

Istituto Belmonte > Programs > Digital business and multichannel commerce

PROGRAMME

Digital business and multichannel commerce

Four-week intensive program, 28 days

You go home with a twelve-month plan for your business, built on the real figures and not on intentions.

FORMAT	Intensive program, in person
DURATION	28 days , 4 weeks
HOURS	100 hours of in-person teaching · 25 hours a week , Monday to Friday
HOURS BEFORE AND AFTER	4 hours online before departure and 3 hours 45 after the return. These are not included in the 100. One hundred hours means one hundred hours in person
PARTICIPANTS	minimum 8, maximum 15
AGE	over-18s only , eighteen years of age at the date of departure
LANGUAGE	[language of delivery: declared per intake] . Materials, templates and documents issued are always available in Spanish and English. A bilingual member of staff is present throughout
SITE	base in Campania, [site: to be confirmed] , with a four-day study trip and one day at our own Nola site

SEASON	Italian intakes run February to April and June to October . Not in January, when Italian companies reopen after Epiphany
INTAKES	[intake: start and end dates, to be published on confirmation] . Dates may be subject to minor changes
PRICE	Quotation on request, with a reply within two working days and the detail of what is included and what is not
WHAT IS ISSUED	Certificate of attendance at the end of the stay, completion certificate at ninety days. No qualification, no academic credits

Request information · Download the program dossier (PDF) · I am bringing a group

The head of international programs replies within **two working days**.

programas@istitutobelmonte.com · +39 [number] · Monday to Friday, 09:00-18:00 CET.

What is and is not included

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Included	Not included
100 hours of in-person teaching, 25 a week	Return flights
At least 4 company visits, transfers included	Accommodation , a separate option with its own stated price
Entry dossier with template, 2 online sessions, language check	Dinners, weekend meals and meals on non-teaching days
3 online appointments after the return, up to T+90, and the review of the implementation plan	Optional catalog experiences
Course notes, templates and software licences for the duration	Journeys not in the schedule

Urban transport pass for 4 weeks	Passport and, once in operation, the ETIAS authorisation
Lunch on the 20 teaching days	Accommodation security deposit, where required
Accident and third-party liability cover for the stay, limits [limits: published once the policy is taken out]	Personal expenses
Airport pick-up on arrival	
2 experience days at weekends, marked in the calendar	
Certificate of attendance and completion certificate, both with a verification code	

Included: **the four-day study trip**, with travel, overnight stays and every stop, and the **token budget for the live campaign** run in week 2.

Presentation

02

The shop, the social account and the marketplace are three things that, in most businesses, do not talk to each other. The customer comes in one way, disappears in the middle and reappears somewhere else, and nobody can say where they were lost. This program is about seeing the handover and putting it back together.

You begin by watching a real business for two whole days. On the first day you watch and measure; on the second the owner answers the questions written the evening before. Then you do the same on your own case, and line the holes up by what they cost, not by how annoying they are.

In the second week you switch on a real campaign, with a token budget, and read the data at forty-eight and ninety-six hours. The hard decision is not starting a campaign, it is stopping one when the numbers say so, and that is what gets practised.

The third week is about the part almost nobody talks about: what happens after the click. Warehouse, packing, shipping, returns, support. You spend a day inside a production and logistics site — ours — following an order from arrival to dispatch with a stopwatch, and you talk to whoever handles returns, which is the place you learn the most from.

In the fourth you put it all into a twelve-month plan, with revenue, costs and cash month by month. Then the other groups are set the task of finding its weak point, and they usually do. The final presentation is in front of a panel including at least one outside practitioner.

In the middle there is a four-day study trip with six stops in another part of the country, because Italian commerce cannot be understood from one place.

Who it is for, and who it is not for

03

It is for students with a business in the family or an idea already running, selling across several channels without a design. The shop plus the social account plus the marketplace. People spending on advertising without knowing what comes back. People who sell well and deliver badly. It is the program with the lowest entry threshold of the three, and the one that covers the broadest demand inside a young entrepreneurs' society.

