

# aractech

Global Learning for Operational Leaders



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

- 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

## Target Audience

- Entrepreneurs and startup founders
- Business owners
- Innovation managers
- Business development professionals

# Course outline

## Detailed course outline

Day-by-day outline for Digital Business Entrepreneurship.

### 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
- 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

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

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### 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
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