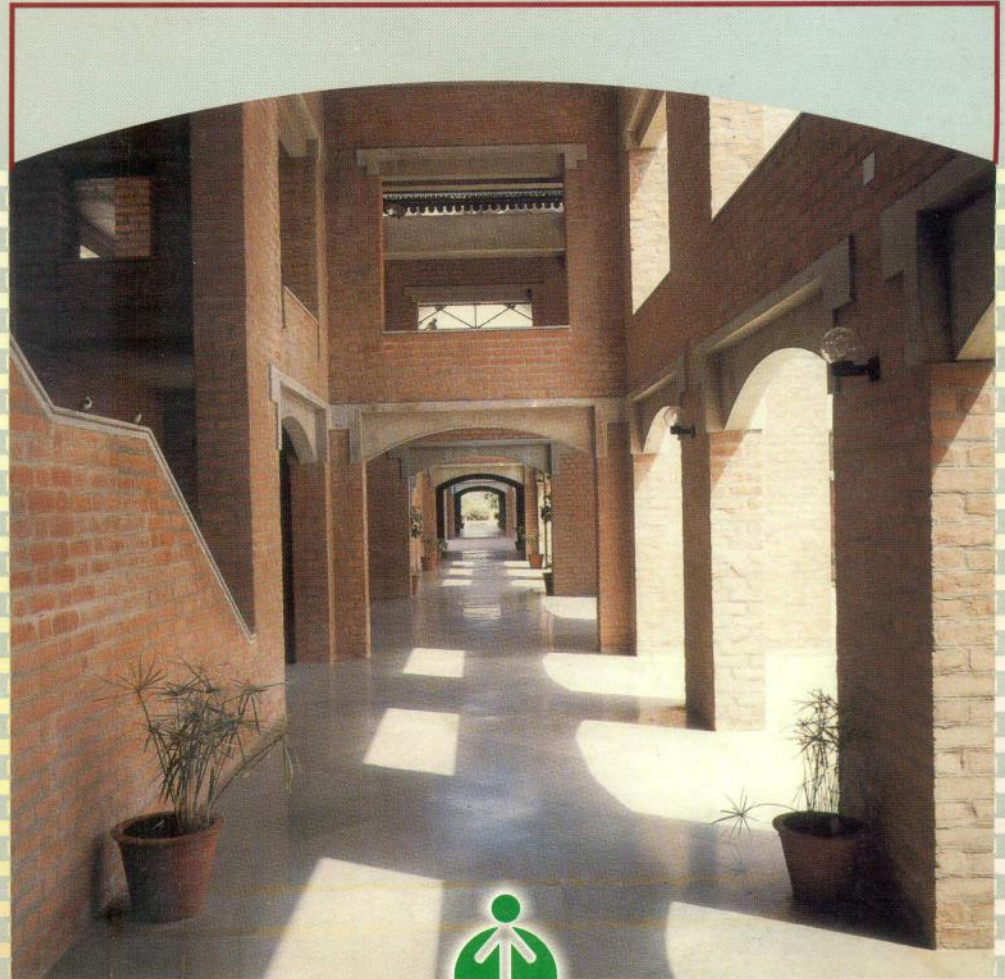


Post-Graduate Diploma in Business Entrepreneurship and Management (PGDBEM)



Entrepreneurship Development Institute of India

Ahmedabad

THE COURSE

The present era of liberalisation-privatisation-globalisation has ushered in a host of new challenges where only the fittest will survive. The international giants and corporate potentates pose cut-throat competition to Small and Medium Enterprises, challenging their survival and growth. Success of an enterprise largely depends on its owner/manager, whose skill, knowledge and competency can take it to a great height of success.

Understanding the intricacies of today's industrial scenario, developing a calibre to survive in such a competitive environment and the ability to face future challenges, are essential for any entrepreneur who starts a business.

Besides, in India around 90 percent of businesses are family owned. A person who joins family business must be prepared well before getting involved in the business. He/ she should be clear about his/her future roles, besides having an in depth understanding of business. In the absence of this knowledge, a successful company set up by forefathers may become an ailing company in no time.

With a view to addressing the needs of business persons of 'tomorrow', EDI launched a one-year programme leading to 'Post-Graduate Diploma in Business Entrepreneurship and Management' (PGDBEM) in the year 1998.

The following convictions helped in achieving this:

- Entrepreneurial competencies vis-à-vis mere hard skills explain higher order success behaviour,
- Entrepreneurs are not necessarily born, but they can be developed through well-conceived training intervention,
- Possession of managerial skills in addition to entrepreneurial competencies ensures survival and growth chances of new ventures, and
- Backed-up by 15 years of relevant experience, EDI is better positioned to attempt development of these competencies and skills.

