Contents -

Course Overview	vii	
Module 01	1.1	
Development of the Business in the Digital Era		
Learning Activity 1 Development of Entrepreneurship	1.6	
Learning Activity 2 The Key to Business Success in the Digital Era: The Important Role of Digital Technology	1.20	
Module 02	2.1	
The Role and Key Characteristics of the Entrepreneur		
Learning Activity 1 Definition and Types of Entrepreneurship	2.5	
Learning Activity 2 Key Characteristics of Entrepreneurship	2.29	
Module 03	3.1	
The Process of Recognizing Self- Potential		
Learning Activity 1 Self Potential Identification in Starting a Business	3.6	
Learning Activity 2 Effectuation Principles	3.19	

Module 04	4.1	
Business Opportunity Identification		
Process in the Digital Era		
Learning Activity 1	4.5	
Stages of Starting Entrepreneurial		
•		
Activities in the Digital Era		
Learning Activity 2	4.21	
The Role of Design Thinking in Finding		
Solutions		
Solutions		
	- 1	
Module 05	5.1	
Understanding Consumers in the		
Digital Era		
Digital Lia		
Learning Activity 1	5.5	
Consumers and Markets in the		
Digital Era		
Digital Lia		
	- 00	
Learning Activity 2	5.20	
Segmentation and		
Value Proposition Canvas		
•		
Module 06	6.1	
	0.1	
Business Model in the Digital Era		
Learning Activity 1	6.5	
•	0.5	
Business Model in the Digital Era		
Learning Activity 2	6.19	
Business Modelling		
Š		
Module 07	7.1	
Module 07	7.1	
The Appliance of Blue Ocean Strategy		
for Business in the Digital Era		
J		
Loarning Activity 1	7 4	
Learning Activity 1	7.6	
Blue Ocean Strategy in the Digital Era		
		<i>'////////////////////////////////////</i>
Learning Activity 2	7.22	
Learning Activity 2 The Launching Process of a Business in	7.22	
The Launching Process of a Business in	7.22	
9	7.22	
The Launching Process of a Business in	7.22	

Module 08	8.1	
Leadership and Team Building in Business in the Digital Era		
Learning Activity 1 Shared Leadership in Business Management in the Digital Era	8.5	
Learning Activity 2 Building an Effective Team in Business Management in the Digital Era	8.21	
Module 09	9.1	
Marketing in the Digital Era		
Learning Activity 1 Brand Management Strategy and Market Positioning	9.5	
Learning Activity 2 Determining Marketing Channels and Planning Sales	9.19	
Authors' Profile	9.31	