



LEADERSHIP AND MANAGEMENT

Digital Business Entrepreneurship

Course code: LM-038

SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

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.

Why Attend

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.

Who Should Attend

Entrepreneurs and startup founders
Business owners
Innovation managers
Business development professionals
Digital transformation leaders
Marketing professionals
Product managers

— Learning 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
- Develop a comprehensive digital business plan ready for implementation

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
- 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
- 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

— Upcoming Classroom Dates

DATE	LOCATION	FEE
18 - 22 January 2027	Amsterdam - Netherlands	€1,900
15 - 19 February 2027	London - United Kingdom	€2,100
15 - 19 March 2027	Istanbul - Türkiye	€1,400
19 - 23 April 2027	Vienna - Austria	€2,250
17 - 21 May 2027	Barcelona - Spain	€1,600
21 - 25 June 2027	Paris - France	€2,250
19 - 23 July 2027	Frankfurt - Germany	€1,700
16 - 20 August 2027	Barcelona - Spain	€1,600

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.