

Catalyst School of Business

**Empowering Entrepreneurs.
Shaping Future.**

About us

At Catalyst, we don't just teach - we transform. Our mission is to equip students, entrepreneurs, and professionals with practical, industry-ready skills to lead in the real world. With over 2 million learners and India's top mentors, Catalyst stands at the forefront of business and skills education.

Program Highlight

1. AI Course
2. From Salary to Ownership
3. Personal Finance
4. Communication Mastery Program
5. Startup Scaling Mastery
6. Master the Stock Market
7. IBTC (International Business & Trade Certification Program)
8. E-com Launch pad
9. Real Estate To Legacy
10. Futuristic Skill Development Program

World-Class Consultants Faculty & Mentors

A.S. PANDIT

- ▶ Experience : 15+ Years
- ▶ IIM Calcutta Alumnus | Guest Lecturer (IIT / IIM / NIT)
- ▶ SEBI NISM Certified Schedule VA (Registration Number NISM-202500020388)
- ▶ Expertise:
 - Startup Building
 - Fundamental Analysis Of Businesses
 - Business Expansion & Mentorship

Y.K Agarwal

Experience : 10+ Years
SEBI NISM Certified Trainer
Registration Number NISM -
202100003848 NISM - Series - VII
Expertise:

- Technical Analysis
- Trading in Equity & Derivatives

G.S Mishra

Experience : 08+ Years
SEBI NISM Certified Trainer

Expertise:

- Fundamental and Technical analysis of stocks

Dr. A.K. Shukla

Experience : 20+ Years With 100cr+ turnover group

Expertise:

- Senior Faculty From IMDR Pune
- Export Network in 30+ Countries

20+ Global Business Consultants

AI TOOLS

- Course Duration: 6 Months
- Level: Beginner to Intermediate
- Mode: Online
- Target Audience: Students, Job seekers, Working Professionals, Business Owners

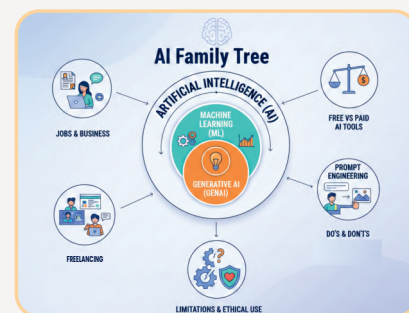
COURSE OVERVIEW

This course is designed to make you comfortable, confident, and productive with AI tools. You'll learn how to use AI for daily work, content creation, career growth, freelancing, and business automation without any technical background.

MODULE 1: AI BASICS & FOUNDATION

Objective: Build a strong and simple understanding of AI

- What is AI, Machine Learning & Generative AI (explained in simple terms)
- How AI is used in jobs, business, freelancing, and daily work
- Overview of free vs paid AI tools
- Basics of Prompt Engineering
- Best practices: Do's & Don'ts while using AI
- Understanding AI limitations & ethical use



MODULE 2: CONTENT, MARKETING & OFFICE AI

Objective: Work faster and smarter using AI

- AI for content writing (blogs, articles, emails)
- Social media captions, ads & marketing copy using AI
- Blog writing & SEO basics with AI
- Using AI for MS Excel, Word & PowerPoint
- Improving accuracy, tone & clarity using AI



MODULE 3: IMAGE, VIDEO & DESIGN AI

Objective: Learn creative AI tools for visual content

- Basics of AI image generation
- Creating posters, banners & ad creatives
- AI video generation & video editing
- Creating Reels & Shorts using AI
- Thumbnail design for YouTube & social media



MODULE 4: CAREER, FREELANCING & BUSINESS USE

Objective: Monetize AI skills & apply them professionally

- Resume building & interview preparation using AI
- Freelancing with AI (Fiverr, Upwork, and other platforms)
- Business automation concepts using AI
- Client communication & proposal writing with AI
- Overview of future AI tools, trends & opportunities



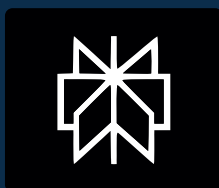
TOOLS COVERED



ChatGPT



Google Gemini



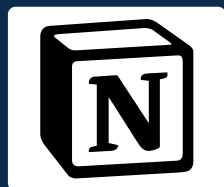
Perplexity AI



Canva AI



Zapier



Notion AI



Pictory AI &
InVideo AI



Grammarly AI



Remove.bg



Leonardo AI

PRACTICAL HANDS-ON TRAINING & PROJECTS

- Writing effective AI prompts
- Resume, email & professional content creation
- Social media post & content calendar creation
- AI-generated PowerPoint presentations
- Excel formulas & data handling using AI
- Instagram post, reel & thumbnail creation
- Freelancing profile & gig setup
- Real-world business use-case project



From Salary to Ownership

Build Assets. Create Income. Own Your Future.

- Course Duration: 1 year
- Level: Beginner to Intermediate
- Mode: Online
- Certificate: Yes



COURSE OVERVIEW

This course is designed for salaried professionals and aspiring entrepreneurs who want to move beyond fixed monthly income and begin building assets, side businesses, and ownership based income models without quitting their job immediately.

