

LEADERSHIP & MANAGEMENT | COURSE BROCHURE

Digital Business Entrepreneurship

5 days | Classroom training | English

SMART HORIZON
info@smart-horizon.eu
Amsterdam
The Netherlands

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Course content

Why attend

This course focuses on the essential skills and strategies for launching and managing a digital business. Participants will explore e-commerce models, digital marketing techniques, and operational frameworks to effectively navigate the digital landscape and drive entrepreneurial success.

Entrepreneurs face unique challenges in the digital marketplace, including intense competition, customer engagement, and technology integration. Understanding these challenges is crucial for developing a sustainable business model. This course equips participants with the tools to identify market opportunities, assess customer needs, and address operational hurdles effectively. By engaging with practical scenarios, participants will learn to create value propositions that resonate with their target audience and differentiate their offerings in a crowded market. Participants will also explore how to leverage data analytics to inform business decisions and enhance customer experiences, ensuring their digital business remains competitive and relevant.
Participants will engage in practical exercises that simulate real-world scenarios, enabling them to apply digital strategies and make informed decisions. By developing a comprehensive digital business plan, they will learn to leverage technology and data analytics to enhance their business operations and marketing efforts. The course also focuses on financial planning, allowing participants to create budgets and forecasts that align with their business goals. This holistic approach ensures that attendees leave with actionable insights and a clear roadmap for launching and growing their digital enterprises. With a focus on collaboration and peer feedback, participants will refine their strategies and gain confidence in their entrepreneurial capabilities.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course employs a blend of interactive workshops, case studies, and group discussions to foster a hands-on learning environment. Participants will engage in scenario-based simulations that mimic the challenges of running a digital business. Each day will include practical exercises where participants will develop specific outputs, such as a digital business plan, marketing strategies, and operational frameworks. This approach ensures that participants not only learn theoretical concepts but also apply them in realistic contexts, providing tangible evidence of their learning and application of concepts. Collaborative group work will further enhance peer learning and feedback, allowing participants to refine their ideas and strategies through constructive critique.



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Course objectives

By the end of this course, participants will be able to:
• Analyse various digital business models and their applicability to different markets.
• Design a comprehensive digital marketing strategy tailored to a specific target audience.
• Evaluate the effectiveness of digital tools and platforms for business operations.
• Construct a viable digital business plan incorporating financial projections and marketing strategies.
• Assess customer engagement techniques and their impact on digital sales.
• Prioritise key performance indicators (KPIs) for measuring digital business success.

Target audience

This course is suitable for:
• Aspiring entrepreneurs looking to launch a digital business.
• Small business owners seeking to transition to an online model.
• Marketing professionals aiming to enhance their digital strategy skills.
• Business analysts focused on e-commerce and digital market trends.

Target competencies

Participants will develop competencies in:
• Developing a digital business model canvas.
• Implementing effective digital marketing campaigns.
• Utilising analytics tools for business decision-making.
• Creating customer personas for targeted marketing efforts.
• Managing online customer relationships and engagement strategies.
• Conducting market research to identify digital opportunities.

Course outline

Day 1: Understanding Digital Business Models

Applied activity: Participants will analyse different digital business models and their market fit. They will work in groups to select a model, identify potential challenges, and propose strategies to overcome them, considering factors like target audience and competitive landscape.
Output: A report summarising the chosen digital business model, its market analysis, and identified challenges.

09:00–09:54	Introduction to digital entrepreneurship and its significance in the modern economy.
09:54–10:48	Exploration of various e-commerce models: B2B, B2C, C2C, and subscription-based.



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10:48–11:00	Identifying market needs and opportunities in the digital space through research.
11:00–11:30	**Coffee break**
11:30–12:12	Identifying market needs and opportunities in the digital space through research. (continued)
12:12–13:06	Evaluating the role of technology in shaping innovative business models.
13:06–14:00	Case studies of successful digital businesses and their strategies.

Day 2: Crafting Effective Digital Marketing Strategies

Applied activity: Participants will design a digital marketing strategy for their selected business model, focusing on customer engagement and retention strategies. They will identify key channels and tactics to reach their audience effectively, incorporating metrics for success.
Output: A detailed digital marketing plan outlining channels, content strategies, and KPIs for success.

