



WP2.1.3. Mentors' CV (2)

Digital Entrepreneurship Handbook

Guidelines



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Introduction to www.NEWDIGISHIP.eu E-learning

In today's digital era, the development of digital competences among young people holds significant importance, in the context of digital entrepreneurship. One of the significant advantages of starting a business on the internet is the potential for scalable earnings. Information technology has significantly reduced the cost of entry, making it easier for entrepreneurs to set up their online shops with minimal financial investment. Information and communication technologies serve as catalysts for innovation and play a crucial role in facilitating learning beyond traditional classroom settings. The utilization of these technologies, both before and after physical activities, enhances educational experiences and ensures their continuity. Consequently, educational processes increasingly shift toward online and e-learning environments. The advancements in technology, coupled with the distinctive behaviours and perceptions of the new generation, have accelerated this transition. As a result, www.NEWDIGISHIP.eu, aims to enhance the quality of e-learning and e-learning environments through collaborative efforts, thereby promoting the digital entrepreneurship skills of young people.

This platform serves as a valuable source of knowledge for individuals looking to start or expand their businesses using the internet and other digital platforms. Digital entrepreneurship, which encompasses the creation and operation of online businesses, can be particularly appealing to entrepreneurs who are comfortable with technology. With access to a digital device and the internet, anyone can establish various types of online businesses.

The utilization of digital tools and e-learning methodologies enables the achievement of several goals. First and foremost, it fosters interpersonal communication skills, emphasizing the appropriate use of social media platforms. Additionally, it cultivates independent and lifelong learning skills, encouraging individuals to become self-directed learners capable of adapting to evolving demands. The NEWDIGISHIP project also emphasizes the development of ethical awareness and a sense of responsibility in the digital realm. The availability of flexible digital media tools has revolutionized business processes, allowing individuals to offer their products and services to a global audience. Digital entrepreneurship also enables businesses to quickly adapt and make changes to their services, branding, and pricing without experiencing substantial turnaround times. For instance, instead of investing in physical advertisements, a digital venture can adjust its pricing by simply altering online marketing information. Similarly, rebranding efforts can focus on updating website content, marketing materials, and product offerings, eliminating the need for physical location modifications.

By leveraging the power of the internet and digital platforms, aspiring entrepreneurs can tap into a world of opportunities and overcome traditional barriers associated with starting and growing a business. This platform equips individuals with the necessary knowledge and insights to navigate the digital landscape effectively and harness its vast potential for entrepreneurial success.

Furthermore, e-learning nurtures critical thinking, problem-solving, and creative thinking abilities, equipping individuals with essential cognitive skills. Participants also acquire digital knowledge and skills, gaining proficiency in managing and utilizing information effectively. The NEWDIGISHIP learning tools recognize the importance of multitasking and flexibility in the digital age, emphasizing their development. They also focus on enhancing analytical data management skills, enabling young people to navigate and utilize data efficiently. New-media literacy, including the ability to critically evaluate and engage with various media forms, is also addressed.

Introduction to Digital Entrepreneurship Handbook

By completing the e-learning course, you will gain valuable knowledge and skills in various areas of digital entrepreneurship. Completing each module will equip you with practical knowledge, critical thinking abilities, and hands-on skills necessary for digital entrepreneurship. The estimated completion time for each module ranges from 1.5 to 3.5 hours, depending on the content and exercises included.

Module 1: Digital tools for entrepreneurship and its use

- Understand the concept of digital tools and their role in entrepreneurship.
- Identify and give examples of various digital tools.
- Differentiate between different types of digital tools.
- Explore the possibilities of using digital tools for entrepreneurship.
- Discuss the future perspectives of digital technology for entrepreneurship.
- Develop skills in using websites, applications, and computerized resources for entrepreneurship.
- Enhance data literacy, digital content creation, and problem-solving competences.

Module 2: "Blockchain" in digital entrepreneurship

- Gain an understanding of blockchain technology and its applications.
- Explore the foundational pillars of blockchain technology.
- Examine the use cases of blockchain in various industries.
- Evaluate whether blockchain is a viable option for digital transformations in businesses.
- Demonstrate blockchain developer skills.
- Apply blockchain for digital entrepreneurship.
- Develop competences in data literacy, safety, and problem-solving.

Module 3: "Cloud computing" in digital entrepreneurship

- Learn the fundamentals of cloud computing.
- Understand the essential characteristics and benefits of cloud computing.
- Explore cloud service models suitable for business companies.
- Discover the concept of cloud services brokerage.
- Identify primary cloud deployment models.
- Utilize cloud computing for digital entrepreneurship.
- Enhance competences in data literacy, safety, and problem-solving.