MODULE 1: FROM EMPLOYEE MINDSET TO OWNER MINDSET

- Difference between salaried employment, self-employment, and ownership
- Why relying only on salary is financially risky
- How business owners think differently about money and time
- Time vs money vs assets
- Monthly income vs long-term wealth
- Real-life case studies of professionals who moved from salary to ownership



MODULE 2: PERSONAL FINANCE & CAPITAL READINESS

- Salary management and cash flow fundamentals
- Emergency fund planning and financial risk management
- Smart saving vs strategic investing
- Understanding how much capital is actually required to start
- Using your salary as a funding engine
- Difference between good debt and bad debt



MODULE 3: BUSINESS MODELS FOR SALARIED PROFESSIONALS

- Low-risk business models that can be started alongside a job
- Service-based vs product-based businesses
- Online vs offline business models
- Freelancing agencies and consulting businesses
- Digital products and AI-enabled services
- Franchise and distribution-based models



Module 4: Building Your First Income-Generating Asset

- Personal brand as a long-term asset
- Skill-based income systems
- Creating repeatable and scalable offers
- Client acquisition and lead generation systems
- Pricing strategies and value creation
- Basic legal structure and compliance awareness



Module 5: Scaling from Income to Ownership

- Systems-driven businesses vs self-working models
- Hiring freelancers and outsourcing work
- Business automation and productivity tools
- Delegation frameworks
- Tracking profits, margins, and key performance indicators (KPIs)
- Reinvesting income for sustainable growth



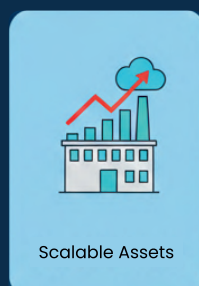
Module 6: Exiting Salary & Sustaining Ownership

- Knowing when it is safe to leave salaried employment
- Income benchmarks before exiting a job
- Risk management and backup planning
- Long-term asset and wealth-building strategies
- Creating multiple income streams
- Owner mindset, discipline, and lifestyle design



Learning Outcomes

After completing this course, participants will be able to:



Personal Finance Mastery

Manage Money Smartly. Build Wealth Confidently

- Course Duration: 1 year
- Level: Beginner to Intermediate
- Mode: Online
- Certificate: Yes

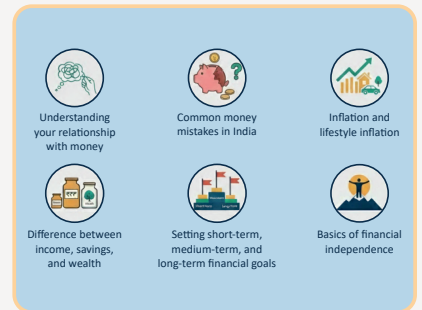


COURSE OVERVIEW

This course is designed to help individuals take complete control of their finances from managing salary, investments, insurance, tax planning, and long-term wealth. No prior finance background is required. Participants will gain practical knowledge and real world clarity to make confident financial decisions throughout their lives.

Module 1: Money Mindset & Financial Clarity

- Understanding your relationship with money
- Common money mistakes in India
- Difference between income, savings, and wealth
- Inflation and lifestyle inflation
- Setting short-term, medium-term, and long-term financial goals
- Basics of financial independence



Module 2: Salary, Budgeting & Cash Flow Management

- Understanding salary structures
- The 50-30-20 rule and customized budgeting methods
- Effective expense tracking systems
- Emergency fund planning
- Bank account structuring and fund separation
- Smart and responsible use of credit cards



Module 3: Risk Management & Insurance Planning

- Importance of financial protection
- Health insurance planning: coverage amount and policy types
- Term life insurance explained
- Why traditional insurance plans often underperform
- Identifying and avoiding mis-selling practices
- Insurance claim process awareness



Module 4: Investments From Basics to Practical Application

- Overview of major asset classes
- Mutual funds: types, selection, and portfolio basics
- SIP planning and the power of compounding
- Stock market fundamentals with a long-term perspective
- Gold, Fixed Deposits, PPF and NPS
- Risk vs return management



Module 5: Tax Planning & Legal Awareness

- Income tax fundamentals: old vs new tax regime
- Salary-related tax deductions and exemptions
- Tax-saving investments (Section 80C, 80D, and others)
- Capital gains basics
- Common tax mistakes to avoid
- Importance of financial documentation and nominee planning



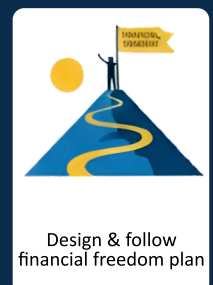
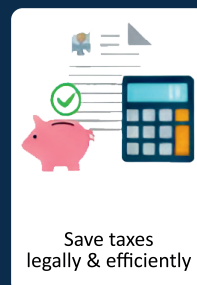
Module 6: Wealth Creation & Financial Freedom

- Tracking net worth over time
- Understanding passive income concepts
- Building a long-term wealth roadmap
- Retirement planning fundamentals
- Financial independence strategies
- Creating a personalized lifetime financial plan



Learning Outcomes

After completing this course, participants will be able to:



Communication Mastery Program

Speak with Confidence. Influence with Clarity.

- Course Duration: 1 year
- Level: Beginner to Intermediate
- Mode: Online
- Certificate: Yes

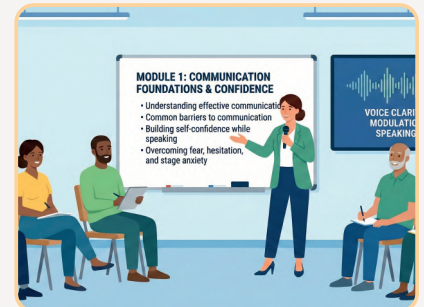


COURSE OVERVIEW

This program is designed to help learners develop strong spoken, professional and communication skills required for corporate success, leadership roles, interviews, presentations and everyday professional interactions. The course focuses on building confidence, clarity, fluency, and influence through structured practice and real-world application.

