

Course title: CHM203E Principles of Digital Entrepreneurship

Credit: 3(3-0-6)

Program: B.B.A. (Digital International Business)

Year: 1

Teacher: Dr.Pongrapee Kaewsaiha

Host: College of Hospitality Industry Management, SSRU

Mode: Self-learning

Start date: 1 Jan 2022

End date: Not specified

Course description

Digital entrepreneurial concepts: characteristics of successful entrepreneurs, ideas generation, techniques for starting new business, business plan, issues for growth and development, efficiency of internet start-ups.

Evaluation: Auto-graded quizzes

Available credit transfer

DIB3209 Principles of Digital Entrepreneurship

Course outlines

1. Opportunities and challenges of businesses in the digital era
2. Digital business idea
3. Digital business design
4. Digital business prototype
5. Digital content strategy
6. User experience (UX) and user interface (UI)
7. Features, plugins, and add-ons
8. Web analytics
9. Defining and tracking business goals
10. Usability and customer experience
11. Acquiring customers in the digital age
12. Digital business experiment
13. Launching a new digital business venture

References

Allen, J. P. (2019). Digital entrepreneurship. Routledge.