



AICTE Approved, NBA Accredited

Post Graduate Diploma
in Management-
BUSINESS ENTREPRENEURSHIP

PGDM-BE
2020-2022



**Entrepreneurship
Development
Institute of India
Ahmedabad**

Dream
•
Dare
•
Deliver

Accomplish Your Entrepreneurial Dreams

The Post Graduate Diploma in Management

– Business Entrepreneurship

Behind the conceptualization and launch of the Post Graduate Diploma in Management - Business Entrepreneurship in 1998, lay EDII's decades of successful experience in New Enterprise Creation and Family Business Management.

The course encompasses the entire venture creation process from idea generation to preparation of a detailed bankable project report. Students also learn to leverage the strengths of family business management and successfully implement practices that drive high performance. The programme also builds knowledge, skills and aptitude to become a successful social entrepreneur.

OBJECTIVES

The objectives of this accelerated, rigorous and application-oriented programme are to:

- impart comprehensive knowledge of an entrepreneurial ecosystem.
- develop first generation entrepreneurs by building skills in initiating and growing enterprises.
- enable family business successors as change agents to encourage competitiveness and growth of businesses.
- nurture intrapreneurial aspirations and enhance compatible capabilities.
- promote social entrepreneurship.



PGDM-BE

programme

highlights

The programme is offered through six trimesters over the two-year period. The programme offers induction module, core courses, electives, seminar courses and projects apart from summer internship at the end of the first year.

CORE COURSES

These courses are broadly categorized as under:

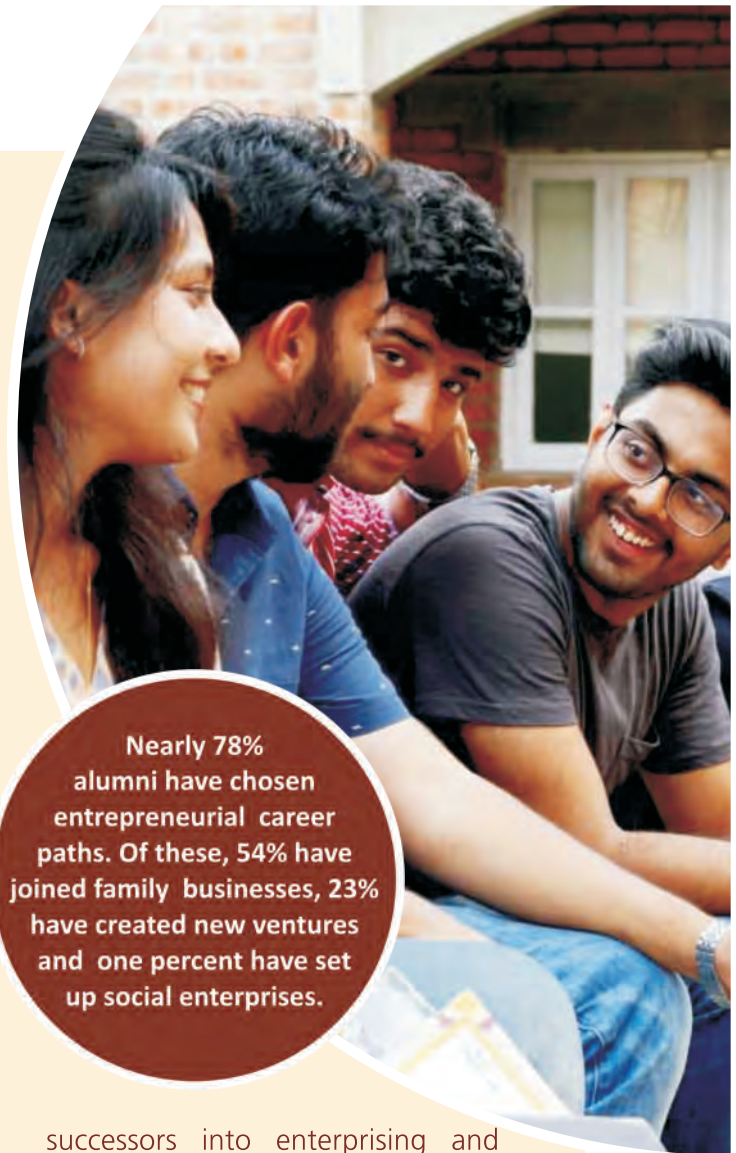
- ◆ Entrepreneurship & Family Business Management : Entrepreneurship theory and practice; Entrepreneurship thinking and mind set; Entrepreneurship and innovation; frameworks and models of New Enterprise Creation, Family Business Management and Social Entrepreneurship
- ◆ Accounting and Financial Management
- ◆ Operations and Systems
- ◆ Marketing Management
- ◆ General and Strategic Management
- ◆ Individual and Organisation Behaviour
- ◆ Business Economics and International Trade

ELECTIVE CURRICULUM

The programme offers choice-based electives in Entrepreneurship and Functional Areas:

ENTREPRENEURSHIP STREAMS

- ◆ New Enterprise Creation (NEC): This stream provides knowledge and develops competencies to start and manage own business.
- ◆ Family Business Management (FBM): This stream aims at developing family business



Nearly 78% alumni have chosen entrepreneurial career paths. Of these, 54% have joined family businesses, 23% have created new ventures and one percent have set up social enterprises.

successors into enterprising and knowledgeable owners of the business of their predecessors.