Module 1: Communication Foundations & Confidence

- Understanding effective communication
- Common barriers to communication
- Building self-confidence while speaking
- Overcoming fear, hesitation, and stage anxiety
- Voice clarity, tone modulation, and speaking pace



Module 2: Spoken English & Fluency

- Sentence formation and daily use vocabulary
- Correct pronunciation and intonation
- Common grammar mistakes in spoken English
- Thinking in English instead of translating
- Small talk and everyday conversations



Module 3: Professional & Corporate Communication

- Formal vs informal communication styles
- Workplace conversations and meeting communication
- Professional email and WhatsApp writing
- Telephone and video call etiquette
- Assertive communication techniques



Module 4: Public Speaking & Presentation Skills

- Overcoming stage fear and speaking anxiety
- Structuring clear and impactful presentations
- Body language, posture, and eye contact
- Handling questions confidently
- Storytelling techniques for speakers



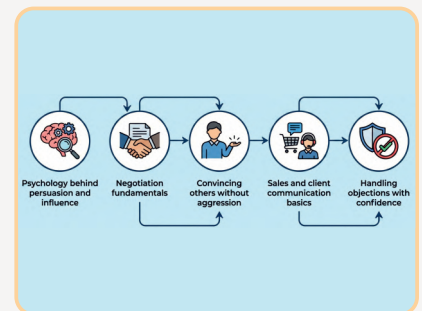
Module 5: Interpersonal & Workplace Communication

- Active listening skills and empathy
- Handling conflicts and difficult conversations
- Team communication and collaboration
- Giving and receiving feedback effectively
- Basics of emotional intelligence



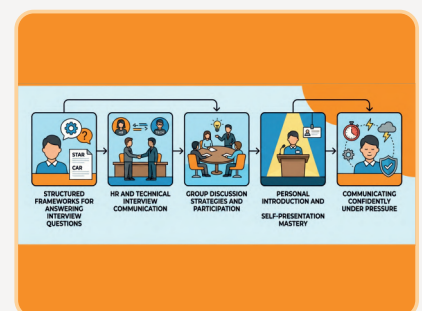
Module 6: Persuasion, Influence & Negotiation

- Psychology behind persuasion and influence
- Negotiation fundamentals
- Convincing others without aggression
- Sales and client communication basics
- Handling objections with confidence



Module 7: Interview, Group Discussion & Career Communication

- Structured frameworks for answering interview questions
- HR and technical interview communication
- Group discussion strategies and participation
- Personal introduction and self-presentation mastery
- Communicating confidently under pressure



Module 8: Leadership Communication & Personal Branding

- Leadership communication styles
- Communicating vision and influencing teams
- Building a personal brand through communication
- Executive presence and professional impact



Learning Outcomes

After completing this course, learners will be able to:



Speak confidently



Communicate Effectively



Deliver Impactful Presentations



Perform Strongly



Build Leadership Presence

Startup Scaling Mastery

From Surviving to Scaling

- Course Duration: 1 year
- Level: Beginner to Intermediate
- Mode: Online
- Certificate: Yes

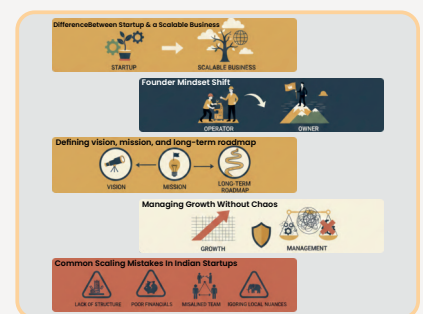


COURSE OVERVIEW

This course is designed for startup founders, co-founders and early-stage entrepreneurs who have already launched a business and now looking to scale revenue, systems, teams, and operations in a structured, sustainable and founder-friendly way. The program focuses on building scalable foundations while avoiding common growth pitfalls such as chaos, burnout, and cash-flow stress.

Module 1: Scaling Mindset & Founder Readiness

- Difference between a startup and a scalable business
- Founder mindset shift: from operator to owner
- Defining vision, mission, and long-term roadmap
- Managing growth without chaos
- Common scaling mistakes in Indian startups



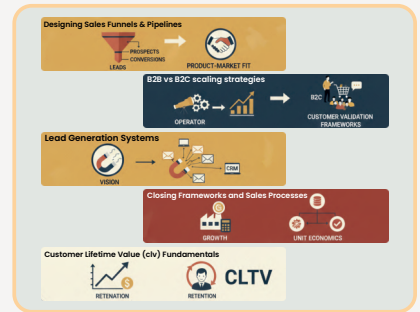
Module 2: Product-Market Fit & Growth Foundations

- Understanding true product-market fit
- Customer validation frameworks
- Pricing strategies designed for scale
- Unit economics fundamentals
- Retention vs acquisition strategies



Module 3: Revenue Growth & Sales Systems

- Designing sales funnels and pipelines
- B2B vs B2C scaling strategies
- Lead generation systems
- Closing frameworks and sales processes
- Customer Lifetime Value (CLV) fundamentals



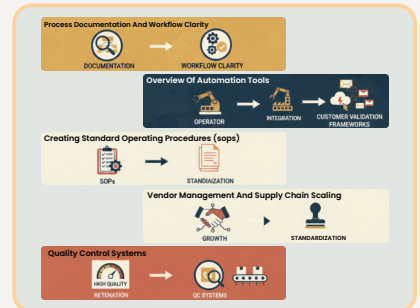
Module 4: Marketing for Scale

- Performance marketing fundamentals
- Content-driven and brand-led growth
- Paid vs organic growth strategies
- Marketing metrics, analytics, and ROI
- Growth experiments and scalable funnels



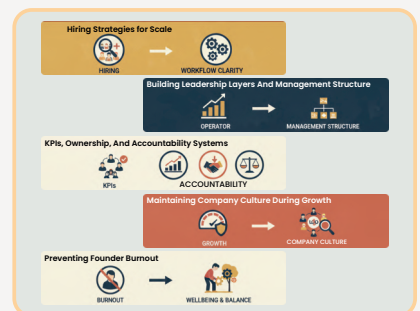
Module 5: Operations, Processes & Automation

- Process documentation and workflow clarity
- Overview of automation tools
- Creating Standard Operating Procedures (SOPs)
- Vendor management and supply chain scaling
- Quality control systems



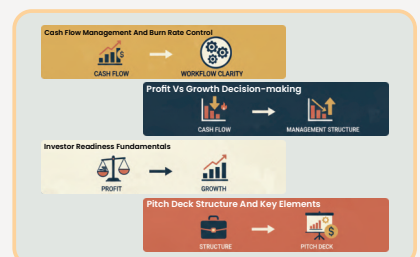
Module 6: Team Building & Leadership

- Hiring strategies for scale
- Building leadership layers and management structure
- KPIs, ownership, and accountability systems
- Maintaining company culture during growth
- Preventing founder burnout



