



GLOBAL DIGITAL ENTREPRENEURSHIP PROGRAMME



University of
Chester

Programme Descriptor

Welcome to the Global Digital Entrepreneurship Programme – a non-credit bearing, immersive learn-while-you-work programme designed to bridge nascent entrepreneurs, digital technologies, and real life digital entrepreneurship.

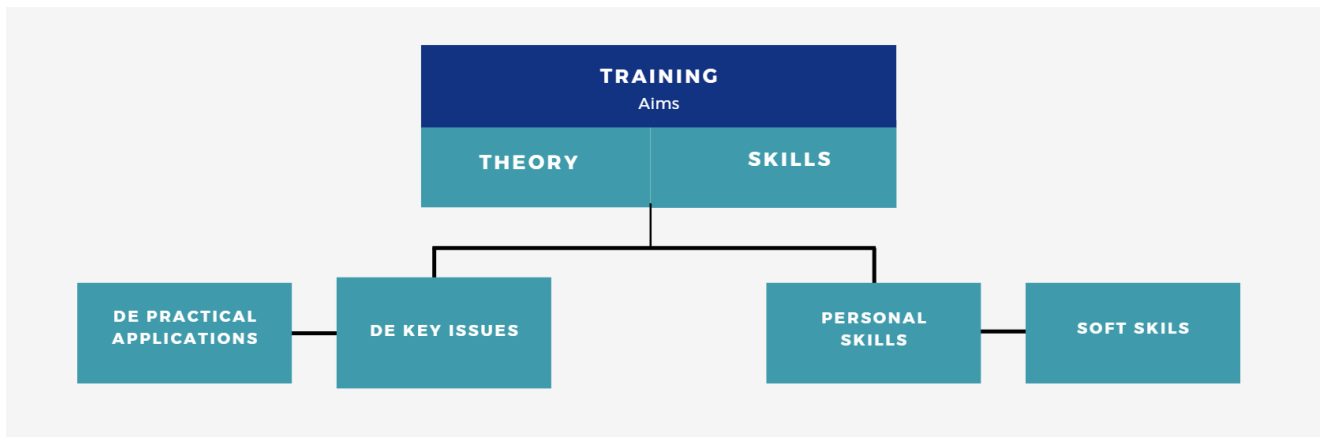
With the rapid development of the digital world, ‘born-global’ new ventures are not only possible, but have become the norm for many new ventures, giving rise to a rapidly growing phenomenon of digital entrepreneurship. Digital entrepreneurship (DE) is similar to traditional entrepreneurship with regard to pursuing entrepreneurial opportunities by creating new ventures (Ngoasong, 2018). It is different in the sense that some or all of the new venture creation process takes place digitally (Sahut, 2019). Some famous examples include Amazon & eBay (e-commerce); Google (search engine); Facebook & Whatsapp (social media). A digital entrepreneur is defined as an individual who “creates and delivers key business activities and function, such as production, marketing, distribution and stakeholder management, using digital technologies (Hair, 2012). Digital entrepreneurship opens many doors for nascent entrepreneurs that would not be possible without the development of new digital technologies. Currently, many countries consider digital entrepreneurship as a “critical pillar for digital economic development” (Shen, 2018). With the aid of media and social media, DE has caught significant attention and has become one of the most recognised phenomenon in the last few decades.

This programme seeks to combine training, tasks, and work to create an informative and hands-on in-class work experience. Each of the broad sections -training, tasks, and work- covers a different set of skills necessary for a digital entrepreneur. The programme is made up of pre-designed core lessons and bespoke content based on in-class interaction and student needs, which can include (but is not limited to) guest expert lectures and personal mentorship.



