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Digital technologies for the development of entrepreneurship and startups

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While studying this lecture, students will learn about digital technologies for the development of entrepreneurship and startups and search resources for data analysis. Listeners will learn how to use Google Public Data Explorer, Google Trends, Google Market Finder, Google Sites, Google Analytics, Platforms and services for running projects (startups).

Project management software can help businesses of all sizes run smoothly. Whether you're an individual or small business looking to keep track of a few projects, a massive corporation with a project portfolio to match, or anything in between, you can find cloud-based project management tools designed with you in mind.

A common tool for project management is Trello. Based around the kanban card-based management system, Trello's simple interface and generous free tier makes it the ideal place for individuals and small teams to get started with basic project management.

objectives:

A comprehensive overview of Digital technologies for the development of entrepreneurship and startups (Google Tools). Learn to work with search resources for data analysis; Master Google Public Data Explorer tools in the process of managing startups; Learn to work with Google Trends tools; Learn how to work with Google Market Finder; Learn to work with Google Sites; Introduce students to Google Analytics; Familiarize with platforms and services for running projects (startups)

outcomes:

Familiarity with digital technologies, which are built on the basis of artificial intelligence, help to develop entrepreneurship and startups. Students will learn to use the tools of digital-ization of entrepreneurship and startups, such as Google Public Data Explorer, Google Trends, Google Market Finder, Google Sites, Google Analytics, Trallo.

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