Module 4: Social Media Marketing

- Understand the concept and importance of social media marketing.
- Explore various social media platforms and their functionalities.
- Identify target demographics associated with different platforms.
- Evaluate the best social media platforms for specific businesses.
- Develop an internal social media policy and strategies for engagement.
- Gain competences in analyzing social media marketing needs, ad campaign management, and content creation.

Module 5: "SEO new technologies" in digital entrepreneurship

- Learn the principles and fundamentals of SEO (Search Engine Optimization).
- Conduct keyword research and select relevant keywords for websites.

- Optimize website content, structure, and HTML for better search engine visibility.
- Improve website visibility through external links, social media, and other means.
- Understand local SEO and how to optimize websites for local search.
- Utilize SEO tools for performance analysis and strategy improvement.
- Develop competences in analyzing SEO performance, applying best practices, and designing effective SEO strategies.

Module 1: Digital tools for entrepreneurship and its use

MODULE 1	Digital tools for entrepreneurship and its use by KLAIPEDA UNIVERSITY
Introduction and topics	<p>This module introduces the variety of digital tools, such as programs, websites, applications, and other internet and computerized resources that facilitate, enhance, and execute digital processes and overall digitization efforts for entrepreneurship.</p> <p>The main topics:</p> <ul style="list-style-type: none"> ✓ What is the digital tool? ✓ Variety of digital tools ✓ What are the possibilities to use the digital tools for entrepreneurship? ✓ Future perspectives of digital technology for entrepreneurship
Expected learning outcomes	<p>Upon completion of this module, trainees should:</p> <ul style="list-style-type: none"> ✓ Give the examples of various digital tools ✓ Explain the differences of digital tools ✓ Understand the possibilities to use the digital tools for entrepreneurship ✓ Describe the development perspectives of digital technology for entrepreneurship
Skill & competences	<ul style="list-style-type: none"> ✓ Use the websites for entrepreneurship ✓ Use the applications for entrepreneurship ✓ Use the computerized resources for entrepreneurship ✓ Critically analyse self-competence in the digital tools use for entrepreneurship ✓ Develop data literacy competence ✓ Develop digital content creation competence ✓ Improve safety and problem - solving competence ✓ Develop self-improvement strategies in the digital tools use for entrepreneurship

Exercises Included	Practical tasks using the digital tools, Demonstration
Self-assessment quizzes	Self-Reflexion tools for critical self-evaluation and to determine the weaknesses, Multiple Choice Quiz
Reading materials	Case studies, video material, Discussion, Group work
Estimated completion time	Approx. 3.5 hours

Module 2: Blockchain in digital entrepreneurship

MODULE 2	Blockchain in digital entrepreneurship by KLAIPEDA UNIVERSITY
Introduction and topics	<p>This module introduces the concept of blockchain, presenting four foundation pillars of blockchain technology, explaining applications and use cases of blockchain in various industries: blockchain in healthcare, blockchain in FinTech, blockchain in real estate, blockchain in manufacturing, role of blockchain in modern start-ups and enterprises, blockchain solutions for the digital business, blockchain in mobile business apps, blockchain security solutions.</p> <p>The main topics:</p> <ul style="list-style-type: none"> ✓ What is the blockchain? ✓ Foundation pillars of blockchain technology ✓ What are the use cases of blockchain in various industries? ✓ Is blockchain a good option for digital transformations for businesses?
Expected learning outcomes	<p>Upon completion of this module, trainees should:</p> <ul style="list-style-type: none"> ✓ Explain the blockchain use in digital entrepreneurship ✓ Explain the advantages of blockchain ✓ Give the examples of blockchain use in various industries ✓ Explain the role of blockchain in the digital transformation of businesses ✓ Demonstrate the blockchain developer skills
Skill & competences	<ul style="list-style-type: none"> ✓ Use the blockchain for digital entrepreneurship ✓ Use the computerized resources for digital entrepreneurship ✓ Critically analyse self-competence in blockchain use for digital entrepreneurship ✓ Develop data literacy competence ✓ Improve safety and problem - solving competence

	✓ Develop self-improvement strategies in blockchain use for digital entrepreneurship
Exercises Included	Case analyses, Practical tasks, Demonstration
Self-assessment quizzes	Self-Reflection tools for critical self-evaluation and to determine the weaknesses, Multiple Choice Quiz
Reading materials	Case studies, video material, Discussion, Group work
Estimated completion time	Approx. 3.5 hours