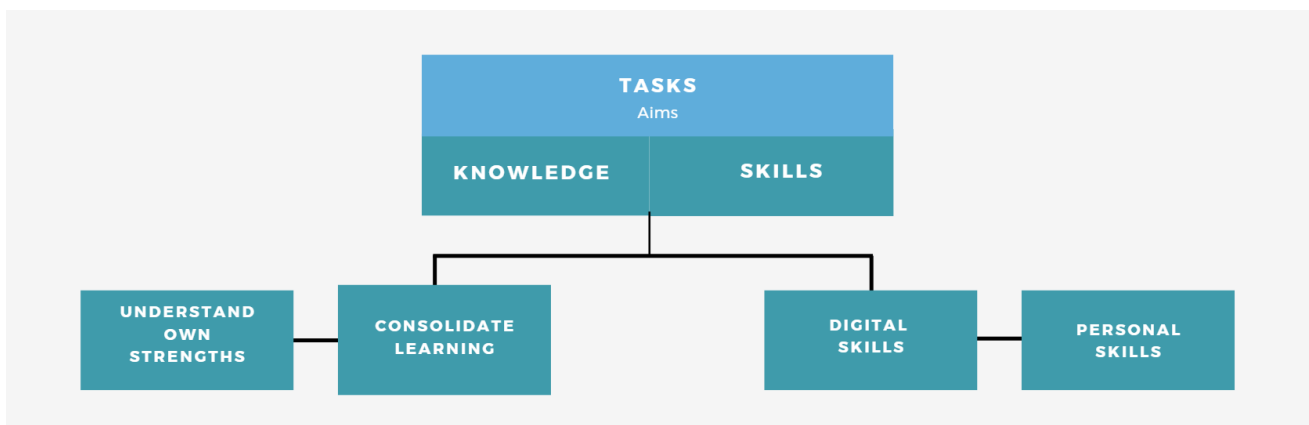
Each day of the programme is designed to incorporate all three of the aforementioned elements, with additional reflection and feedback given every few days. As the programme progresses, more bespoke content will be included as the needs of the students become more apparent. Learning can only be best conducted if it is both ways – students learning from facilitators, and facilitators understanding the needs of students. Students will benefit from a tailor-made experience and develop their digital entrepreneurship knowledge, business skills, and by the end of the programme, should have made a start on their digital entrepreneurial endeavours.

Aims, Learning Outcomes, and Skills



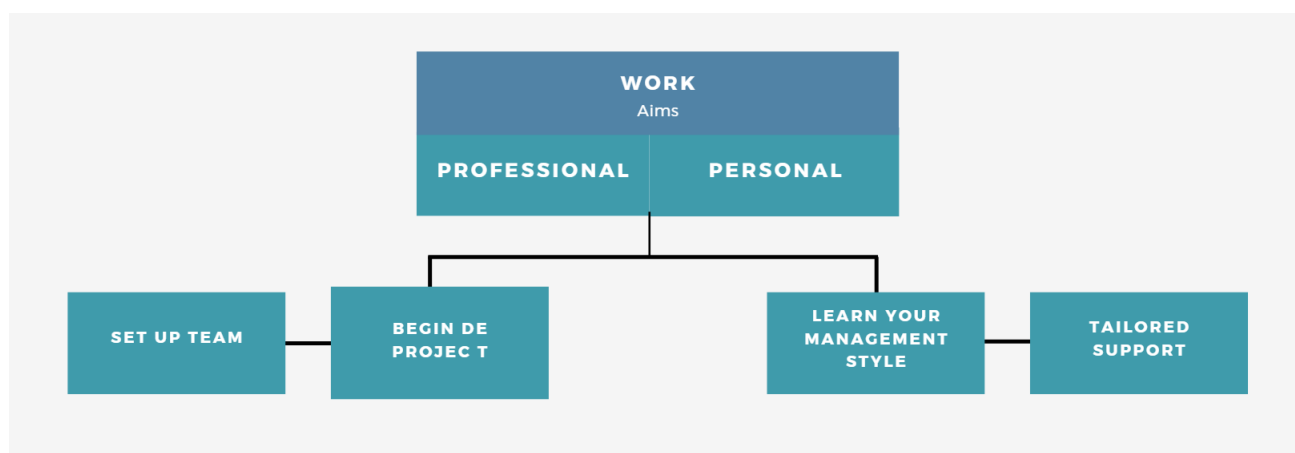
The 'training' section aims to introduce students to:

- The multi-disciplinary nature of innovation and digital entrepreneurship and their practical applications;
- The theoretical understanding of key issues relating to digital entrepreneurship;
- The interplay between human, social and economic capital within digital entrepreneurship spaces.
- The development of their personal and soft skills such as networking, pitching, independent research, and increasing one's presence.



