, case studies, business model development exercises, group discussions, practical digital marketing activities, and hands-on business planning sessions.

Course Objectives

By the end of this course, participants will be able to:

- Understand the principles of digital entrepreneurship and digital business transformation
- Identify market opportunities using customer insights and digital trends
- Develop effective digital marketing and customer acquisition strategies
- Design sustainable digital business models and e-commerce strategies
- Apply emerging technologies to support business innovation and growth
- Measure digital business performance using relevant KPIs and analytics
- Develop a comprehensive digital business plan ready for implementation

Target Audience

- Entrepreneurs and startup founders
- Business owners

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Target Audience

- Innovation managers
- Business development professionals
- Digital transformation leaders
- Marketing professionals
- Product managers
- Professionals seeking to launch or grow digital businesses

Target Competencies

- Digital entrepreneurship
- Business model innovation
- Digital marketing
- E-commerce strategy
- Customer experience (CX)
- Business innovation
- Digital business planning
- Growth strategy

Course outline

Day 1: Foundations of Digital Business Entrepreneurship

- Understanding the evolution of business in the digital economy
- Exploring the impact of digital transformation on organizations and entrepreneurs
- Assessing digital business opportunities through strategic SWOT analysis
- Analyzing successful digital business models and entrepreneurial journeys

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Course outline

• Identifying emerging market trends and evolving customer behaviors

• Evaluating opportunities for creating value through digital innovation

Day 2: Digital Marketing and Customer Acquisition

• Understanding the role of digital marketing in business growth

• Developing search engine optimization (SEO) strategies to improve online visibility

• Planning and managing digital marketing campaigns using cloud-based marketing platforms

• Leveraging social media channels to build customer engagement and brand awareness

• Creating compelling content that attracts, converts, and retains customers

• Measuring marketing performance using digital analytics and campaign metrics

Day 3: Building Successful E-Commerce Businesses

• Understanding e-commerce business models and digital sales channels

• Selecting appropriate online platforms based on business objectives and customer needs

• Enhancing User Experience (UX) and Customer Experience (CX) for digital services

• Managing digital products, inventory, order fulfillment, and logistics

• Implementing secure payment systems and building customer trust through digital security practices

• Practical workshop: Designing an end-to-end online business model

Day 4: Innovation and Digital Business Models

• Applying innovation principles to develop competitive digital businesses

• Exploring creative problem-solving techniques to support business innovation

• Designing subscription-based and recurring revenue business models

• Understanding platform-based business models and network effects

• Evaluating collaborative economy and peer-to-peer business opportunities

Course content

Course outline

• Leveraging emerging technologies such as Artificial Intelligence (AI), Robotic Process Automation (RPA), and Business Intelligence (BI) to drive business growth

Day 5: Digital Business Planning and Growth Strategies

• Developing a comprehensive digital business model and implementation roadmap

• Defining customer personas, value propositions, and customer experience strategies

• Selecting effective customer acquisition, retention, and engagement strategies

• Measuring business performance using digital KPIs and analytics

• Developing scalable growth strategies for sustainable digital business expansion

• Final workshop: Presenting a complete digital business plan with implementation roadmap, course review, and action planning

Seminar dates

Available seminar dates

Live dates and pricing for Digital Business Entrepreneurship generated from the course details page.

Date	Location	Format	Fee
Dates on request	Venue on request	Classroom	**Contact us**

Live online option	Online delivery is available at €1,850.-.