

Business Management & Startups

1. Remember: Recall the fundamental principles of management and startup operations.
2. Understand: Comprehend the key managerial functions and responsibilities of a professional manager in a business setting.
3. Apply: Apply various theories and leadership styles in the context of a changing world to effectively manage and lead a startup.
4. Analyze: Analyze the importance of motivation and evaluate contemporary motivation theories to enhance team performance and productivity.
5. Evaluate: Assess the principles of design thinking and entrepreneurship lessons to develop innovative solutions and strategies for startups.
6. Create: Generate ideas for initiating a startup, understanding the three pillars required for success, and seeking incubation support for growth and sustainability.
7. Synthesize: Integrate knowledge of the role of incubators in startup policy and analyze case studies to understand government initiatives such as the ATAL Innovation Mission for fostering small businesses and self-employment opportunities.