The 'tasks' section aims to:

- Consolidate knowledge from the 'training' modules;
- Aid students in identifying their strengths, weakness, and knowledge gap, in order to customise the bespoke content for their needs;
- Provide students with a hands-on opportunities of applying theory to practice, without occupying significant time;
- Help students hone their digital and personal skills.



The ‘work’ section aims to:

- Enable students to begin their digital entrepreneurial journeys with on-going, tailor-made mentorship and support from experts in the industry;
- Aid students in identifying their management style and the type of team in which they work best;
- Help students potentially find their co-founders and team;
- Equip students with the confidence to pursue their entrepreneurial endeavours;
- Act as a springboard to the real world of digital entrepreneurship.

Learning Outcomes

Students will be able to:

- Demonstrate an in-depth understanding and critical awareness of the main themes, key current issues and problems associated with digital entrepreneurship in international business/management environments.
- Demonstrate an ability to undertake independent research, acquire and analyse data and information, evaluate their relevance and validity, synthesise a range of information and evaluate decisions and priorities in complex situations, and apply this knowledge and ability to their own projects.
- Build a minimum viable product of their idea and understand how to take the idea forward.
- Demonstrate an ability to communicate effectively and concisely, orally and in writing.
- Operate effectively as part of a team.

Skills

(S1) Adaptability

(S2) Problem solving skills

(S3) Commercial awareness

(S4) International awareness

(S5) Teamwork

(S6) Organisational skills

(S7) Communication skills

(S8) Ethical awareness

Section Explanations



The ‘training’ section of the programme seeks to develop knowledge in business theory and current issues in digital entrepreneurship in a global context, as well as step-by-step teachings of how to test an idea and launch a business. This content will form Module A which in turn creates the foundation to the whole programme. Moreover, the programme endeavours to help students develop personal and soft skills to go alongside the business skills, this area will be treated in Module B.

Module A - Entrepreneurship & Innovation Theory

This module will comprise of key theory taught by leading academics, a guide to starting a business through a workshop format, and expert guest lectures and seminars.



Theory topics (speaker-led) will include:

- Introduction to digital entrepreneurship: theory and case studies.
- Digital entrepreneurship management.
- Globalisation and digital entrepreneurship.
- Entrepreneurial finance.
- Branding management.

Guide to Starting a Business (workshop-based) will include:

- What is entrepreneurship & entrepreneurial mindset?
- Design thinking & customer development
- Creativity & branding
- The lean canvas & product development
- KPIs and goal setting
- Pitching

Expert Lectures will be based on student interest and needs, and could include (but not limited to):

- Introduction to Machine Learning and the commercial world.
- AI and business.
- The next computational evolution? – What is quantum computing?
- The digital media industry: how to get in?
- What is Legal Tech?
- Tech saving lives: medical technology.
- Tech of the everyday: e-commerce.
- Introduction to FinTech.

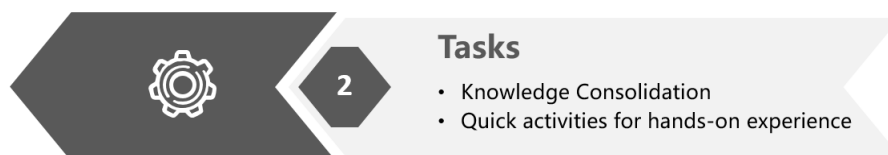
Module B – Entrepreneurial Resources

Students will explore the value of human and social capital in this module. The content will be split 50/50 in terms of core classes and bespoke content.

Core classes include:

- Confidence : Increasing Your Presence
- Effective Networking
- Personal Branding
- Social Media Presence: Management & Review

Following the interaction of the class during the core classes, 4 additional tailor-made classes will be incorporated into the module. These can be expansions and elaborations on the core class topics, for example, if students engaged with the confidence class and wished to explore the topic further, additional body language and public speaking classes can be arranged. However, if students express an interest in other topics related to entrepreneurial resources, additional classes in these topics can also be organised.



The ‘tasks’ section of the programme is designed to be as immersive as possible while still bearing in mind students’ time commitment. Through a series of easy to hard tasks, students will test their own digital, business, and soft skills in Modules C and D.

