

# **Management Programs**

## **Launching a Startup - New Product, New Department, New Entity, New Business**

### **Curriculum**

#### **Program Outline :**

##### **Module 1: Internal VC-like Incubator**

- 1. Introduction to Internal VC-like Incubators**
  - Core principles and concepts.
- 2. Understanding the Role and Benefits**
  - Techniques for leveraging internal venture capital incubators.
- 3. Incubator Workshops**
  - Hands-on workshops to practice incubator strategies.

##### **Module 2: Joint Ventures and Alliances**

- 4. Introduction to Joint Ventures and Alliances**
  - Core principles and concepts of joint ventures and alliances.
- 5. Strategies for Forming and Managing Joint Ventures**
  - Techniques for successful joint ventures and alliances.
- 6. Joint Venture Workshops**
  - Hands-on workshops to practice joint venture strategies.

##### **Module 3: Start-Up Guide for Entrepreneurs**

- 7. Introduction to Start-Up Guide**

- Core principles and concepts of entrepreneurship.

#### **8. Comprehensive Guide to Launching a Startup**

- Techniques for launching and managing a startup.

#### **9. Entrepreneur Workshops**

- Hands-on workshops to practice entrepreneurship techniques.

### **Module 4: Checklist for New Product Launch**

#### **10. Introduction to New Product Launch**

- Core principles and concepts of product launches.

#### **11. Essential Checklist for Successfully Launching a New Product**

- Techniques for product launch success.

#### **12. Product Launch Workshops**

- Hands-on workshops to practice product launch strategies.

### **Module 5: SBA Resources for Starting a Business**

#### **13. Introduction to SBA Resources**

- Core principles and concepts of Small Business Administration resources.

#### **14. Utilizing SBA Resources for Startup Success**

- Techniques for leveraging SBA resources.

#### **15. SBA Workshops**

- Hands-on workshops to practice using SBA resources.

### **Elective Modules**

#### **16. Data-Driven Decision Making in Startups**

- Techniques for making decisions based on data and insights.

#### **17. Risk Management in Startups**

- Strategies for identifying and managing risks in startups.

#### **18. Behavioral Decision Making in Entrepreneurship**

- Understanding human behavior in entrepreneurial processes.

### **19. Ethical Entrepreneurship**

- Ensuring ethical standards in startup practices.

### **20. Collaborative Entrepreneurship**

- Techniques for effective collaboration in startups.

### **21. Conflict Resolution in Startups**

- Managing and resolving conflicts in startup settings.

### **Websites:**

- <https://chools.in/>
- <https://ramaqchools.com/>
- <https://www.choolsgroup.com/>