

ibat

Institute of Business
and Technology

One evening per week
Duration: 12 weeks
Start date: February 2021
Study Mode: On campus
Fees: €1,800

Digital Entrepreneurship



Stay ahead
of the game

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and Technology

Digital Entrepreneurship

Digitalisation has introduced a range of challenges and opportunities to the modern world. Learn how to utilise digital strategies to achieve your business aims and to build innovative products and services that your customer base is looking for.

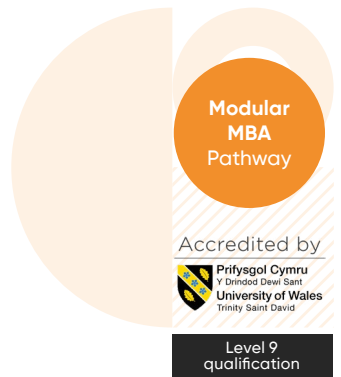
**Feed your motivation.
Discover your potential.
Embark on the next
stage of your career.**

What will I experience?

Throughout the module, you'll be taught by IBAT's dedicated faculty who will cover subject areas including innovation and design thinking, SEM and SEO, e-commerce, growth hacking and raising capital. You'll also study start-up ideation, inbound marketing as well social media management helping you to build a business that thrives in the digital age.

What will I learn?

By the time you have completed this module, you will have an excellent understanding of the digital landscape and how new digital technology can help you to grow your business. You'll know how to critically evaluate problems in constructing an e-business and be able to apply your knowledge to overcome any challenges.



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