Module C: Digital & Technical Skills (Please note this is NOT a coding course)

This module will help students build their digital skills. The module will begin with a self-evaluation of skills so that content can be tailored for students.

Core classes:

- Shortcut to Design Mock-Up: Using Software You Already Know.
- Introduction to Premier Pro.
- Introduction to Photoshop.
- How to build a website.
- Social Media for Business.

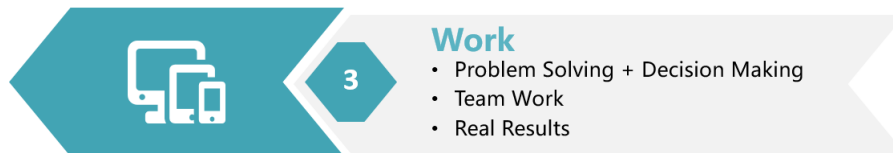
Each class will include an instructional presentation, followed by a hands-on task.

Elective classes:

- Introduction to Illustrator.
- Mastering video creation for advertising.
- Graphic design for business branding.
- Building an online store: eBay, Amazon, Shopify, or your own website?
- Create your own topic (under the guidance of an expert mentor)

Module D: Journey Monitoring

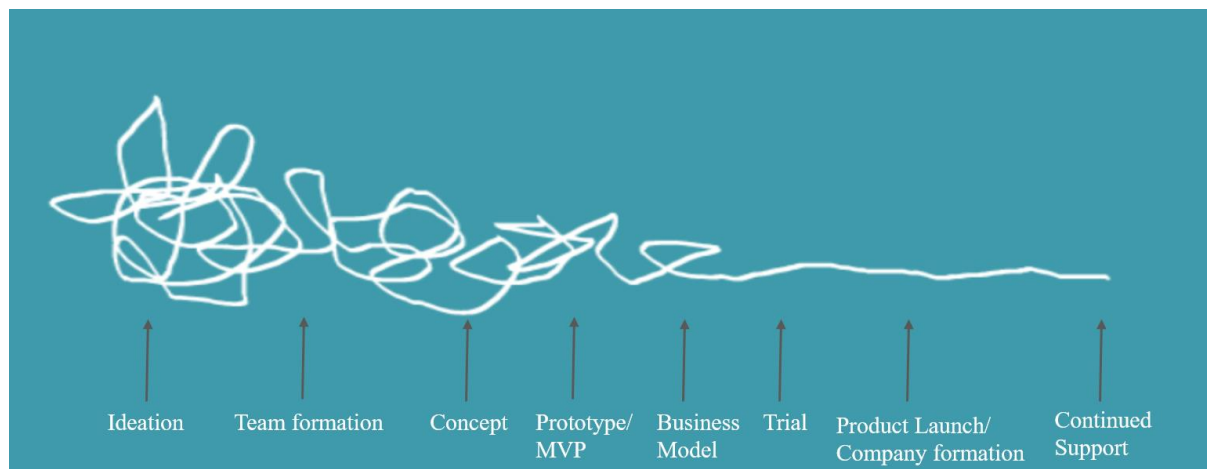
Module D requires students to monitor their progress each day which will be completed on the GDE app. Students will reflect and assess their own performance during the day through small self-evaluation tasks. At the end of the programme, students will receive personal evaluation feedback from a combination of their Module D work and instructor comments.



The training and tasks sections aid students to develop their skills so that they can launch their ideas and ‘work’. The work section is flexible, and involves in-class and independent work. The section is formed by Module E.

Module E – Independent Project

Students can work independently or form their own teams to explore and develop a digital business idea. There is time allocated to the project each day and experts present to support students during this period. Students are also expected to work on the project outside of the class. The project will incorporate all skills and knowledge developed through the training and tasks sections.



(An illustration of the thought process and milestones of the independent project)

Assessment

Section	Modules	Assessment Type	Weighting in Programme
Training	A	In-class participation	5%
		End of module presentation (10 mins)	5%
	B	N/A	
Tasks	C	Core Class Tasks x 5	25%
		Elective Class Tasks x 2	10%
	D	N/A	
Work	E	Weekly progress report	5%
		Lean canvas	5%
		KPIs report	5%
		MVP	20%
		Branding - website, advertising, social media	10%
		Pitch	10%