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**“OpEn Entrepreneurship”
E-business Skills for SME’s
Module development**

INTELLECTUAL OUTPUT 1

Deliverable 1.2.

Module Outline

1. Course Outline

Instructor: TBC

Class teachers: TBC

This module is part of the design of an appropriate concept training package (module development) which is taking into account the scope of the project “OpEn Entrepreneurship” but also the idiosyncrasies of SME’s companies as regards to innovation and e-business (e.g. e-business, strategy and innovation, market analysis, use of social networks and e-business).

In this respect, an assessment of final results derived from WP 1 & WP2 has taken place as well as a conversion of skills’ needs to Module Units based on a triangulation method (skills needs identified based on primary research and cross-validation with secondary literature and partners contribution). The concept training package includes a brief description of the training content, prerequisites and outcomes, a syllabus and a course outline. More specifically, the module development includes: Learning Objectives, Course Syllabus, Course Outline and Assessment methods.

This module presents an analysis of the marketing, management and information systems theories and practices in online and digital business. With respect to the target groups’ needs identified, this concept training package constitutes mostly a digital marketing and management course (“e-business skills”) and then a technical course. It is directed both at existing SME’s but also start-ups and potential entrepreneurs while it focuses on the study of the impact of digital technologies on business strategies and market configurations.

Participants will receive rich information and knowledge on the main challenges associated with different e-business models and strategies in a fast changing technological and business environment, while they will gain a holistic understanding on the new digital means through which businesses are taking advantage n national and global marketplaces.

The module covers a broad spectrum of today's management topics in digital business, including:

- The management and marketing of e-business: theoretical background and emerging techniques in market analysis;
- Strategic management for e-business: sales, digital marketing and e-commerce strategy;
- The management of ICT Infrastructure, Information Systems and Big Data Analytics/Tools
- ICT systems, applications and web development tools;
- New business models incorporating ICT for Sales and Marketing, Digital Enterprise, e-shops and Social Media;
- E-business environment - legal, ethical and security topics in e-business.

Module Units:

Business Development

1. Understanding Business and Entrepreneurship
 - a. *Intro to management and strategy*
 - b. *Intro to marketing*
 - c. *Innovation and entrepreneurship*
2. Understanding your consumer
 - a. *Consumer behaviour*
 - b. *Market research*

Personal Development

4. Developing your personal skills
 - a. *Leadership and empowerment*
 - b. *Negotiating skills*
 - c. *Networking skills*
 - d. *Collaborating skills (team working, communicating, establishing partnerships)*

Digital Development

5. ICT fundamentals
 - a. *Web technologies and Content Management Systems*
 - b. *Social Network Analysis*
 - c. *Agile methods for software development*
6. ICT for Sales and Marketing
 - a. *Digital Business Models and Applications*
 - b. *Online sales*
 - c. *Social media and collaborative tools: Deployment and Analytics*

2. Course Syllabus

The project objectives promote the identification of needs into two broad firms' categories and target groups which are perspective young entrepreneurs but also existing micro/small-sized firms. In this respect, common business needs have been identified and tackled through the formulation of a joint and integrated course of action.

More specifically, the project will address the education needs of talented youth during their progression from undergraduate students to young entrepreneurs, establishing their own business in a real business environment.

At the same time, enterprise associations and confederations, as well as university's experts on innovation and entrepreneurship identified express the needs of their members-firms and users (by analyzing existing studies or by conducting interviews or running focus groups where needed), while academic partners will translate them to specific learning objectives and module outline.

Today, a vast majority of enterprises and businesses around the globe utilise digital technology in various different forms and at least in a small percentage of their activities. In this prism, the present course discusses the main managerial and strategic aspects of digital business. It discusses the different e-business practices and challenges digital technologies entail for existing firms or start-ups.

The module will discuss the most relevant theories needed to understand the impacts of information and communication technologies on business and market configurations. Moreover, this module will analyze emerging practices and analytical tools in digital business with respect to the business and organizational implications of the growth of "e-business skills" and new e-business strategies and tools (e.g. new business models, social technologies, new commercial applications).

Last but not least, new e-business strategies for existing SME's and start-ups will be presented and analyzed incorporating the business, organizational and technological aspects in the context of the emerging economic, technological, strategic and social transformations associated with e-business transformations.

Learning Objectives

By the end of the module, participants will be able to:

- understand relevant theories from business, management that help to explain the development and growth of e-business;
- comprehend emerging practices in new technologies for e-business.
- explore a range of digital technologies which are able to drive revenue and create value for customers via innovative business strategies, processes and interactive experiences;
- understand the interaction between business development, technological trends and social context of e-business (e.g. social networks);

- explore differentiated business models with respect to multiple components, endpoints, peripherals and operations of businesses (e.g. digital strategies, digital skills, digital value chain, digital infrastructures).
- enrich their skills in the domain of e-business innovation models and emerging e-business technologies.

This module will be delivered in 5 module units. The teaching material will be uploaded on the intranet prior to each module unit.

Module Units:

Business Development

1. Understanding Business and Entrepreneurship
 - a. *Intro to management and strategy*
 - b. *Intro to marketing*
 - c. *Innovation and entrepreneurship*
2. Understanding your consumer
 - a. *Consumer behaviour*
 - b. *Market research*

Personal Development

3. Developing your personal skills
 - a. *Leadership and empowerment*
 - b. *Negotiating skills*
 - c. *Networking skills*
 - d. *Collaborating skills (team working, communicating, establishing partnerships)*

Digital Development

4. ICT fundamentals
 - a. *Web technologies and Content Management Systems*
 - b. *Social Network Analysis*
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5. ICT for Sales and Marketing
 - a. *Digital Business Models and Applications*
 - b. *Online sales*
 - c. *Social media and collaborative tools: Deployment and Analytics*

Module Unit 1: Understanding Business and Entrepreneurship

- a. Intro to management and strategy
- b. Intro to marketing
- c. Innovation and entrepreneurship

Short description

This module unit will present introductory topics to Business and Entrepreneurship and more specifically, management, strategy and marketing while it will give emphasis to relevant issues related to innovations issues. This module aims to enrich the participants' knowledge on understanding market structure, dynamics and configurations as regards to e-business strategies.