- ◆ Social Entrepreneurship (SE): This stream empowers entrepreneurs who aspire to combine commerce & social issues for improving people's lives.

FUNCTIONAL ELECTIVES

The programme offers electives which, besides imparting knowledge on creating and managing business, enhances knowledge in functional areas of

1. Marketing
2. Finance
3. International Business
4. Human Resource Management
5. Start-up
6. Business Analytics & Information Systems
7. Social Enterprise Management

SPECIAL FEATURES

- ◆ Grooming Entrepreneurial Mindset
- ◆ Interaction with Business Leaders / Venture Capitalists / Banker
- ◆ Learning Based on Entrepreneurial Milestones
- ◆ Preparing Bankable Project Report / Growth Plan
- ◆ International Study Tour
- ◆ Rich Blend of Inhouse Faculty / Industry Experts
- ◆ Industry Verticals in Emerging Sectors
- ◆ Outcome Based Learning
- ◆ Nodal Institute for Start-up Support, GoG
- ◆ Student Start-up and Innovation Policy

EDII Ranked as Platinum Institute by AICTE-CII
Survey of Industry Linked Technical Institutes 2018



EDII Advantages

Family Business Leadership Clinics

EDII organizes several Family Business Leadership Clinics with an aim to help students create a leadership culture in family businesses so that their one-leader model transits to become a leadership team model and leads the organization to become a multigenerational family business.

New Enterprise Clinic

Start-up Clinic Weekend is a programme designed on international lines that comprises of a series of activities/events that motivates, engages and trains participants to help them develop entrepreneurial skills.

Centre for Advancing and Launching Enterprises (CrAdLE)

CrAdLE a 'Technology Business Incubator' (TBI), is an initiative as a Section 8 Company under Companies Act, 2013, Entrepreneurship Development Institute of India (EDII), Ahmedabad supported by Department of Science and Technology (DST), Government of India, aims at developing sustainable and nurturing environment for technology entrepreneurs.

Career Opportunities

The programme ensures that students harness their entrepreneurial knowledge, networking skills and abilities to set up own enterprise or join their family business to take it to newer heights.



- The Institute extends thorough mentoring support to help students start, progress and sustain a venture.
- Depending on the viability and scalability of a venture, limited seed funding is also extended and networks established with venture capitalists, buyers and sellers.
- Students are assisted in developing a concrete action plan for career planning, talent development and growth of family business.
- Students are also equipped to work in any sector for organisations ranging from startups to small and medium sized enterprises to multinational firms.

CURRENT STUDENTS

- 61% of current students are working on new business ideas in the sectors ranging from manufacturing to service and technology based startups.
- 21% of current students are working in the expansion and diversification of their family businesses.

FEE STRUCTURE

For information on fee structure, please visit our website : www.ediindia.org / www.ediindia.ac.in

FELLOWSHIP SUPPORT

EDII offers fellowship support to students on the basis of need-cum-merit basis.

Fellowship: In an endeavor to help meritorious students pursue the course despite financial constraints, the Institute has made provision for offering limited fellowship support. The fellowship to the students is awarded on merit-cum-means basis.

Project Start-up Facilitation Grant: EDII provides small financial assistance for enabling them initiating/starting own ventures. Such support will be given to students having viable and feasible business ideas, and as recommended by the fellowship committee. Preference would be given to women students and the first generation entrepreneurs.

TUITION FEES (INTERNATIONAL STUDENTS)

The fees for PIO/NRI/FN candidate for PGDM-BE programme is USD 25,000, payable in four convenient instalments. It will be charged in foreign currency or in equivalent INR. The fee does not include hostel and mess expenses, which will be charged separately. While the hostel charges are USD 1500 (AC single occupancy, electricity extra) per year, the mess charges will be payable quarterly in advance.