It is not for anyone without a business or an idea with some figures, even rough ones, to bring. Without figures weeks 2 and 4 stay theoretical and the program loses its best part. It is not for anyone looking for academic credits or a professional qualification. It is not for anyone under eighteen.

Requirements. Eighteen years of age at the date of departure. A passport valid for at least six months beyond the expected return date — our rule, stricter than the legal minimum of three months beyond departure. Current university enrollment or a secondary school leaving qualification. English at a level equivalent to B1, checked in a twenty-minute conversation. A business or an idea with figures, described in the entry dossier.

The four modules, with the deliverable of each

04

Week 1 • The shop, the channels, the customer — 25 hours What changes between selling on one channel, on three disconnected channels, and inside an ecosystem, and where the customer is lost in the handover. Two days auditing a real business, with the owner answering on the second day, then an audit of your own case. **You take home a multichannel audit** of your own case, listing the holes ordered by what they cost rather than by how annoying they are. **You learn to** make a diagnosis, ask an owner the right questions, and rank problems by impact instead of by perceived urgency.

Week 2 • Acquiring — 25 hours Bringing in people who buy, while measuring. Platforms, tracking, cost per acquisition, margin left. A real campaign is built and run on a token budget, the data is read at forty-eight and ninety-six hours and the decision is documented. **You take home a media plan** with channels, budget, metrics and the written threshold below which it is switched off, plus the log of the decisions taken in the room on real data. **You learn to** buy advertising space, read the data, and stop — which is the hard part.

Week 3 • Delivering — 25 hours From the click to the doorstep. Warehouse, packing, shipping, returns, support. The part nobody talks about and the part that decides whether the customer comes back. A day inside a production and logistics site followed from order to dispatch, with a stopwatch, and a session with whoever handles returns. **You take home the order-flow diagram** of your own case, with real times and the three points where margin leaks. **You learn to** read operations, spot a hidden cost, and estimate a delivery time without optimism.

Week 4 • The plan — 25 hours Putting acquisition, delivery and margin into a plan that stands up for twelve months. Built with the tutor, stress-tested by the other groups, final presentation with panel. **You take home a twelve-month business plan** with revenue, costs and cash month by month and the three assumptions holding it up written out, plus the recorded twelve-minute presentation. **You learn to** plan on the economics rather than on intentions, defend your assumptions, and write for someone deciding whether to fund you.

Optional module, at the group's request — 6 hours inside the 25 of week 4 *How a project is funded with public instruments*. It replaces part of the independent work and

is not added to the hours, which stay at 100. It is activated if the group asks for it at confirmation.

Day-by-day calendar

05

The five day types

A • Classroom day (5 teaching hours) 09:15 opening and re-reading of the previous day's submission · 09:30-11:00 first block, teaching and discussion of your own case · 11:00-11:15 break · 11:15-13:00 second block, guided workshop · 13:00-14:00 lunch, included · 14:00-15:45 workshop on your own case with rotating review · 15:45-16:00 submission of the day, ten lines on what changed.

B • Company day, out and back the same day (5 hours) 07:45 departure from the site · 09:00 arrival and welcome · 09:15-09:45 briefing with the company contact, who already holds the questions prepared the day before · 09:45-11:45 walk-through of the process on site, with the observation sheet filled in as you go · 11:45-12:45 session with the people who do the work, not the people who describe it · 12:45-13:45 lunch · 13:45-15:15 debrief on site, comparison of sheets and a written group synthesis · 15:30 return.

C • Project day (5 hours) 09:30-11:00 independent group work, with the tutor present and silent unless asked · 11:00-11:15 break · 11:15-12:15 rotating review, twenty minutes per group · 12:15-13:00 technical block on request, topic chosen by participants the evening before · 13:00-14:00 lunch · 14:00-15:45 work and partial submission, uploaded before leaving.

