

Course description

Winter & Summer Schools

GENERAL DATA			
Course Unit Title	Winter Program: Digital Entrepreneurship		
Module			
Course Unit Code	IFLV6614	Type of Course Unit	ILV
Level of Course Unit	Bachelor	Year of Study	1
Semester	Fall 2025	ECTS Credits allocated	3
SPECIAL INFORMATION			
Name of Lecturer	Thomas Key, PhD		
Objective of the Course (Learning Outcomes)	<p>We live in a new era of business practice, value creation and delivery. Understanding the changes relevant in the research, design, and execution of new ventures in the digital business landscape is only becoming more important.</p> <p>This Digital Entrepreneurship course introduces students to frameworks for the creation and delivery of innovative value through digital technology. The course is intended for students who want to understand and become familiar with the tools and concepts used to create a digital native business. Students choose a digital business model, revenue (price) structure, define their marketplace, create a target market persona, create a digital marketing plan, finance and growth plan, and by the end of the class pitch their concept for investment funding.</p> <p>LEARNING OUTCOMES:</p> <ul style="list-style-type: none"> - The ability to develop a strategic plan for digital startups - Understand the foundation of online innovation, value creation and delivery. - Identify and classify digital business models. - Understand and identify different growth strategies for digital ventures. - Continuous improvement by staying up to date on tools and techniques, trends and technology 		
Mode of Delivery	distance learning/e-learning		
Course Contents	<ul style="list-style-type: none"> • The ability to develop a strategic plan for digital startups • Understand the foundation of online innovation, value creation and delivery. • Identify and classify digital business models. • Understand and identify different growth strategies for digital ventures. • Continuous improvement by staying up to date on tools and techniques, trends and technology <p>Thomas Key, PhD: Associate Professor of Digital Strategy & Marketing Thomas Martin Key, PhD</p>		
Recommended Reading			
Assessment Methods and Criteria	<p>Class Activities 60 points</p> <p>Digital Startup Project 40 points</p> <p>Total 100 points</p>		
Language of Instruction	English		