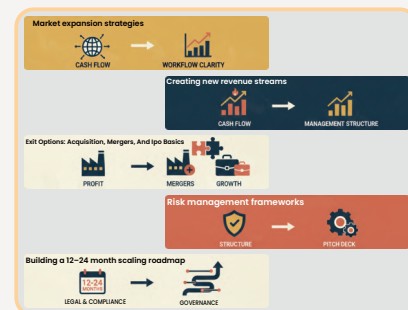
Module 7: Finance, Funding & Legal Readiness

- Cash flow management and burn rate control
- Profit vs growth decision-making
- Investor readiness fundamentals
- Pitch deck structure and key elements



Module 8: Scale Roadmap & Long-Term Vision

- Market expansion strategies
- Creating new revenue streams
- Exit options: acquisition, mergers, and IPO basics
- Risk management frameworks
- Building a 12–24 month scaling roadmap



Learning Outcomes

After completing this program, learners will be able to:



Scalable Systems



Informed Decisions



Effective Team Leadership



Predictable Revenue



Scale Without Burnout

Master The Stock Market (MTSM)

Trade Smart. Invest Wisely. Build Long-Term Wealth.

- Course Duration: 1 year
- Level: Beginner to Intermediate
- Mode: Online
- Certificate: Yes

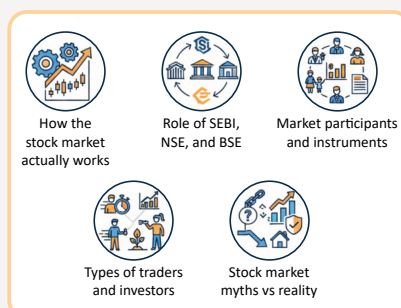


COURSE OVERVIEW

Master The Stock Market (MTM) is a comprehensive stock market mastery program designed for individuals who want a deep, practical understanding of the Indian stock market. The course covers investing, swing trading, intra-day fundamentals, technical analysis, risk management, trading psychology, and portfolio building without false promises or gambling-style trading. The program focuses on discipline, structure, and long-term sustainability rather than shortcuts or hype.

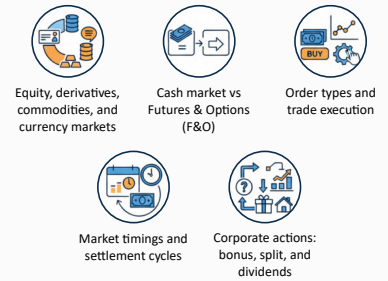
Module 1: Stock Market Foundations & Ecosystem

- How the stock market actually works
- Role of SEBI, NSE, and BSE
- Market participants and instruments
- Types of traders and investors
- Stock market myths vs reality



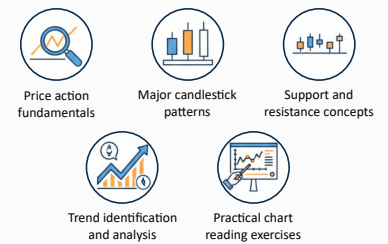
Module 2: Market Structure & Instruments

- Equity, derivatives, commodities, and currency markets
- Cash market vs Futures & Options (F&O)
- Order types and trade execution
- Market timings and settlement cycles
- Corporate actions: bonus, split, and dividends



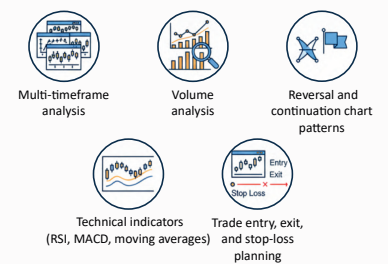
Module 3: Technical Analysis Basics

- Price action fundamentals
- Major candlestick patterns
- Support and resistance concepts
- Trend identification and analysis
- Practical chart reading exercises



Module 4: Technical Analysis – Advanced

- Technical indicators (RSI, MACD, moving averages)
- Volume analysis
- Reversal and continuation chart patterns
- Multi-timeframe analysis
- Trade entry, exit, and stop-loss planning



Module 5: Swing Trading & Positional Trading

- Swing trading strategies
- Stock selection methods
- Sector and market strength analysis
- Risk–reward based trade setups
- Live chart examples and case studies



Module 6: Intraday Trading (Risk-Controlled)

- Intraday trading mindset and rules
- Setup-based intraday trading approach
- Entry, stop-loss, and target frameworks
- Capital allocation and risk limits



Module 7: Derivatives (F&O) – From Basics to Practical

- Futures and options fundamentals
- Option chain reading
- Open interest analysis
- Simple, hedged option strategies
- Risk management in derivatives trading



Module 8: Investment & Portfolio Building

- Long-term investing philosophy
- Fundamentals of fundamental analysis
- Overview of financial statements
- Mutual funds and SIP integration
- Portfolio diversification strategies



Module 9: Risk Management & Trading Psychology

- Position sizing techniques
- Risk-per-trade rules
- Drawdown and capital protection management
- Emotional control in trading
- Building discipline and consistency



Module 10: Trading System & Strategy Development

- Designing your own trading system
- Backtesting fundamentals
- Trade journaling and performance review
- Strategy refinement and optimization
- Avoiding overtrading and impulsive decisions



Module 11: Taxation, Compliance & Capital Safety

- Taxation on equity, intraday, and F&O trades
- Record-keeping and documentation
- Broker charges and hidden costs
- Legal and Regulation Awareness



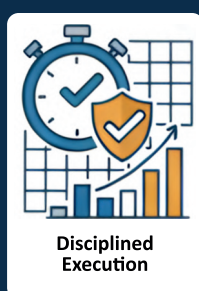
Module 12: Live Market Practice & Career Pathways

- Live market analysis sessions
- Trade planning and review workshops
- Career opportunities in the stock market
- Full-time vs part-time trading decisions
- Creating a long-term market roadmap



Learning Outcomes

After completing this program, learners will be able to:



IBTC (International Business & Trade Certification Program)

Speak with Confidence. Influence with Clarity.

