

Vasitva Technology's Certificate Program In Entrepreneurship And New Venture Creation

The a 6-month, online program designed to help aspiring entrepreneurs develop the skills and knowledge necessary to start and grow a successful business. The program covers topics such as business model development, financial planning, market research, and more

ABOUT OUR PROGRAM (CBP)

Certificate Program in Entrepreneurship and New Venture Creation is an online program designed for aspiring entrepreneurs who want to start and grow their own business. The program is delivered through a combination of lectures, case studies, and hands-on exercises.

Certificate Program in Entrepreneurship and New Venture is designed to be flexible and convenient, with online delivery that allows participants to complete the course from anywhere in the world. Upon completion of the program, participants will have the tools and knowledge to to venture and guidance to launch is idea

8 modules

over view of entrepreneurship

The Entrepreneurial Process

- Entrepreneurial Opportunity Recognition, Evaluation And Action
- Business Models And Business Model Innovation
- Creating a Business Plan
- Protecting Intellectual Property

Accounting And Finance

- Basic Financial Reports
- The Balance Sheet
- The Income Statement
- The Statement Of Cash Flows
- Measuring And Reporting Financial Position And Financial Performance
- Cash Flow Analysis
- Analyzing And Interpreting Financial Statements

- Creating Projected Financial Statements
- An Overview Of Management Accounting
- Making Capital Investment Decisions
- Managing Working Capital
- Valuing An Existing Business

Financing

- Capital budgeting
- Debt financing
- Equity financing
- Financial derivative
- risk management:
- International finance
- Valuation
- Mergers and acquisitions
- Financial modeling

Marketing

- **Market research and analysis**
- Consumer behavior and psychology
- Branding and brand management
- Marketing strategy development and implementation
- Product development and innovation
- Digital marketing, including social media marketing, SEO, and content marketing
- Marketing communications and advertising
- Sales and distribution channels
- Pricing strategy and management
- Customer relationship management
- Market segmentation and targeting
- International marketing and global branding
- Influencer marketing and partnerships
- Customer experience and service
- Event marketing and sponsorship

Team /Aspects/ Growth

- Entrepreneurial Teams
- Entrepreneurial Growth
- Franchising

Aspects of Entrepreneurship

- Identifying and validating business ideas
- Developing a business plan
- Market research and analysis

- Building a team and leadership skills
- Funding and financing options
- Legal aspects of starting and running a business
- Intellectual property protection
- Sales and marketing strategies
- Business development and growth
- Customer acquisition and retention
- Operations and supply chain management
- Product and service development and innovation
- Managing risks and uncertainties
- Time management and productivity
- Networking and building business relationships.

Simulation

- Entrepreneurship education and training
- Incubators, accelerators, and other support programs for early-stage startups.
- Crowdfunding and other alternative financing
- Mentorship and networking in entrepreneurship stimulation.
- Corporate social responsibility initiatives that support and promote entrepreneurship in the community.

Business Plan

- Identifying and validating a business idea
- Conducting market research and analysis
- Defining the target market and customer segments
- Developing a value proposition and unique selling proposition
- Crafting a marketing and sales strategy
- Analyzing the competitive landscape
- Developing a financial plan and projections
- Identifying funding and financing options
- Outlining the organizational structure and leadership team
- Defining the product or service offering and development roadmap
- Conducting a SWOT analysis (strengths, weaknesses, opportunities, and threats)
- Identifying and managing risks and uncertainties
- Creating a company mission, vision, and values statement
- Developing a timeline and action plan for implementation
- Writing an executive summary and pitch deck.

Vasitva Technologys

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