D • Travel day with two stops (5 hours) 06:30 departure · 09:40 arrival in the city, luggage dropped · 10:30-12:30 first stop, visit and session · 12:30-14:00 lunch · 14:30-16:30 second stop · 17:00-18:00 one-hour debrief in the space hosting us.

E • Final submission day (5 hours) 09:30-10:45 two timed dress rehearsals · 11:00-13:00 presentations, twelve minutes plus eight of questions · 13:00-14:00 lunch with the panel · 14:00-15:00 individual feedback, ten minutes each · 15:00-15:45 close, certificates handed over and the calendar of follow-up sessions signed.

1 Sun · arrival

airport pick-up, settling in, welcome dinner

2 Mon · A · classroom

5 h

opening, ground rules, entry dossiers presented one by one

3 Tue · A · classroom

5 h

single channel, multichannel, ecosystem. The customer lost in the handover

4 Wed · B · company 1

5 h

field audit, day one: watch and measure

5 Thu · B · company 1

5 h

field audit, day two: the owner answers the questions written the day before

6 Fri · A · classroom

5 h

writing the audit of your own case. **Submission 1**

7 Sat · experience day 1

a day from the experience catalog, not counted in the hours

8 Sun · free

9 Mon · A · classroom

5 h

acquisition, how it is really measured. Cost per acquisition and margin

10 Tue · A · classroom

5 h

building the real campaign, token budget, switched on at the end of the day

11 Wed · A · classroom

5 h

tracking, what can and cannot be measured, and the perimeter on data

12 Thu · C · classroom

5 h

reading the data at 48 hours, first documented decision

13 Fri · A · classroom 5 h

reading at 96 hours, decision to continue or stop. **Submission 2**

14 Sat · experience day 2

a day from the experience catalog, not counted in the hours

15 Sun · free

16 Mon · D · study trip, d1 5 h

departure, first stop: a university incubator, session with start-ups

17 Tue · D · study trip, d2 5 h

two stops: an innovation hub, and a company museum or archive

18 Wed · D · study trip, d3 5 h

two stops: a distribution operation and a retail one

19 Thu · D · study trip, d4 5 h

one stop, then return in the afternoon

20 Fri · A · classroom 5 h

synthesis of the trip, comparison of the six visit sheets

21 Sat · free

22 Sun · free

23 Mon · B · Nola 5 h

production and logistics site followed from order to dispatch, stopwatch in hand

24 Tue · **A** · classroom

5 h

order flow of your own case, where margin leaks. **Submission 3**

25 Wed · **C** · classroom

5 h

building the twelve-month plan

26 Thu · **C** · classroom

5 h

cross stress test, each group must find another group's weak point

27 Fri · **E** · classroom

5 h

presentations, panel, feedback, certificates. **Submission 4**

28 Sat · departure

Total 100 hours across 20 teaching days. The two weekend experience days are included in the price and are **not counted** in the 100 hours, any more than the online sessions before and after are. Counting them would be the quickest way to make the hourly price indefensible to anyone checking it, and whoever checks it does so with a spreadsheet.

The companies and places visited

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Day	Place	Status at 13/10/2026
23	Nola , production and logistics site, via Boscofangone ASI zone lotto C8	confirmed , one of the group's own sites. It is the only stop we can name today
4-5	A company willing to be observed for two whole days	still to be found . It is the most demanding request in the whole program and we say so
16	A university incubator	candidates identified, none contacted yet

17	An innovation hub · a company museum or archive	candidates identified, none contacted yet
18	A distribution operation · a retail one	candidates identified, none contacted yet
19	A closing stop on the study trip	candidates identified, none contacted yet
2- 27	Base classroom	[site: to be confirmed]

Two of the six study-trip stops are bookable but not date-guaranteed, meaning the venue accepts requests without committing to a date. We write it now because it is the reason the final calendar for an intake is handed over on confirmation of the group and not on publication of the page. The number of stops does not change; the names do.

