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FACULTY OF BUSINESS STUDIES



ENTERPRENEURIAL

TRAINING



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

PROGRAMME

Tuesday 12 February: 10.00-13.00
Graphic Design. *Jesús E. Lobejón Santos*

Thursday 14 February: 10.00-13.00
Internationalization Plan. *Isabel Clavero Mañueco & Laura Velasco de Dios (ICEX)*

Tuesday 26 February: 11.30-14.30
Excel. *Maux de Vicente y Oliva*

Thursday 28 February: 16.00-19.00
Word Press. *Jesús E. Lobejón Santos*

Thursday 14 March: 16.00-19.00
New Trends in Communication. *Romina Martínez Mateo*

Friday 15 March: 10.00-13.00
SEO, SEM, SMM. *Verónica Martínez Caballero*

Monday 18 March: 16.00-19.00
Market Place. *Hugo Martínez Fernández*

Monday 4 April: 15.00-18.00
Visit Technological Park

Monday 13 May: 8.00-19.00
Visit International Trade Fair

Monday 20 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