09:00–09:54	Overview of digital marketing channels: SEO, PPC, social media, and email marketing, and their roles in business.
09:54–10:48	Developing a customer journey map to enhance engagement and conversion rates.
10:48–11:00	Creating compelling content for digital platforms that resonates with target audiences.
11:00–11:30	**Coffee break**
11:30–12:12	Creating compelling content for digital platforms that resonates with target audiences. (continued)
12:12–13:06	Utilising analytics to measure marketing effectiveness and adjust strategies accordingly.
13:06–14:00	Exploring tools for automating digital marketing efforts to improve efficiency.

Day 3: Operational Frameworks for Digital Businesses

Applied activity: Participants will develop an operational framework for their digital business, addressing logistics, customer service, team management, and technology integration. They will consider scalability and efficiency, proposing solutions for potential operational challenges.
Output: An operational plan detailing processes, tools, and team roles necessary for effective operations.

09:00–09:54	Understanding the operational needs of a digital business, including logistics and supply chain management.
09:54–10:48	Exploring customer relationship management (CRM) systems and their importance in digital contexts.
10:48–11:00	Evaluating payment gateways and transaction processes to ensure smooth operations.



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11:00–11:30	**Coffee break**
11:30–12:12	Evaluating payment gateways and transaction processes to ensure smooth operations. (continued)
12:12–13:06	Best practices for managing remote teams and digital workflows to enhance productivity.
13:06–14:00	Implementing tools for project management and collaboration in a digital environment.

Day 4: Financial Planning and Performance Metrics

Applied activity: Participants will create a financial model for their digital business, including revenue projections, budget allocations, and funding strategies. They will assess risks and opportunities in their financial planning, preparing for potential investor presentations.
Output: A financial plan with projections, identified KPIs, and a risk assessment.

09:00–09:54	Introduction to financial modelling for digital businesses, including revenue streams and cost structures.
09:54–10:48	Creating budgets and financial forecasts that align with business objectives and market conditions.
10:48–11:00	Identifying key performance indicators (KPIs) for measuring digital success and growth.
11:00–11:30	**Coffee break**
11:30–12:12	Identifying key performance indicators (KPIs) for measuring digital success and growth. (continued)
12:12–13:06	Understanding funding options for digital startups, including bootstrapping and venture capital.
13:06–14:00	Evaluating financial health through analytics and reporting tools for informed decision-making.

Day 5: Integrated Digital Business Plan Development

Applied activity: Participants will integrate all components developed throughout the course into a comprehensive digital business plan, presenting it to peers for feedback and refinement. They will address questions and concerns raised during presentations, ensuring clarity and feasibility.
Output: A complete digital business plan ready for implementation, including feedback from peers.

09:00–09:54	Combining marketing, operations, and financial planning into a cohesive strategy for launch.
09:54–10:48	Presenting and defending the digital business plan to peers and instructors for constructive feedback.
10:48–11:00	Identifying potential risks and mitigation strategies to ensure business resilience.
11:00–11:30	**Coffee break**



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11:30–12:12	Identifying potential risks and mitigation strategies to ensure business resilience. (continued)
12:12–13:06	Preparing for launch: finalising the business plan and setting timelines for implementation.
13:06–14:00	Creating an action plan for post-launch evaluation and growth.

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,450.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Cape Town Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,890.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
Paris Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,860.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Istanbul Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,650.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Amsterdam Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,540.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Singapore Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,820.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
London Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,450.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Dubai Confirmed dates	8 Feb 2027	12 Feb 2027	**€3,150.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,940.–**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Frankfurt Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,650.–**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,450.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Paris Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,860.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Istanbul Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,650.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
Cape Town Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,890.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.-**
Amsterdam Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,540.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Singapore Confirmed dates	10 May 2027	14 May 2027	**€2,820.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**
London Confirmed dates	24 May 2027	28 May 2027	**€2,450.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,450.–**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.–**
Dubai Confirmed dates	14 Jun 2027	18 Jun 2027	**€3,150.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**
Frankfurt Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,650.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,450.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.–**
Paris Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,860.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Istanbul Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,650.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Rome Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,450.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Amsterdam Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,540.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Singapore Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,820.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,450.–**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.–**
Dubai Confirmed dates	11 Oct 2027	15 Oct 2027	**€3,150.–**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.–**
Barcelona Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,840.–**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.–**
Frankfurt Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,650.–**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,450.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.–**
Paris Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,860.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**
Istanbul Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,650.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.–**
Amsterdam Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,540.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.–**



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Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

info@smart-horizon.eu
Amsterdam
The Netherlands

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