Before and after

07

→ The method, same structure, and its hours are **not included in the hundred.**

Here the **entry dossier** asks for figures, not intentions: how much you sell, on which channels, at what margin, how much you spend to be found. Rough is fine, as long as it is true. Anyone who does not have them to hand goes and finds them, and that search is already half the work of week 1. The **90-day implementation plan** is read against the twelve-month plan written in the last week. Whether the numbers were hit is not judged, because that does not depend on us. What is looked at is whether the three assumptions written out held, and what was done when they did not.

Who teaches

08

Head of advertising platforms and **head of growth, data and tracking.** Teach week 2. It is the company's trade of fifteen years, on real budgets and real clients. **Growth engineer** and **platform operations specialist.** Support week 2 on the technical side of tracking. **Digital strategist** and **head of client relations.** Teach

weeks 1 and 4, with real cases in retail and in luxury. **The group's production and logistics operation.** Runs the Nola day, order to dispatch. **Public funding designer** and **head of finance.** Teach the optional module on public funding, when the group asks for it. **Program director** and **bilingual facilitator**, as on the other programs.

The final presentation panel includes at least one practitioner from outside the Institute.

What you receive at the end

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At the end of the in-person activities the Institute issues a **certificate of attendance** to anyone who attended at least **80%** of the scheduled hours. The document carries the name, dates, sites, total hours, the list of modules with the hours of each, the attendance percentage recorded and a **verification code**.

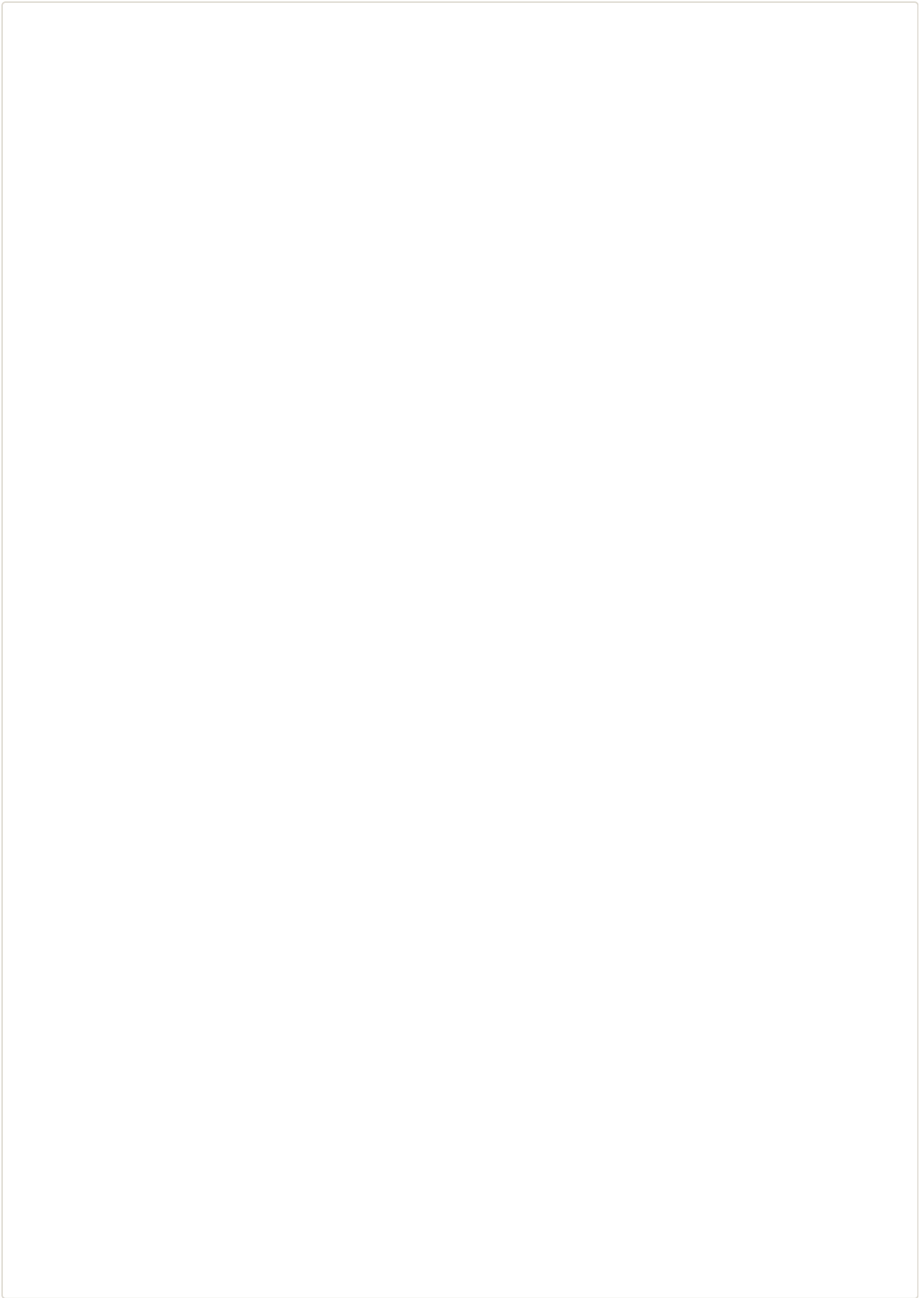
Ninety days after the end, anyone who has submitted every module deliverable and the final implementation plan receives the **program completion certificate**, which lists each deliverable by name with the date it was submitted.

