



School of
Entrepreneurship
and Learning



Entrepreneurship Learner Pathway (ELP) Certificate Program

ELP Overview

SEAL conceptualized the **Entrepreneur Learner Pathway (ELP)** methodology to disrupt the current the education system. ELP is designed to raise a generation with an entrepreneurial mindset – every candidate will have the ability to turn an idea into a concept, develop the concept into a business, and subsequently grow and nurture that business into a profitable and valuable entity.

In a nutshell:

**'Earn as you study;
Learn as you do business;
Pay back from Profits.'**

All students, regardless of success or failure of business, will come out of any ELP program – with world renowned professional certifications from Harvard Business School Online (HBS Online), the Digital Marketing Institute (DMI) – but most of all gain the crucial experience in building a business from ground up.

Mentorship is at the core of this methodology; Dr. Jacob, the founder of SEAL is an expert business architect with a financial brilliance that spans over 40 years. He will mentor all students personally.. He has worked with CEO's across various industries, providing turn-around consultancy and transforming their businesses from negative to positive million dollar valuations.

Learning Outcomes

- Develop an entrepreneurial mindset and culture.
- Be mentored and guided by experienced industry top guns to build regular and technology enabled products and services
- Develop core entrepreneurial skills in communication, team-work, problem-solving and quick decision-making abilities.
- Be certified with world renowned professional certifications from Harvard Business School Online (HBS Online) and the Digital Marketing Institute (DMI).



Academic Overview

SEAL in collaboration with Harvard Business School Online and Digital Marketing Institute, is offering a unique Program that will equip you with the skills and techniques to setup your business to think innovation, and to develop relevant strategies on how to thrive in the midst of a global pandemic. All participants will receive a certifications from SEAL, Harvard Business School Online and Digital Marketing Institute.

During this program you will learn to drive innovation more effectively in your organization, moving beyond standard business models to learn lessons from successful innovators, and to craft strategies that equips your employees with skills to think more creatively and apply ideas more effectively. Entrepreneurs need to be resilient, cautious, committed, and customer focused now more than ever. The time of COVID-19 is not to delay or stop. It is time to change and adapt. There are opportunities in every situation. In this one too!



Harvard Business School Online

The HBS Online 'Entrepreneurship Essentials' course is now integrated with SEAL's program



Digital Marketing Institute™

Digital Marketing Institute (DMI) – Certified Digital Marketing Professional course has been integrated in this program and is delivered by DMI faculty



Minimum eligibility:
Candidates must be 18 years of age,
with a concrete project or business idea.

Student Experience



Instructor-lead classes
from leading universities



International Collaboration
& Teamwork



Support
Materials



Blended Learning
Virtual Environment



Assessments

Program Structure



January 2022
March 2022
May 2022



6 months duration



26 modules with LIVE workshops
and constructive feedback



Blended Learning –
LIVE Virtual Classrooms



Curriculum

Year 1



Harvard Business School Online

Entrepreneurship Essentials

Stage
1



- Ideas and Opportunities
- Building a Business
- Financing a Business
- Sources of Investment



Certificate in Entrepreneurship

Stage
2



- Idea generation
- Business plan
- Market research
- Competitor analysis
- Design thinking
- Marketing – USP / WOW factor
- Competent team
- Business setup [Documentation / Policies & Procedure / Organization Registration / Legal Requirements]
- Prototyping
- Finance
- Investor pitch
- Funding & Investments



Digital Marketing Professional

Stage
3



- Introduction to Digital Marketing
- Content Marketing
- Social Media Marketing
- Search Engine Optimization (SEO)
- Paid Search (PPC) Using Google Ads
- Display and Video Advertising
- Email Marketing
- Website Optimization
- Analytics with Google Analytics
- Digital Marketing Strategy

OPTIONAL

DMI Digital and Social Selling Specialist

- What is Social Selling?
- The Art of Targeting
- Tools of Attraction
- Increasing Engagement
- Closing and Retaining



Harvard Business School Online

About Harvard Business School Online

School of Entrepreneurship and Learning (SEAL) has collaborated with the prestigious Harvard Business School Online. All our programs will now have the Entrepreneurship Essential course from HBS Online integrated into the program curriculums. This will help our students to join a community of like minded learners from across the world who are committed to furthering their education & careers.

HBS Online offers a unique and highly engaging way to learn vital business concepts. Our programs are designed to bring the Harvard Business School classroom experience & case studies to participants & features renowned Harvard Business School faculty. HBS Online will help you join a community of like-minded peers from around the world who are committed to furthering their education and careers.

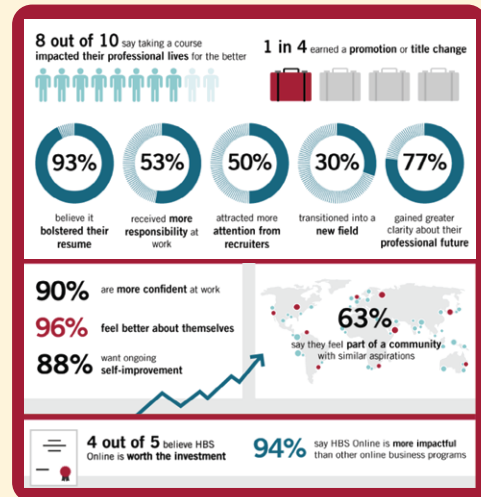
Harvard Business School Online – Entrepreneurship Essentials

The course introduces you to the entrepreneurial journey, from finding an idea, to gaining traction in the marketplace, to raising capital for your venture. You will learn an overarching framework—People, Opportunity, Context, Deal—to evaluate opportunities, manage start-ups, and finance ventures. That framework has been taught to thousands of Harvard Business School MBA students over the past 30 years.

Certificate from Harvard Business School Online



Impact HBS Online courses



Data drawn from survey responses of ~1000 former learners, collected by City Square Associates



About Digital Marketing Institute

The Digital Marketing Institute is the global certification body that sets the standard of digital marketing education. Our goal is to address the growing digital skills shortage by helping individuals from across the globe up-skill and kick-start their digital marketing career.

We continuously work with industry leaders, such as Google, Facebook, LinkedIn and IBM, to validate course content, identify global trends, skills framework and competencies. We enable continued learning through the Membership platform for all our graduates and members.

We have over 55,000 certified students across 100+ countries and we are 1 Global standard for Digital Marketing education

Digital Marketing Institute (DMI) – Digital Marketing Professional

SEAL has embedded this most sort after Digital Marketing certification – whether you're a complete beginner, business owner or marketing professional looking to upskill. This course is also perfect for you to become a digital marketer globally. This comprehensive certification, teaches the key digital marketing skills required for the modern workplace. Learn Google Ads, social media marketing and SEO, Analytics, mobile marketing and much more.

Certificate from Digital Marketing Institute



DMI Programs

- The Digital Marketing Institute is the global certification standard in digital marketing education, producing more graduates trained to a single digital standard than any other certification body.
- The world's largest digital brands and agencies work with the Digital Marketing Institute to develop and validate the course syllabuses, which are delivered by expert practitioners so that students get the very best accredited qualification combined with real life industry teaching.

VINEYARD

SEAL

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