Module 3: Cloud computing in digital entrepreneurship

MODULE 3	Cloud computing in digital entrepreneurship by KLAIPEDA UNIVERSITY
Introduction and topics	<ul style="list-style-type: none"> ✓ This module focuses on introduction to cloud computing. It provides the definition of cloud computing, describes essential cloud characteristics, and discusses the key benefits of cloud computing. This module also describes the primary cloud service models, cloud services brokerage, and the primary cloud deployment models. ✓ The main topics: <ul style="list-style-type: none"> ✓ What is the cloud computing? ✓ Essential cloud characteristics ✓ What are the key benefits of cloud computing? ✓ Cloud service models what can be used for business companies ✓ What is cloud services brokerage? ✓ Primary cloud deployment models
Expected learning outcomes	<ul style="list-style-type: none"> ✓ Upon completion of this module, trainees should: <ul style="list-style-type: none"> ✓ Explain the blockchain use in digital entrepreneurship ✓ Explain the advantages of blockchain ✓ Give the examples of blockchain use in various industries ✓ Explain the role of blockchain in the digital transformation of businesses ✓ Demonstrate the blockchain developer skills
Skill & competences	<ul style="list-style-type: none"> ✓ Use the cloud computing for digital entrepreneurship ✓ Use the key benefits of cloud computing for digital entrepreneurship ✓ Critically analyse self-competence in cloud computing use for digital entrepreneurship ✓ Develop data literacy competence ✓ Improve safety and problem- solving competence

	✓ Develop self-improvement strategies in cloud computing use for digital entrepreneurship
Exercises Included	Case analyses, Practical tasks, Demonstration
Self-assessment quizzes	Self-Reflexion tools for critical self-evaluation and to determine the weaknesses, Multiple Choice Quiz
Reading materials	Case studies, video material, Discussion, Group work
Estimated completion time	Approx. 3.5 hours

Module 4: Social Media Marketing

MODULE 4	Social Media Marketing by EUODIMENSIONS
Introduction and topics	<p>This module introduces techniques and concepts linked to Social Media Marketing and how to manage social media external interactions and relationships that drive success.</p> <ul style="list-style-type: none"> • What is Social Media Marketing? • Why is Social Media Marketing Useful? • What are the Channels Used for Social Media Marketing? • Tools for Social Media Marketing
Expected learning outcomes	<p>Upon completion of this module, trainees should:</p> <ul style="list-style-type: none"> • Understand the difference between traditional marketing and social media marketing. • Understand the major social media platforms, how they function, and what role they play in marketing (broadly define the functionality of LinkedIn, Facebook, Twitter, Instagram and Tiktok) • identify the target demographics associated with each platform. • evaluate the best social media platform(s) for a specified business and develop an internal social media policy, including management, timing, and frequency.
Skill & competences	<ul style="list-style-type: none"> • Identifying and analyzing the social media marketing needs of an organization • Determine the right ad objective for a business's goal • Use tools to monitor, measure, and edit an ad campaign to meet the campaign goals • Develop key strategies on how to create content and posts that engage audiences
Exercises Included	<p>Self-reflective questions will be used throughout the module to encourage trainees to think and analyse where they stand in regard to what they are reading at the moment.</p>
Self-assessment quizzes	<p>Multiple choice questions on the topics/content developed in the Module</p>
Reading materials	<p>Case studies, links to relevant articles and blogs, etc. + Video / audio contents, if relevant</p>

Estimated completion time	Approx. 1.5 hours

Module 5: SEO new technologies in digital entrepreneurship

MODULE 5	SEO new technologies by ESPLAI
Introduction and topics	<p>This module introduces techniques and concepts linked to SEO (Search Engine Optimization), offering a deep vision about how digital entrepreneurs can improve their visibility on internet.</p> <ol style="list-style-type: none"> 1. Introduction to SEO: definitions, objectives and benefits. 2. Keyword research: how to find the right keywords for your website. 3. On-page optimisation: how to optimise the content, structure and HTML of your website. 4. Off-page optimisation: how to improve the visibility of your website through external links, social media and other means. 5. Local SEO: how to optimise your website for local search. 6. SEO tools: how to use SEO tools to analyse performance and improve your strategy.
Expected learning outcomes	<p>Upon completion of this module, trainees should:</p> <ul style="list-style-type: none"> • Understand the principles and fundamentals of SEO. • To learn the basic search engine optimisation techniques and tools. • Know the factors that influence the ranking of a website. • Develop skills to design and execute an effective SEO strategy. • Become familiar with the use of metrics and data analysis to evaluate SEO performance.
Skill & competences	<ul style="list-style-type: none"> • Ability to analyse and evaluate the SEO performance of a website. • Ability to identify and apply SEO best practices in a variety of contexts. • Competence to research and select relevant keywords for your website. • Ability to design and execute an effective SEO strategy and adapt to changes in the search algorithm. • Ability to use SEO tools to analyse and improve the performance of your website in search engines.
Exercises Included	<p>Self-reflective questions will be used throughout the module to encourage trainees to think and analyse where they stand in regard to what they are reading at the moment.</p>

Self-assessment quizzes	Multiple choice questions on the topics/content developed in the Module
Reading materials	Case studies, links to relevant articles and blogs, etc. + Video / audio contents, if relevant
Estimated completion time	Approx. 1.5 hours

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