

DIGITAL ENTREPRENEURSHIP IN THE NEW ECONOMY

Certificate awarded by: EBS PARIS

Welcome event: July 2nd, 2018 (morning)

Start date of courses: July 2nd, 2018 (afternoon)

End date: July 26th, 2018

Certificate Ceremony: July 26th, 2018

Total ECTS: 8 **Total contact hours:** 72

Program requirement: be at least 18 years of age with basic business knowledge

Program location: EBS PARIS - Campus Eiffel I, 10 Rue Sextius Michel, 75015 Paris, France

Language of instruction: English

PROGRAM FEE: 1,850€

FEE INCLUDES:

- Orientation / Welcome Event
- Weekly cultural visits / activities
- Computer accounts at the school (WIFI access)
- Access to the school's Media Center
- Official transcript of grades
- Program Certificate
- Certificate Ceremony

PROGRAM OVERVIEW / OBJECTIVE:

This program will focus on the main skills and tools required to successfully start a business and understand the major challenges of the digital economy. The program is structured around 3 modules: Business Prototyping, Business Planning and Financing, Business Growth Hacking.

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PROGRAM COURSE LIST

Course Title	ECTS (credits)	Contact hours	Level (undergraduate or graduate)
Business Prototyping	3	24	undergraduate
Business Planning and Financing	3	24	undergraduate
Business Growth Hacking	2	24	undergraduate

COURSE 1: Business Prototyping

Course Title	Business Prototyping
Learning outcomes	Understand how to test a business idea on the market
Pre-requisites	Basic business knowledge

COURSE OUTLINE:

The objective is to use online tools and available data in order to build models and simulations that will help students explore and validate new business ideas in a risk-free environment. These models will serve as guidelines when putting strategies into action in a creative and fun way.

COURSE 2: Business Planning and Financing

Course Title	Business Planning and Financing
Learning outcomes	Understand how to raise money for a startup
Pre-requisites	Basic business knowledge

COURSE OUTLINE:

The critical elements of a business plan will be explained in detail to participants and many types of financing will be discussed. Participants will also be informed on how loans are assessed, and will be provided with tangible examples of common reasons why loans are refused.

COURSE 3 : Business Growth Hacking

Course Title	Business Growth Hacking
Learning outcomes	Understand how to grow your sales online
Pre-requisites	Basic business knowledge

COURSE OUTLINE:

Growth Hacking is a process of rapid experimentation across marketing channels and product development to define the most effective, efficient ways to grow a business. The objective is to analyze the entire customer journey to identify bottlenecks in the conversion funnel.