Both documents carry, printed on them, the same sentence you are reading here.

This program does not lead to any qualification with legal validity. Istituto Belmonte is a private training institute. Its programs do not confer qualifications with legal validity in Italy or in any other country and carry no academic credits. A certificate of attendance stating hours and content is issued at the end.

Academic recognition of these hours rests solely with the student's home institution. If that institution provides for it and appoints a tutor, we supply the syllabus, the hours and the attendance register in the format the institution requires.

The documents are issued in Italian, with a certified English translation attached at no charge.



The documents are issued **in Italian**, the language of the issuing company. A certified English translation is attached on request, at no charge. **The verification code will**

be entered at istitutobelmonte.com/verifica once the verification page is live, and will return name, program, dates and hours. Until then verification is done in writing, with a reply within two working days.

→ The certificate, in detail

Where you sleep, how you get around, what it costs to live there

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Accommodation is not included in the program price. It is a separate option with its own stated price. We say so plainly, because a price with accommodation buried inside it makes it impossible to see what the training actually costs.

The Institute offers a single room for the whole duration, on request, in arranged accommodation within walking distance or one short journey from the site. Anyone who prefers to arrange their own may do so, and in that case we ask for the address and a contact number before departure, because the person responsible for the group has to know where everyone is sleeping.

The program price **does include** an **urban transport pass** for the whole duration, **lunch on teaching days** and **airport pick-up on arrival**. It does not include dinners, meals at weekends or on non-teaching days, or personal expenses.

The accommodation provider may ask for a **security deposit**. The Institute does not collect it and it is not part of the price.

→ Accommodation and practicalities

Entry and Schengen days

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For a stay of **up to 90 days in any 180**, nationals of the countries in Annex II to Regulation (EU) 2018/1806 — **Mexico and Brazil among them** — **do not need a visa** to enter the Schengen area. This program lasts fewer than 90 days, so no visa is required for it.