- Course Duration: 1 year
- Level: Beginner to Intermediate
- Mode: Online
- Certificate: Yes

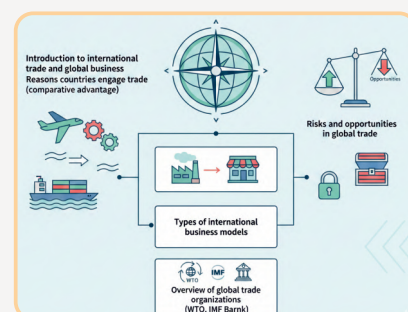


COURSE OVERVIEW

The International Business & Trade Certification Program (IBTC) is designed to provide comprehensive training in international business operations and global trade practices. The program covers export-import systems, documentation, legal and regulatory compliance, logistics, trade finance, international marketing, risk management, and market entry strategies.

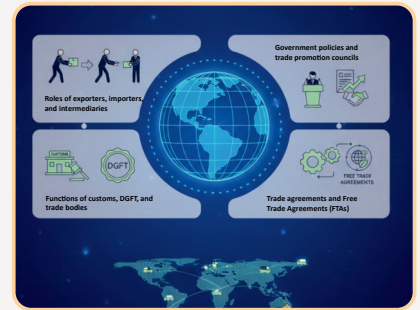
MODULE 1: Foundations of International Business

- Introduction to international trade and global business
- Reasons countries engage in trade (comparative advantage)
- Types of international business models
- Overview of global trade organizations (WTO, IMF, World Bank)
- Risks and opportunities in global trade



MODULE 2: International Trade Ecosystem

- Roles of exporters, importers, and intermediaries
- Functions of customs, DGFT, and trade bodies
- Government policies and trade promotion councils
- Trade agreements and Free Trade Agreements (FTAs)
- Overview of global trade flows



MODULE 3: Export-Import Business Models

- Merchant exporter vs manufacturer exporter
- Trading, sourcing, and distribution models
- Product exports vs service exports
- B2B and B2C international trade models
- Selecting the appropriate business model



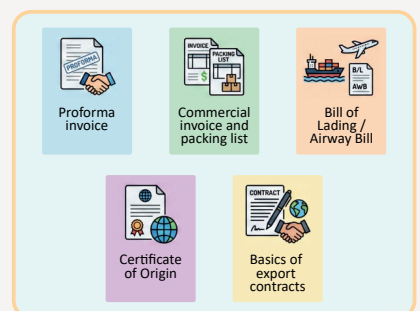
MODULE 4: Product Selection & Market Research

- Identifying export-worthy products
- Market demand and opportunity analysis
- HS Code and product classification
- International pricing fundamentals
- Country-level risk and opportunity analysis



MODULE 5: Export-Import Documentation

- Proforma invoice
- Commercial invoice and packing list
- Bill of Lading / Airway Bill
- Certificate of Origin
- Basics of export contracts



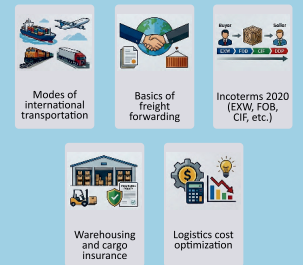
MODULE 6: Legal & Regulatory Compliance

- IEC registration process
- DGFT rules and compliance requirements
- Overview of customs laws
- Foreign Trade Policy (FTP)



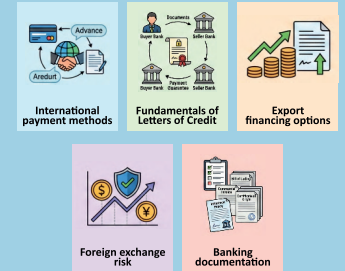
MODULE 7: Logistics & Supply Chain Management

- Modes of international transportation
- Basics of freight forwarding
- Incoterms 2020 (EXW, FOB, CIF, etc.)
- Warehousing and cargo insurance
- Logistics cost optimization



MODULE 8: International Trade Finance

- International payment methods (Advance, LC, DA, DP)
- Fundamentals of Letters of Credit (LC)
- Export financing options
- Foreign exchange risk
- Banking documentation



MODULE 9: International Marketing & Sales

- Global branding fundamentals
- International pricing strategies
- Methods to find overseas buyers
- Overview of B2B trade platforms
- Basics of international negotiation



MODULE 10: Cross-Border Communication & Culture

- International business communication standards
- Cultural sensitivity in global trade
- Professional email and proposal writing
- Managing international clients
- Ethics in international business



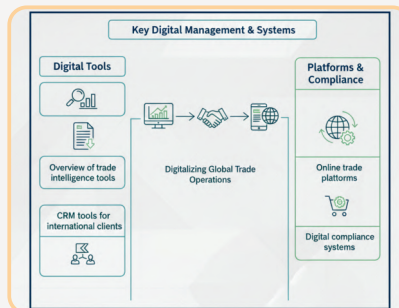
MODULE 11: Risk Management in International Trade

- Commercial risks
- Political and country risks
- Currency and forex risks
- Legal and compliance risks



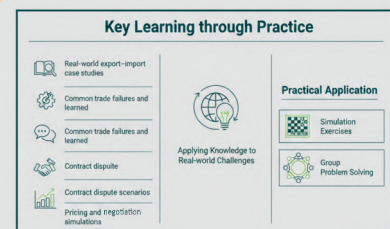
MODULE 12: Digital Tools for Global Trade

- Overview of trade intelligence tools
- Export–import documentation software
- CRM tools for international clients
- Online trade platforms
- Digital compliance systems



MODULE 13: Case Studies & Practical Scenarios

- Real-world export–import case studies
- Common trade failures and lessons learned
- HS Code and product classification
- Pricing and negotiation simulations



MODULE 14: Business Setup & Scaling Roadmap

- Setting up an international trade business
- Hiring and outsourcing strategies
- Bill of Lading / Airway Bill
- Compliance management during growth
- Long-term business sustainability



MODULE 15: Career Paths in International Business

- Roles in export–import organizations
- International sales and operations careers
- Consulting and compliance roles
- Entrepreneurship pathways
- Long-term skill development planning



MODULE 16: Capstone Project & Certification

- Trade project or business case presentation
- Project evaluation and expert feedback
- Final assessment
- Certification award



Learning Outcomes



E-Com Launchpad

Build, Launch & Scale Your E-Commerce Business Step by Step

- Course Duration: 1 year
- Level: Beginner to Intermediate
- Mode: Online
- Certificate: Yes



COURSE OVERVIEW

E-Com Launchpad is designed to help learners understand, set up, and operate an e-commerce business using structured and practical systems. The program covers product selection, online business models, marketplace selling, D2C store setup, digital marketing fundamentals, operations, finance, compliance, and scalable growth strategies.

