

LYSSUP INTERNATIONAL
PORTUGAL

Admission
Programs
2023-2024

CTESP

DIGITAL ECONOMY AND INTERNET (CTESP) BUSINESS FOR SMES

The course aims at Technical qualification / Professional Superior for the Digital Economy and Internet Business for SMEs able to collaborate in areas related to the digital economy of an SME, with specific capacities in terms of information management and information systems management, and skills to innovate, implement, manage and control SME projects involving business on the internet.

LEARNING OBJECTIVES:

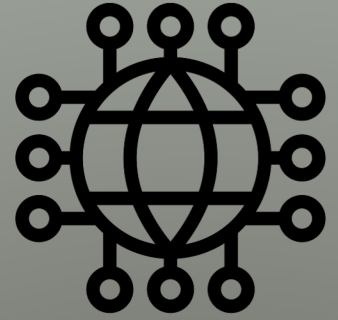
- Collaborate in different management processes, especially those related to digital commerce
- Calculate financing and investment rates
- Use statistics as a management tool
- Systematize an SME's information needs
- Assess the role of the organization and the digitalization

MAIN LEARNING OUTCOMES

- Intervene in the management of SMEs
- Effectively coordinate tasks and people, especially in the commercial area
- Modeling the management information architecture in an SME
- Develop strategies for digitizing the commercial area of SMEs
- Design commercial models and business plans for SMEs for the Internet
- Plan and effectively manage SME business projects
- Managing innovation and entrepreneurship in SMEs
- Design and characterize the appropriate information network for each SME
- Manage management information systems in an SME

CAREERS

- Management Technician specializing in Digital Commerce
- Develop and manage digital marketing plans
- Manager online stores
- Social Network and Campaign Manager online
- Entrepreneurship – creation of the business itself



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SALES MANAGEMENT AND SME MARKETING

The course aims at Technical qualification / Professional Superior for the Digital Economy and Internet Business for SMEs able to collaborate in areas related to the digital economy of an SME, with specific capacities in terms of information management and information systems management, and skills to innovate, implement, manage and control SME projects involving business on the internet.

LEARNING OBJECTIVES:

Collaborate in the different management processes of sales teams

Carry out strategic and operational marketing planning activities

Implement market-oriented communication systems

Apply current sales and negotiation techniques

MAIN LEARNING OUTCOMES

- Promote the legal framework for SME businesses at the national and international levels.
- Collaborate in the different management processes of sales teams in SMEs, with emphasis on the creation of mechanisms that enhance innovation
- Implement SME communication systems suitable for the market
- Apply sales and negotiation techniques.
- Manage service products with differentiation.
- Apply flexible motivational tools to a sales force in SMEs
- Manage strategic and operational marketing activities for SMEs

CAREERS

- Support for Commercial and Marketing Department Directorates
- Commercial Technician
- Marketing Assistant
- Sales Team Manager
- Entrepreneurship – creation of the business itself

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