The 90-day count is cumulative across the whole Schengen area, not one country, and since **10 April 2026** the Entry/Exit System has recorded it automatically at the border, fully operational at all external crossing points of the 29 countries that use it. Anyone who has already travelled in Europe in the last six months may not have enough days left. **This is checked before enrolling, not at the gate.**

The **ETIAS authorisation is not yet in operation**. The European Commission will announce the start date several months in advance. When it does come into operation it will be at the student's expense, will cost EUR 20 and will be valid for up to three years or until the passport expires. It does not guarantee entry.

Your passport must be valid for at least **three months beyond** your intended departure from the Schengen area and have been **issued within the previous ten years**: that is the legal minimum, set by Article 6 of the Schengen Borders Code. **We ask for six months beyond the expected return date**, which is our own stricter rule and absorbs a rescheduled flight.

What we do. We prepare a **named letter of admission** with duration, syllabus, weekly hours and the type of final document, in the format required. **What we do not do.** We do not obtain visas, we do not guarantee them and we do not handle consular applications. The decision rests solely with the consulate.

→ Entry, visas and residence permit · → European Commission, EES · → European Commission, ETIAS

Frequently asked questions

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Does the program carry academic credits? No. The program carries no academic credits, neither Italian CFU nor ECTS, and it is not a qualification. Recognition of the hours is possible only if your own institution provides for it and appoints a tutor: in that case we supply the syllabus, the hours and the attendance register in the format required.

Do I need a visa? Not if the stay remains under 90 days in any 180 and you hold a passport from a country in Annex II to Regulation (EU) 2018/1806, which includes Mexico and Brazil. The count is cumulative across the whole Schengen area. See the entry block above.

Can I take part at seventeen? No. **The program is open only to people who have turned eighteen by the date of departure**, and age is checked against the passport at pre-registration. This applies equally to anyone turning eighteen during the stay.

Do I need to speak Italian? No. The requirement is English at a level equivalent to B1, checked in a twenty-minute conversation rather than by certificate. A bilingual member of staff is present throughout, and materials, templates and documents are always available in Spanish and English.

How do I pay, and can you invoice? A 30% deposit on confirmation, the balance thirty days before departure. International bank transfer, and for groups an invoice made out to the institution. No payment to personal accounts, for any reason. If an institution is paying, the contracting party is the institution and not the student, and the procedure is different: → I am bringing a group.

What if I have to withdraw? The refund terms are written into the contract and onto the terms page, with the deadlines and the percentages. They are not discretionary.

Do I already need to have a business? Not necessarily a registered one. You need something that is running, however small and however much it is the family's, or an idea already started with some figures, even rough ones. What does not work is arriving with an intention and nothing else, because weeks 2 and 4 work on your data and without data they are an exercise.

Do I pay for the week 2 campaign? No. The token budget the campaign runs on is included in the price. It is deliberately small, because its purpose is to teach you to read the data and to decide to switch off, not to sell. What you spend at home afterwards is your decision, with the media plan you take away.

28 days · 100 hours in person · 25 hours a week · 8-15 participants · over-18s only · ·
base in Campania, 4-day study trip and one day at our own Nola site. [site: to be

confirmed] · [intake: start and end dates, to be published on confirmation] · quotation on request · certificate of attendance and completion certificate, **no qualification and no academic credits. Request information · Download the program dossier (PDF) · I am bringing a group**

Related programs

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Design and Italian creative business · AI applied to business processes · Extended program, 85 days, with a digital business specialization and a commissioned project. **Bringing a group?** → I am bringing a group

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 Istituto Belmonte	MAIN	INSTITUTIONAL
BHBlasted S.r.l. Società Benefit	Programs	The Institute
P.IVA 08466861211 · REA NA 960178	Experiences	Transparency
PEC (Italian certified email) not yet published	For groups	The certificate
Nola (NA), via Boscofangone zona ASI lotto C8	Admissions	The method
Caserta (CE), via Paul Harris 63	Visas	Who teaches
		Locations
Monday to Friday 9–18 CET		For groups
		Contact

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<https://istitutobelmonte.com/en/programs/digital-business-multichannel-commerce/>

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