ADMISSION ELIGIBILITY & PROCEDURE

- Three-year (10+2+3) University Degree in any discipline or a four year (10+2+4) Engineering/Technology/Medicine/Others, recognized by the University Grants Commission (UGC)/ Association of Indian Universities (AIU) / AICTE with not less than 50% overall aggregate marks (45% in case of candidates belonging to the reserved category, as per norms) in qualifying degree examination. Final year graduating students can also apply.
- The candidates have to undergo any of these tests – CAT, MAT, XAT, ATMA & CMAT.
- Candidates have to apply to EDII by acquiring application form which can be downloaded from www.ediindia.ac.in or can be filled online. Applicants who want to apply online can make payments online. The duly filled in downloaded form should be sent to EDII along with a Demand Draft of Rs.1500/- drawn in favour of 'Entrepreneurship Development Institute of India', payable at Ahmedabad or by transferring Rs.1500/- to the EDII PG admission account (details available on website). Rs.1000/- incase of women and candidates from reserved category.

Eligible candidates will be called for Group Discussion and Personal Interview.



Hon'ble Revenue Minister, Govt. of Guajrat Shri Kaushikbhai Patel awarding Mr. Dipak Patel, EDII Alumnus (PGDM-BE 2010-12). Also present on the occasion was MP (Ahmedabad West), Shri Kiritbhai Solanki. Shri Dipak Patel received the Govt. of Gujarat award for employing the maximum number of differently abled people as employees at his Petrol Pump.



Mr. Krishan Mishra, EDII Alumnus (PGDBEM 2001-02), received International Award from Global Forum for Education and Learning. He was recognised as one of the "Top 100 Leaders in Education" in recognition of his contribution to the field of education. Presenting the award is Mr. Adil Matin, President-WeTel Television Arabia

Ms. Nikita Maheshwari, EDII Alumnus (PGDM-BE 2015-17) received the National Entrepreneurship Award 2019 from Shri Mahendra Nath Pandey, Hon'ble Cabinet Minister, Ministry of Skill Development & Entrepreneurship, Govt. of India, for her innovative work in logistics and supply chain management industry



Start-up and Business Support

Family Business Leadership Clinics:

EDII in collaboration with Federation of Indian Chambers of Commerce and Industry (FICCI) jointly organized Family Business Leadership Clinics with an aim to help participants create a leadership culture in family businesses so that their one-leader model transits to become a leadership team model and leads the organization to become a multigenerational family business.

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EDII Launchpad

'Launchpad' is EDII's co-working space for start-ups, which is a part of the pre-incubator activity done by the institute. It helps the student entrepreneurs to

work individually or in team to get the entrepreneurial experience with all the pressures and demands of the real world in an early stage of Start-up. Launchpad enables the students to be a part of Gujarat's vibrant start-up community along with the academic ambience of EDII.

Milestone based learning:

Milestone based learning is for students to enable them to achieve stepping stones in their entrepreneurial journey, EDII also provides seed funding to successful milestone bonus point achievers for setting up new venture.

Outcome based learning:

It is a method of curriculum design and teaching that focuses on what the students can actually do after they are taught. This makes the students more creative, helps them analyse and synthesize information.

Boot Camps

The National Start-Up Boot Camp organised by Ministry of Human Resource Development's Innovation Cell (MIC) & AICTE, engaged EDII as an implementation partner. The Institute organizes boot camps PAN India, encouraging students to gain an understanding of entrepreneurship and present their Proof-of-Concept for ideation and feasibility. The selected candidates are then invited for a National Boot Camp.

HOW TO APPLY

- Visit us online - www.ediindia.org
- Fill the application form
- Apply for eligibility tests viz. CAT, MAT, XAT, ATMA, CMAT (if you have not scored yet)
- Get in touch with us for counselling
- IIMs have no role

The Institute

The Entrepreneurship Development Institute of India (EDII), Ahmedabad was set up in 1983 as an autonomous and not-for-profit Institute with support of apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and State Bank of India (SBI). The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDII Campus. EDII began by conceptualising Entrepreneurship Development Programmes (EDPs), and subsequently launched a fine tuned and a tested training model for New Enterprise Creation, popularly known today as EDII-EDP model. EDII moved on to adopt the role of a National Resource Institute in the field, and today, together with three other exclusive national institutions, it is successfully backing about 12 state level entrepreneurship organizations by human resource development and by sharing research findings, new teaching techniques & learning material. Today this effort has also been broad-based internationally with Entrepreneurship Development Centres in Cambodia, Laos, Myanmar, Vietnam and Uzbekistan, in addition to efforts in the process, in select African countries.

To enhance the impact of EDPs, the Institute, over the years, introduced the several development models. While the informal sector was majorly brought into the ambit of activities,

EDII Awarded 4-star Rating by GSIRF



rural and urban poverty alleviation also became a priority with the models getting widely replicated. Today EDII designed integrated programme for start-ups (Village Entrepreneurship) is being replicated nationally. EDII conducts a variety of programmes and projects under the Departments of Entrepreneurship Education; Policy Advocacy, Knowledge and Research; Projects; Business Development Services & National Outreach and Developing Economy Engagement.

Honoured with AICTE Award for Supporting Start-Ups & Excellence Award for Promotion of Start-Ups



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