MODULE 1: E-Commerce Foundations

- Introduction to e-commerce and how it works
- E-commerce business models (D2C, marketplaces, B2B)
- Overview of the Indian e-commerce ecosystem
- Myths versus realities of online selling
- Choosing the right e-commerce path

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- E-commerce business models (D2C, marketplaces, B2B)
- Overview of the Indian e-commerce ecosystem
- Myths versus realities of online selling
- Choosing the right e-commerce path

MODULE 2: Product Research & Validation

- Structured product selection frameworks
- Demand and competition analysis
- Pricing strategy and margin calculation
- Private label versus reselling models
- Product validation methods

- Structured product selection frameworks
- Demand and competition analysis
- Pricing strategy and margin calculation
- Private label versus reselling models
- Product validation methods

MODULE 3: Business Setup & Legal Basics

- Business structure fundamentals
- Trading, sourcing, and distribution models
- Brand name selection and basic intellectual property awareness
- Vendor and supplier onboarding
- Accounting and record-keeping basics



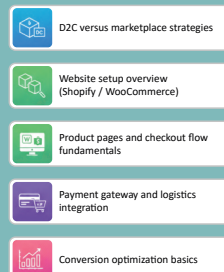
MODULE 4: Marketplace Selling (Amazon, Flipkart, etc.)

- Seller account setup overview
- Setup-based intraday trading approach
- Catalog creation and keyword basics
- Order processing and returns management
- Marketplace policies and account safety



MODULE 5: D2C Store Setup (Website Basics)

- D2C versus marketplace strategies
- Website setup overview (Shopify / WooCommerce)
- Product pages and checkout flow fundamentals
- Payment gateway and logistics integration
- Conversion optimization basics



MODULE 6: Digital Marketing for E-Commerce (Fundamentals)

- Overview of traffic sources
- Social media marketing for e-commerce
- Introduction to paid advertising concepts
- Influencer and content marketing basics
- Marketing budget planning and control



MODULE 7: Operations, Logistics & Customer Experience

- Inventory management systems
- Packaging and shipping fundamentals
- Order fulfillment workflows
- Returns and refunds handling



MODULE 8: Finance, Pricing & Profit Management

- Cost structure and profit calculation
- Cash flow management
- Marketplace fees and hidden costs
- Risks of discounting strategies



Cost structure and profit calculation



Cash flow management



Marketplace fees and hidden costs



Risks of discounting strategies

MODULE 9: Scaling Strategies & Risk Management

- When and how to scale an e-commerce business
- Multi-channel selling strategies
- Common e-commerce failures and how to avoid them
- Risk management and compliance awareness
- Automation fundamentals



When and how to scale an e-commerce business



Multi-channel selling strategies



Common e-commerce failures and how to avoid them



Risk management and compliance awareness



Automation fundamentals

MODULE 10: Launch Plan, Case Studies & Roadmap

- Step-by-step business launch checklist
- Real-world e-commerce case studies
- Common launch mistakes to avoid
- Long-term growth and scaling roadmap
- Career and business pathways in e-commerce



Step-by-step business launch checklist



Real-world e-commerce case studies



Common launch mistakes to avoid



Long-term growth and scaling roadmap

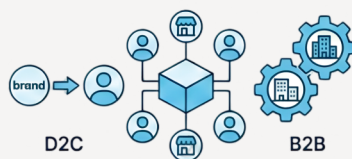


Career and business pathways in e-commerce

Learning Outcomes



GLOBAL & INDIAN ECOSYSTEM



MARKETPLACE



PRODUCT RESEARCH



LEGAL & COMPLIANCE



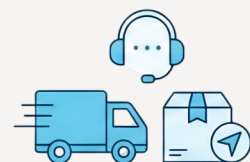
MARKETPLACE SELLING



D2C WEBSITE



DIGITAL MARKETING



OPERATIONS & LOGISTICS



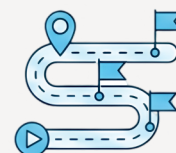
FINANCIAL CLARITY



RISK MITIGATION



SCALABLE GROWTH



LAUNCH PLAN & ROADMAP

Real Estate to Legacy

Build Wealth, Protect Assets, Create a Legacy

- Course Duration: 1 year
- Level: Beginner to Intermediate
- Mode: Online
- Certificate: Yes



COURSE OVERVIEW

Real Estate to Legacy is designed to help participants understand real estate as a long-term wealth-building and legacy asset. The program covers property selection frameworks, market understanding, legal due diligence, financing, rental planning, taxation, risk management, and succession planning. The focus of this program is decision making clarity and long-term asset planning, not speculation or short-term gains.