Module Leader: TBC

Email:

Telephone:

Learning Outcomes

At the end of the module the learner will be expected to be able to:

- understand issues related to management and strategy, and marketing techniques.
- learn the tools and techniques necessary for the development and execution of a marketing plan through videos and case study tasks.
- engage in interactive marketing exercises specifically designed for the development and execution of marketing plans.
- understand the subjects of innovation and innovation management, and learning methods of developing and boosting innovating ideas or managing complex innovation projects.

Module Unit 2: Understanding your consumer

- a. Consumer behaviour
- b. Market research

Short description

This module unit will present introductory aspects on market research techniques, sales and overall, consumer behaviour. Additionally, it will discuss the most relevant theories and practices on related issues such as product and service differentiation. This module aims to enhance participants' skills at the direction of understanding market trends and needs as well as techniques to drive revenue and create value for customers via innovative marketing strategies, processes and interactive experiences.

Module Leader: TBC

Email:

Telephone:

Learning Outcomes

At the end of the module the learner will be expected to be able to:

- understand issues related to consumer behavior.
- learn about modern, iterative and efficient market research techniques.
- learn how to create and execute differentiation plans for products or services' offerings.

Module 3: Developing your personal skills

- a. Leadership and empowerment
- b. Negotiating skills
- c. Networking skills
- d. Collaborating skills (team working, communicating, establishing partnerships)

Short description

This module unit will present topics relevant to leadership and empowerment while it will delve into subjects incorporating aspects of negotiating skills and networking skills. Moreover, several related aspects will be analyzed within the field of collaborating skills, especially regarding team working, communicating and establishing partnerships.

Module Leader: TBC

Email:

Telephone:

Learning Outcomes

At the end of the module the learner will be expected to be able to:

- understand issues regarding leadership and empowerment.
- understand issues related to negotiating and networking skills.
- learn about the importance of collaborating skills through specific examples and case studies.

Module 4: ICT fundamentals

- a. Web technologies and Content Management Systems
- b. Social Network Analysis
- c. Agile methods for software development

Short description

This module unit will discuss issues related ICT topics and subjects, especially regarding Web technologies and Content Management Systems as well as Social Network Analysis. Additionally, several inter-related aspects will be analyzed with emphasis to internet-based systems which offer new means to operate businesses and agile methods for software development. The module unit focuses also on the study of the impact of digital

technologies on business strategies and market configurations. Overall, this module unit aims to provide participants with a thorough understanding on topics involving ICT infrastructures and interconnected components.

Module Leader: TBC

Email :

Telephone:

Learning Outcomes

At the end of the module the learner will be expected to be able to:

- understand all the aspects related to ICT fundamental issues.
- learn tools, techniques and internet-based systems which offer new means to operate businesses, such as Social Network Analysis and agile methods for software development.

Module 5: ICT for Sales and Marketing

- a. Digital Business Models and Applications
- b. Online sales
- c. Social media and collaborative tools: Deployment and Analytics

Short description

This module unit will mainly discuss issues related to ICT for Sales and Marketing. As a result, several interrelated topics will be analyzed involving Digital Business Models and Applications, Online sales, and Social Media and collaborative tools. This module aims to provide participants with a thorough understanding of why and how successful companies are taking advantage of e-business with the use of differentiated e-business models and strategies and the efficient exploitation of digital tools.

Module Leader: TBC

Email :

Telephone:

Learning Outcomes

At the end of the module the learner will be expected to be able to:

- understand issues related to the use of Digital Business Models and Applications.
- learn about learn how to launch, create and run Online Sales.
- learn about the exploitation of Social media and collaborative tools, especially with respect to business and innovation strategies.

Assessment methods

The course consists of [tbc] hours of lectures and [tbc] hours of classes. You should expect the courses to be interactive, so come prepared to participate.

There are two forms of assessment in the course:

- 1 essay due at the end of week 4 (worth 40% of the grade),
- 1 final exam (worth 60% of the grade).

More information about the assessment methods will be provided on the project e-platform.

All coursework (written assignments and power point presentations) will be uploaded electronically.

There is an expectation for the participants to be engaged interactively with the tutors during the sessions.

Personal Advising

Personal advising is an on-going educational process that promotes the importance of learning and fosters the students' intellectual and personal development towards academic success. In this respect, the tutors will take into account the need to provide an environment which supports development of confidence and a “can do” attitude and furthermore will tackle the need to embrace a “hands-on” active learning approach.

During the module, you will be assigned the tutor will pursue the following aims:

- To explain of the module units and procedures;
- To assist the selection and the following of an appropriate “learning path”;
- To monitor the progress and the meeting of the learning outcomes of the course;
- To provide personal guidance and active learning approach.

Sample Readings

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European Commission (2015) e-Leadership Skills for Small and Medium Sized Enterprises, Final Report.

European Commission (2014) The E-Skills Manifesto, Manifesto is produced by European Schoolnet and DIGITALEUROPE, available at: <http://eskills4jobs.ec.europa.eu/manifesto>

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