POSTGRADUATE DIPLOMA IN ICT & STARTUPS

SPRING SEMESTER

Module name	ECTS	Component courses
Entrepreneurship	5	>>**Entrepreneurship** Taught by a seasoned innovator, who organises startup mentoring events in Barcelona, this practical course will immerse you in the world of an entrepreneur. The course is geared towards a final project in which the final aim is not to "succeed" but to learn what it takes to start a business and test yourself and your ideas against the realities of business. >>**Business canvas modeling** This module is taught by a seasoned entrepreneur and intrapreneur, who looks at a canvas tool which can help better understand the priorities and consequences which influence decision making as you embark on your startup or project, and help you see where the weaknesses are in your plan before you get started.
Financing a startup	4	>>**Budgeting and controlling** This module looks at budget forecasting and detailed financial analysis for effective budget management. >>**Evaluating financial sources** When the research is done, the plan complete and the pitch perfected, where does the entrepreneur turn for investment? In the current climate, banks are less likely to provide the answer, but new models are emerging from cooperatives to crowdfunding. How do we choose the right source of capital for our project and how do we assess its suitability in both the short and long term? This module investigates and illuminates the options available to startups when they need to get off the ground.
Digital business	5	>>**Setting up a website – the end user experience** This is not a web-design module, but focuses on the interaction with the web designer. In setting up a business, we know a website is necessary, but what do we ask the designer for? A good web designer can help, but we must understand what we need the website to do, and how it complements and supports our brand. This module is extremely practical and will help business owners and entrepreneurs know what to ask for and how to deal with web developers. >>**SEM and SEO** This is not a course for webmasters, but rather for those who need to understand how to create content for their site and associated social media platforms in a way which will get them noticed by search engines, and increase their visibility. As we better understand SEM & SEO and social media within the overall framework of digital business applications, we can focus more on inbound marketing, and gather valuable granular data about our customers. >>**E-commerce and mobile business** Students of this course will examine new developments in the world of e-commerce and Mobile applications, acquiring an understanding of planning, developing, building, and implementing electronic and mobile commerce products and services, providing solutions for successful business operations large and small.
Social media	2,5	>>**Social media and community management** A community manager is on the front lines of customer engagement. As such, it is a critical role to get right. This module examines the process involved in building and sustaining meaningful engagement with your community, and how to earn their trust to build long term relationships.
Innovation	4,5	>>**Innovation and design thinking** Disruptive products or processes can bring great success, and Innovation is possible everywhere, no matter what people tell you. This module helps us put to rest the expression "if it isn´t broken, don´t fix it", by examining the customer journey in their interaction with real life products and brands, and identifying where innovation may be made. This approach is practical and be applied to any product or service and lead to…who knows? >>**Innovation and digital business** Innovation plays a major role in organisational development. However, there are many different types of Innovation. This module will examine what innovation in digital business is, what type of Innovation better fits digital start-ups and how to search for it. We will Discuss new driving forces of change, such as mobile, cloud, social, big-data & M2M.
Career development	1,5	>>**Careers skills** This module focuses on you and your path ahead. After reflecting on the things we really want from a career and where our passion lies, we take time to hone your personal brand both online and offline; looking at interview and networking techniques to carve out that path for yourself.