MODULE 1: Real Estate Fundamentals & Mindset

- The role of real estate in long-term wealth creation
- Understanding property as an asset versus a liability
- Myths versus realities of real estate investing
- Short-term gains versus long-term legacy thinking
- Understanding risk, patience, and time horizons



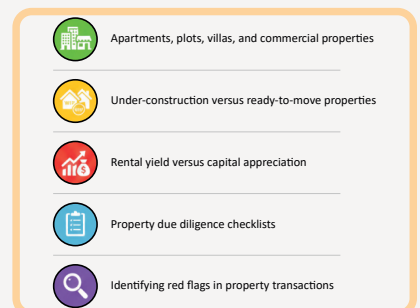
MODULE 2: Understanding Real Estate Markets

- Residential, commercial, and land asset classes
- Urban versus semi-urban market dynamics
- Demand and supply fundamentals
- Location analysis principles
- Real estate market cycles



MODULE 3: Property Types & Selection Framework

- Apartments, plots, villas, and commercial properties
- Under-construction versus ready-to-move properties
- Rental yield versus capital appreciation
- Property due diligence checklists
- Identifying red flags in property transactions



MODULE 4: Legal Due Diligence & Documentation

- Basics of property title verification
- Sale deed, agreement to sell, and property registration
- Overview of RERA regulations
- Encumbrances, approvals, and compliance checks
- Common legal mistakes in property purchases



Basics of property title verification



Sale deed, agreement to sell, and property registration



Overview of RERA regulations



Encumbrances, approvals, and compliance checks



Common legal mistakes in property purchases

MODULE 5: Real Estate Finance & Home Loans

- Home loan fundamentals
- Interest rate types and EMI planning
- Loan eligibility and documentation requirements
- Overview of tax benefits on home loans
- Debt and leverage management strategies



Home loan fundamentals



Interest rate types and EMI planning



Loan eligibility and documentation requirements



Overview of tax benefits on home loans



Debt and leverage management strategies

MODULE 6: Rental Income & Asset Management

- Rental yield calculation methods
- Tenant selection fundamentals
- Overview of lease and rental agreements
- Property maintenance and upkeep planning
- Rental cash-flow management



Rental yield calculation methods



Tenant selection fundamentals



Overview of lease and rental agreements



Property maintenance and upkeep planning



Rental cash-flow management

MODULE 7: Taxation & Compliance in Real Estate

- Capital gains taxation overview
- Taxation of rental income
- Stamp duty and registration charges
- Overview of GST impact on real estate
- Basic tax planning principles



Capital gains taxation overview



Taxation of rental income



Stamp duty and registration charges



Overview of GST impact on real estate



Basic tax planning principles

MODULE 8: Risk Management & Portfolio Balance

- Market and liquidity risks in real estate
- Legal, regulatory, and construction risks
- Risks of excessive leverage
- Diversification with other asset classes



Market and liquidity risks in real estate



Legal, regulatory, and construction risks



Risks of excessive leverage



Diversification with other asset classes

MODULE 9: Legacy Planning & Wealth Transfer

- Real estate as a generational wealth asset
- Nomination versus wills
- Family governance basics
- Succession planning overview
- Preventing family disputes through planning



MODULE 10: Case Studies & Personal Roadmap

- Real-life property case studies and scenarios
- Buy versus rent analysis
- Common mistakes to avoid
- Creating a personal real estate roadmap
- Long-term vision and legacy planning



Learning Outcomes



Futuristic - Skills Development Program

1. Video Editing Fundamentals

- Course Duration: 1 year
- Level: Beginner to Intermediate
- Mode: Online
- Certificate: Yes



COURSE OVERVIEW

This program is designed to help learners understand the fundamentals of video editing, gain hands-on experience with editing tools, and develop entry-level skills suitable for social media content, basic client projects, or further advanced learning.

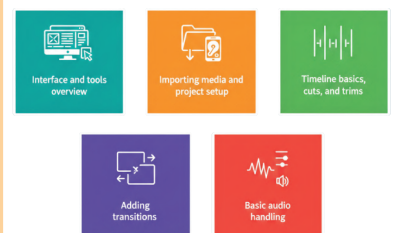
Module 1: Video Editing Foundations

- Introduction to video editing and its real-world applications
- Types of video content (Reels, YouTube videos, advertisements)
- Understanding formats, resolutions, and aspect ratios
- Basics of editing workflow
- Understanding risk, patience, and time horizons



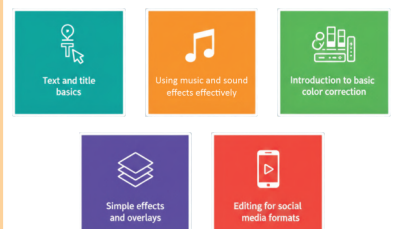
Module 2: Editing Tools & Timeline Basics

- Interface and tools overview
- Importing media and project setup
- Timeline basics, cuts, and trims
- Adding transitions
- Basic audio handling



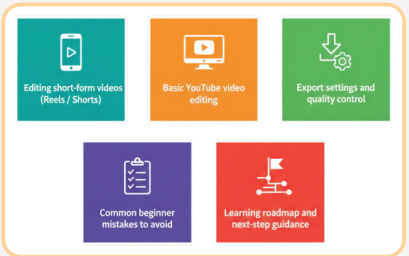
Module 3: Visuals, Text & Sound

- Text and title creation basics
- Using music and sound effects effectively
- Introduction to basic color correction
- Simple effects and overlays
- Editing for social media formats



Module 4: Practical Projects & Publishing

- Editing short-form videos (Reels / Shorts)
- Basic YouTube video editing & Export settings and quality control
- Common beginner mistakes to avoid
- Learning roadmap and next-step guidance



2. Graphic Designing

- Course Duration: 1 year
- Level: Beginner to Intermediate
- Mode: Online
- Certificate: Yes

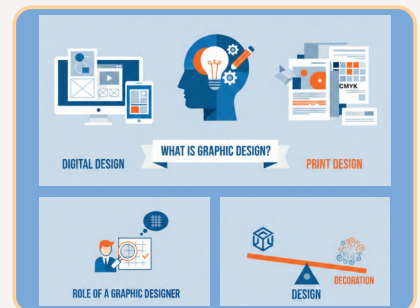


COURSE OVERVIEW

This course is designed to help beginners understand the fundamentals of graphic design, essential tools, and visual thinking skills so they can confidently create basic designs for social media, posters, banners, branding materials, and other visual content.

