

DIGITAL INNOVATION & ENTREPRENEURSHIP

Are you looking to become a digital communications leader or create a digital enterprise? Then

Register Today!

<https://forms.gle/EreN5XTp88fLz72o7>



**JKUAT
ENTERPRISES LTD**

TAKING THE UNIVERSITY TO THE PEOPLE

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Course Content

- Introduction to Digital Innovation and Entrepreneurship
- Essentials and advances in Digital Innovation and Entrepreneurship
- Understanding Digital economy and Digital Business Models
- Opportunity development, assessment & evaluation
- Stakeholder analysis-key actors, resources and technologies
- Developing a Digital space, resource mobilisation and communication strategy
- Digital communication and social network
- Developing a Digital Business

**8 - Week
Course**

for only KES 20,000/-

Benefits to gain from taking the Digital Entrepreneurship course

- Development of unique digital business models
- Development of a reflective skills
- Development of the required digital skill and enterprise
- Social media marketing and use
- An understanding of the different digital economies
- Financial budgeting for the business
- Pitching business ideas for investments

“ Learn how to turn challenges into business opportunities, the ins and outs of emerging digital technologies, the inner workings of digital economic models and the essentials of economic entrepreneurship. ”