



# DIPLOMA IN BUSINESS ENTREPRENEURSHIP AND MANAGEMENT

( AN OPEN LEARNING PROGRAMME  
IN ENTREPRENEURSHIP )



Offered by:



ENTREPRENEURSHIP DEVELOPMENT  
INSTITUTE OF INDIA, AHMEDABAD

In collaboration with:



NSTEDB, DST,  
Govt. of India

Friedrich-Naumann-Stiftung  
Germany

# **DIPLOMA IN BUSINESS ENTREPRENEURSHIP AND MANAGEMENT (AN OPEN LEARNING PROGRAMME IN ENTREPRENEURSHIP)**

## **INTRODUCTION**

The post liberalization industrial & economic scenario in India makes it imperative that a more dynamic and pragmatic approach be adopted to create entrepreneurs on a large scale. This would not only help tackle the problem of unemployment but also facilitate growth of new entrepreneurs. Using technology and quality as their strategic tools, those who can take on the increased competition in the domestic as well as global markets are innovators and entrepreneurs in true sense of the term. This can be achieved only if more & more people are motivated and convinced to choose entrepreneurship as a career and put their energies & resources to a productive use to generate self-employment and employment for others.

Various state level entrepreneurship development institutes, as well as EDI, the pioneer in entrepreneurship development, have, for decades, been conducting localised Entrepreneurship Development Programmes ( EDPs ). These EDPs have limitations of number & reach and cannot fulfill the need of a large number of potential entrepreneurs scattered in the vast geographical areas of the country. Hence there is need for a novel approach.

The present education system develops attitudes and expectations to reach the goal of suitable and well paying employment, while what the country needs is an entrepreneurial society.

To address this need of developing new, committed entrepreneurs on a large scale, the EDI, Ahmedabad, has conceptualized and launched an innovative Entrepreneurship Development Programme through distance learning and personal counselling titled Diploma in Business Entrepreneurship & Management (DBEM).

This course is sponsored by Friedrich-Naumann Stiftung (FNSt), a foundation of International repute from Germany and is supported by the National Science and Technology Entrepreneurship Development Board (NSTEDB), Department of Science and Technology, Government of India.

## **OBJECTIVE**

The main objective of DBEM is 'New Enterprise Creation and Management'. To achieve this objective the study material is focussed on various aspects of starting and managing an enterprise.

## **SALIENT FEATURES**

"DBEM" has the following salient features :

- More readily accessible than conventional EDP
- Learning at the place, pace and time of learner's choice
- Flexibility in terms of enrolment
- Counselling support throughout the course
- Follow up support upto three months after successful completion of the course
- Two contact sessions of three to four days each.

The contact sessions focus on developing entrepreneurial motivation, business opportunity guidance, preparation of detailed project report , project appraisal system of banks & financial institutions and interaction with successful entrepreneurs.

## **SYLLABUS**

The syllabus of DBEM covers:

Introduction to Entrepreneurship, Information on Support Agencies, Business Opportunity Identification, Market Assessment, Entrepreneurial Motivation, Project Report Preparation, Export & Statutory Regulations and Small Business Management which includes financial management, personnel management, marketing management, time-management, strategic management etc.

To put it briefly, it prepares the learners with the Knowledge, Skill and Motivation to set up an enterprise & manage it successfully.

## **METHODOLOGY**

The methodology of DBEM includes; self- instructional study material , assignments, personal counselling through experts and professional counsellors, and two contact sessions during the course. An additional feature is follow-up support for three months after completion of the course, to those who propose to launch their enterprise.

## **MEDIUM OF INSTRUCTION**

The medium of instruction of DBEM is English/Hindi/Gujarati.

## **DURATION**

The duration of DBEM is one year. The course is divided into two phases : nine months of actual study and three months of follow-up support to help the learners in setting up their enterprises.

## **ADMISSION**

The course begins every quarter, starting from January. The learners have the opportunity to enrol in any one of the batches i.e., either January, April , July or October.

## **ELIGIBILITY**

The objective of the DBEM is to provide quality education in entrepreneurship to the following potential categories:

- 1 Under-graduates with three years' work experience;
- 2 Students in the final year of degree/diploma course;
- 3 Post graduates/graduates and diploma holders in any discipline;
- 4 Executives, professionals and employees;
- 5 Technocrats and traders;
- 6 Prematurely retired personnel / ex-servicemen;
- 7 Enterprising women  
(women candidates are exempted from work experience)

## **FEE**

The fee for DBEM is Rs.5000/- for all categories. It can be paid in two instalments, first instalment of Rs.2500/- payable on registration and the second instalment of Rs.2500/- payable during the 3rd month of the course.

## **SPECIAL FELLOWSHIP SUPPORT**

Candidates with Science & Technology background are eligible for a fellowship of Rs. 2500/- towards the course fee, granted by NSTEDB, Dept. of Science of Technology, Government of India. These candidates are required to pay only Rs.2500/- on registration.

## **AWARD OF DIPLOMA**

Award of the Diploma is based on assessment of the assignments, project report submitted by the learner and performance in the final examination. Those who fail to qualify, may reappear for the examination within 2 years by paying an additional fee of Rs.300/- for every appearance.

## **BENEFITS**

Diploma in Business Entrepreneurship & Management (DBEM), equips the learners with the capability to function dynamically and acquire the requisite knowledge and skills to plan and launch their own dream ventures. PMRY Candidates having undergone this course will be exempted from further training under PMRY.

The course :

- \* develops motivation , reinforces entrepreneurial traits and the spirit of enterprise;
- \* facilitates decision making process for setting up new enterprise;
- \* facilitates successful and profitable operation of the enterprise.

## **ABOUT THE INSTITUTE**

The Entrepreneurship Development Institute of India (EDI), an autonomous body and not-for-profit institution, set up in 1983, is sponsored by apex financial institutions-the IDBI, IFCI, ICICI and SBI and supported by Government of Gujarat. Today, EDI is an acknowledged national resource institution committed to entrepreneurship education, training and research. EDI has been spearheading entrepreneurship movement throughout the nation with a belief that entrepreneurs need not necessarily be born, but can be developed through well conceived and well directed activities.

EDI has linkages with a nationwide network of organisations and institutions committed to entrepreneurship development. Its state-of-the-art computer centre and library, besides other infrastructural facilities are backed by seasoned faculty members and renowned visiting experts providing guidance and counselling.

The prospectus-cum-application form can be obtained by sending a demand draft for Rs. 100/- in favour of EDI, payable at Ahmedabad from any of the addresses given below :

### **OLPE CELL**

### **Entrepreneurship Development Institute of India**

Ahmedabad (Via Indira Bridge)  
P.O. Bhat - 382 428,  
Gujarat, India.

Tel:(91) (079) 2864331, 2864084, 2869068  
Fax:(91) (079) 2864367  
Email: ediindia@ad1.vsnl.net.in  
Website: <http://www.ediindia.org>

### **EDI Regional Offices :**

**Bangalore Office:** No.133, XI 'A' Cross,  
1 Main Road, II Stage  
West of Chord Road, Bangalore - 560 086  
Telefax:(91) (080) 3496580, 3490384  
Email: ediro@giasbg01.vsnl.net.in

**Lucknow Office:** 432/36, Kala Kankar Colony,  
Old Hyderabad, Lucknow - 226 007  
Tel:(91) (0522) 387820 Fax:(91) (0522) 387856  
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