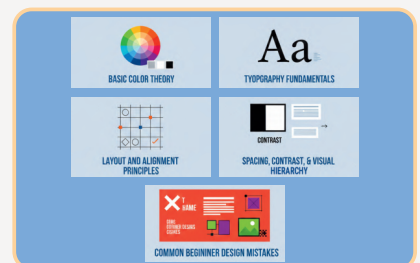
Module 1: Introduction to Graphic Design

- What is graphic design?
- Role of a graphic designer
- Types of design (digital and print)
- Design vs. decoration
- Developing a designer's mindset



Module 2: Design Basics & Principles

- Basic color theory & Typography fundamentals
- Layout and alignment principles
- Spacing, contrast, and visual hierarchy
- Common beginner design mistakes



Module 3: Canva Tool Mastery

- Canva interface walkthrough
- Working with templates
- Using text, images, icons, and elements
- Layers, grids, and frames & Introduction to brand kit features



Module 4: Practical Design Applications

- Social media posts (Instagram, Facebook, etc.)
- Posters and banners
- Thumbnails and basic advertisements
- Simple logo concepts
- Resume and presentation designs



Module 5: Exporting & Design Best Practices

- Understanding file formats (PNG, JPG, PDF)
- Exporting designs for social media and print
- Basics of size and resolution
- Pre-publishing design checklist



Module 6: Beginner Projects & Portfolio Starter

- 4–6 guided design assignments
- Feedback and improvement suggestions
- Organizing a beginner portfolio
- Learning roadmap for skill advancement



3. Personality Development

- Course Duration: 1 year
- Level: Beginner to Intermediate
- Mode: Online
- Certificate: Yes

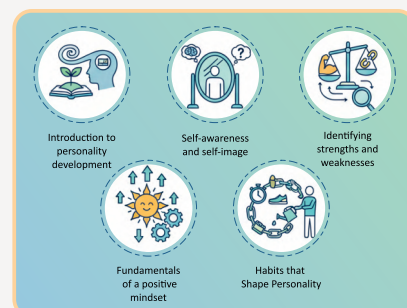


COURSE OVERVIEW

This course is designed to help individuals enhance their confidence, communication skills, body language, mindset, and professional behavior for personal growth as well as workplace effectiveness.

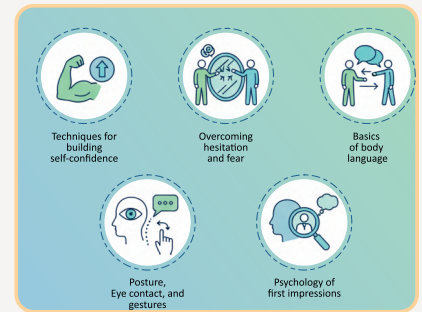
Module 1: Understanding Personality & Self-Awareness

- Introduction to personality development
- Self-awareness and self-image
- Identifying strengths and weaknesses
- Fundamentals of a positive mindset
- Habits that Shape Personality



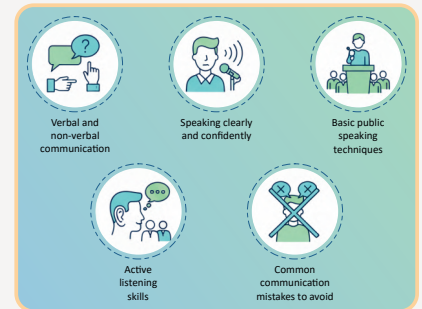
Module 2: Confidence & Body Language

- Techniques for building self-confidence
- Overcoming hesitation and fear
- Basics of body language
- Posture, eye contact, and gestures
- Psychology of first impressions



Module 3: Communication Skills

- Verbal and non-verbal communication
- Speaking clearly and confidently
- Basic public speaking techniques
- Active listening skills
- Common communication mistakes to avoid



Module 4: Professional Etiquette & Grooming

- Workplace behavior and ethics
- Basics of time management
- Email and phone communication etiquette
- Professional appearance and grooming
- Workplace do's and don'ts



Module 5: Emotional Intelligence & Mindset

- Understanding emotions
- Managing stress and anxiety (non-clinical techniques)
- Handling criticism and feedback constructively
- Positive thinking habits



Module 6: Practical Activities & Personal Growth Plan

- Confidence-building exercises
- Communication practice activities
- Role plays and real-life scenarios
- Personal improvement roadmap
- Feedback and self-evaluation methods



4. Digital Marketing Fundamentals

- Course Duration: 1 year
- Level: Beginner to Intermediate
- Mode: Online
- Certificate: Yes



COURSE OVERVIEW

The Futurestick Digital Marketing Program is designed to help learners understand the fundamentals of digital marketing, build practical awareness, and develop entry-level skills required for internships, beginner freelancing, or further advanced learning.

Module 1: Digital Marketing Basics

- What is digital marketing?
- Traditional vs digital marketing
- Overview of the digital marketing ecosystem
- Career opportunities and learning roadmap
- Common myths and beginner mistakes



Module 2: Social Media Marketing Fundamentals

- Overview of platforms (Instagram, Facebook, LinkedIn)
- Content types and posting basics
- Business profile setup and optimization
- Engagement and audience growth fundamentals
- Introduction to analytics



Module 3: Search & Content Marketing Basics

- Introduction to SEO (Search Engine Optimization)
- Keyword research and search intent basics
- On-page SEO fundamentals
- Content marketing basics
- Introduction to blogs and websites



Module 4: Paid Ads & Practical Exposure

- Introduction to Google Ads and Meta (Facebook/Instagram) Ads
- Ad formats and campaign objectives
- Budgeting basics and advertising risks
- Basics of tracking and performance metrics
- Ethical marketing practices and compliance



Learning Outcomes



Understand the basics of paid advertising (Google Ads & Meta Ads)



Understand how social media platforms work for marketing and growth



Gain clarity on SEO, keywords, and content strategy



Learn how to analyze basic performance metrics



Be prepared for internships, entry-level roles, or further advanced learning



Avoid common beginner mistakes in digital marketing



Develop a strong foundation in digital marketing concepts