

## **Course Name:**

### ***Digital Business and Entrepreneurship***

## **Synopsis**

The main aim of the course is to provide learners with a comprehensive understanding about the future of digitally enabled entrepreneurship and commerce, by designing and launching digital business. This includes learning about marketing concepts that are relevant in the digital environment, analyzing best practice examples, and developing skills for creating, delivering, and communicating value by using digital marketing tools and social media platforms. Beside more general overview of the digital marketing and social media phenomena, the course will focus on business goals, strategy development and user experiences.

## **What You Will Learn**

### **Learning Objectives**

- Understand the basics of a content management system, and how it can be used as the foundation for an internet business presence.
- Set measurable business objectives (such as conversion goals) and monitor the success of those objectives through the use of web analytics.
- Create a basic social media plan to attract and engage online customers.
- Create an online business design by providing a satisfactory online experience and achieving business objectives digitally.

### **Learning Outcome**

- Learn how entrepreneurs use digital technology to design and offer new products and services, acquire, and retain customers.



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- Learn how to analyze customer data and provide satisfying user experiences online.
- Learn how to identify online business opportunities.
- Learn to develop the skills needed to deliver and manage digital business offerings.
- Learn modern business technology skills and trends.

## Who Should Attend

Marketing professionals and anyone who wishes to understand digital business and entrepreneurship.

## Prerequisite

N/A

## Course Methodology

- Theory
- Hands-On
- Discussions
- Interactive Classroom Session

## Course Duration

2 days - 9am - 5pm

## Course Structure

### *Session 1: Entrepreneurship in Digital World*

- Overview of Online Entrepreneurship
- Introduction To The Internet
- Internet Marketing Environment
- Online Digital Marketing



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- Social Media Marketing
- Content Development
- Online Consumer Spending Habits

### Session 2: Building a Digital Business Prototype

- Identifying Business Goals
- Business Strategy Development
- Case Study (SWOT Analysis)
- External Information Searches
- Types of E-Shoppers
- Virtual main behavior patterns
- Consumer Buying Decisions
- Business Analytics