

CURRICULUM

(INTURN By **PADH**HIGH)

COURSE	MODULES	TAKEAWAYS
ENTREPRENEURSHIP	Module-1: Introduction Module-2: Gateway To Ideas Module-3: Market Trends Module-4: Testing And Launching Module-5: Finding Key Partners Module-6: Marketing Strategy Module-7: Cost Structures Module-8: Overseeing Growth	<ul style="list-style-type: none">• Identify Business ideas and learn execution.• Analyse market opportunity.• Formulation of Business plan.• Get versed with the early stages of entrepreneurship.• Grow business with minimum input and generate maximum output out of it.
MONEY MANAGEMENT	Module 1: Budgeting Module 2: Maintaining Asset And Liability Module 3: Time Value Of Money Module 4: Loans And Financing Module 5: Investment Planning Module 6: Introduction To Securities Module 7: Tax And Insurance	<ul style="list-style-type: none">• Efficiency in financial planning.• Understand the process of raising funds.• Discover the key financial decisions.• Learn to maintain liquidity in funds.• Proper allocation of money to get the best results.
DIGITAL MARKETING	Module 1: Lead Generation Module 2: Copywriting Module 3: Insta For Business Module 4: Email Marketing Module 5: Business Digitally	<ul style="list-style-type: none">• Take your business to another level by connecting to a large audience.• Generate potential leads and increase conversion rate.• Create a global brand image using digital marketing tools.
CONSUMER BEHAVIOUR, PRICING AND MARKET RESEARCH	Module 1: What is Value? Module 2: Why Pricing? Module 3: Product Pricing Module 4: Consumer Behaviour Module 5: The Market Research	<ul style="list-style-type: none">• Understand the wants and desires of customers.• Efficient pricing strategies to target potential audience.• Conduct Market Research to identify threats and opportunities.

TALENT MANAGEMENT	Module 1: Talent Management Module 2: Talent Acquisition Module 3: Acquisition Strategy Module 4: Best Practices Module 5: Customer Retention Module 6: Building CRM Module 7: Improve Company Culture	<ul style="list-style-type: none"> ● Identify tools and processes of effective talent management. ● Acquire the best support system as your team. ● Use the talent potentially and retain the best. ● Maintain a culture where everyone would love to work.
STRATEGIC MANAGEMENT	Module 1: Introduction Module 2: Decision Making Module 3: Strategy Formulation Module 4: Implementation Module 5: Competitive Analysis	<ul style="list-style-type: none"> ● Take an objective view of the activities being done and do a cost benefit analysis ● Enhance problem solving and problem preventing capabilities. ● Discover your's and your competitor's strengths and weaknesses.