

Program Contents

The modules which will be included in the Program are as follows -

Module	Topics
Basics of Entrepreneurship	Breaking the common myths in Entrepreneurship
	Idea generation, evaluation and validation
	Identification of Opportunity
	Business Plan, Business Modelling
	Incorporation of Enterprise
	Pitching and Hatching
	Go to Market
	Government support to Entrepreneurs
Business Environment & Economics	Demand, Supply and Market Equilibrium
	Production Costs and Choices
	Competition and Market Structure
	Regulations and Compliances
	Intellectual Property Rights
	International Trade
Accounting & Finance	Understanding the Financial Statements
	Cash Flow Management
	Cost Concepts
	Access to Capital
	CAPEX & OPEX Decisions
	Working Capital Management
	Business Valuation
Managing Self, People & Organizations	Knowing & Managing Self
	Managing People in an organization
	Conflict Management and Negotiation
	Basics of HRM and HRD
	Performance Management and Evaluation

Marketing Management	Introduction to Marketing Concepts
	Basics of Marketing Research
	Product & Brand Management
	Place /Distribution
	Sales Management
	Integrated Marketing Communication
	Product development
	Identification of Markets, including Exports
	Digital Marketing
Operations Management	Introduction to Operations Management
	Demand Planning and Forecasting
	Supply Chain Management
	Logistics and Distribution Management
Business Strategy	Industry Analysis and attractiveness
	Environment Analysis (Internal and External)
	Understanding and Optimizing Business Value Chain
	Competition Analysis
	Strategic Thinking
IT Systems & Business Analytics	IT for Entrepreneurs
	Business Analytics & Data Science
	Digital transformation
	Emerging technologies in business
Business Communication	Business Reports/Proposals/Plans
	Persuasive & Negotiation Skills
	Organizational Communication
	Cross Cultural Communication and Business Etiquettes