

unileon.es

FACULTY OF BUSINESS STUDIES



ENTREPRENEURIAL

TRAINING



12th, 14th, 26th and 28th February
14th, 15th and 18th March
4th April
13th and 20th May

PROGRAMME

Tuesday 12th February: 10.00-13.00

Graphic Design. *Jesús E. Lobejón Santos*

Thursday 14th February: 10.00-13.00

Internationalization Plan. *Isabel Clavero Mañueco & Laura Velasco de Dios (ICEX)*

Tuesday 26th February: 11.30-14.30

Excel. *Maux de Vicente y Oliva*

Thursday 28th February: 16.00-19.00

Word Press. *Jesús E. Lobejón Santos*

Thursday 14th March: 16.00-19.00

New Trends in Communication. *Romina Martínez Mateo*

Friday 15th March: 10.00-13.00

SEO, SEM, SMM. *Verónica Martínez Caballero*

Monday 18th March: 16.00-19.00

Market Place. *Hugo Martínez Fernández*

Monday 4th April: 15.00-18.00

Visit Technological Park

Monday 13th May: 8.00-19.00

Visit International Trade Fair

Monday 20th May

Submit dossier of tasks (deadline 14.00)

OBJECTIVES

The objectives of this course are:

- Development of management skills through good practice cases
- Improve the knowledge in the international planning of the company
- Deepen in key B2C communication activities
- Consolidate competencies in the use of computer tools

COMPETENCES AND LEARNING OUTCOMES

Participants in this course will gain knowledge and skills about:

- The business world
- International business plan
- B2C communication: SEO, SEM, SMM
- Market Place
- Computer tools: Excel, Graphic design, Word Press

LANGUAGE: English

COST

Students of the ULE: 30 €

Other participants: 60 €

The meals during the visits will be paid directly by the participant

INSCRIPTION

<http://extensionuniversitaria.unileon.es/euniversitaria/curso.aspx?id=1576>

Faculty of Business Studies

To obtain the certificate the participants will have to present a dossier of tasks for the different seminars. 70% of attendance is compulsory