COURSE OBJECTIVES

The objectives of this one-year accelerated, rigorous and application-oriented course are to :

- develop skills in successfully initiating, expanding, diversifying and managing a business enterprise with a focus on understanding real life business situations and business practices;
- inculcate among students entrepreneurial competencies, including self-confidence, goal setting, planning, information seeking, problem solving and planned risk taking;
- develop a competent entrepreneur and successful executive of tomorrow through this accelerated course marked by intensive personal counselling;
- gain insights into the tools, techniques and frames of reference necessary for managing all functional areas of a national or international business enterprise, including production, marketing, personnel and finance;

- promote interaction, between students and national and international professionals, officers and businessmen who attend the programmes of EDI, on a continuous basis;
- develop family business successors as enterprising and knowledgeable owners of the business of their forefathers. Inculcate entrepreneurial qualities in them so that they contribute to the efficiency and growth of the enterprise;
- focus on development of the economy by imparting training to students in the area of establishing or managing non-government organisations;
- develop managerial competencies in filling the vacuum in industry by developing entrepreneurial managers who can exploit the wealth of applied knowledge of EDI's academic faculty, project-technology-management-export consultants and trainers.

SPECIALISED STREAMS

The programme offers a competency-based training that aims at achieving one of the following, based on the choice of student:

- Develop him/her as an entrepreneur (New Venture Creation),
- Develop his/her capabilities to join and manage his/her family business (Management of Family Business), or
- Develop his/her capabilities to launch/join/manage a Non-Government Organisation (NGO) (Management of NGOs).

New Venture Creation

The objective of this stream is to provide comprehensive knowledge and develop competencies to start own independent business. This stream will be useful for those who want to launch their own business, wish to become small-medium industry consultant, counsellor or teacher-trainer with specialised post-graduate qualification.

Students opting for New Venture Creation will be guided to work on a detailed project report after completion of classroom training. The idea is to help them establish and manage their enterprises.

Management of Family Business

This stream is designed for students interested in the issues, problems and unique concerns of family business involvement and management. The course will draw heavily on the personal experience of students in the class. During this phase, the students will be guided on developing an action plan for the growth of their family business.

Over a period of three terms students opting for New Venture Creation and Management of Family Business will be offered inputs on a host of hard and soft skills.

Students, who find themselves not quite prepared to either start a business or join a family business immediately after the completion of PGDBEM, will be provided with opportunities of apprenticeship in an industry for a brief period.

Management of NGO

Recognising the growing importance of non-government initiatives for solving grassroots problems of income and employment generation, this unique course (specialisation) will develop young men/women to either launch their own NGO or join an NGO and contribute to its growth. Primary focus will be on launching and managing NGOs, micro-enterprise development and micro-credit delivery systems.

After the completion of classroom training, students of this stream will be guided on developing an action plan for the growth of an NGO. Students who have not had an exposure to the working methodologies of NGOs will be placed on an internship assignment with similar organisations.

SCHEDULE

This 12-month programme is spread over four phases. The academic year begins in August and ends in July.

Being defined a 30 hours of classroom input as one credit, the entire programme is weighted as a 30-credit package. 26-credits of classroom input will be offered through a number of subjects over the first three terms. The project work in terms of developing a detailed project report, an action plan for the growth of an organisation or an internship dissertation, which is weighted for 4-credits, will be conducted during the last term.

PEDAGOGY

The interactive nature of the learning experience distinguishes EDI from many other institutions. The emphasis throughout the course is on action learning. Business games, computer simulation, live projects, role plays, case-based teachings, field work and group work will be combined to create an environment which challenges individuals to define problems and find workable solutions. Most teaching in the first two terms takes the form of structured lectures often with tutorial sessions. Lectures frequently incorporate case analysis and discussions.

WHO CAN JOIN

The programme is targeted at:

- Graduates who intend to launch and manage business units.
- Young graduates from family businesses that intend to develop their potential successors or associates in professional skills over a relatively short duration.
- Graduates who wish to launch or join and manage an NGO.
- Graduates associated with NGOs and willing to improve their expertise in the management of the same.
- Business firms who would like to sponsor graduates with a view to reducing their dependency on employment and/or encourage them to form a strong ancillary base.
- Graduates who wish to be small enterprise counsellor, consultant, entrepreneurship teacher-trainer.

ELIGIBILITY/SELECTION

A bachelor's degree in any discipline. Students appearing for the final degree examination may also apply. The last date for submission of filled-in application form is 28.05.1999.

After an attitudinal, competency and commitment test, the students selected will be invited for an interview. The written test and interview will be simultaneously held at the EDI campus, Ahmedabad and EDI's Branch Offices at Bangalore and Lucknow on 14.06.1999 and 17.06.1999 respectively. The results will be declared on 21.6.1999 and the course fee will have to be deposited by 30.06.1999.

FEE STRUCTURE

The fee for this residential course is Rs. 97,000/-, which includes tuition, lodging, boarding, teaching/reading material, and use of EDI library and computer centre. Students may choose to register as non-residential candidates at a fee of only Rs. 55,000/-, which covers tuition, teaching/reading material, and use of EDI library and computer centre. The fee for Non-Resident Indians (NRIs) / NRI-sponsored candidates or Non-Indians is US \$ 5000 (residential).

FELLOWSHIP SUPPORT

EDI's efforts in increasing the supply of entrepreneurs have been supported by national financial organisations such as Industrial Development Bank of India, State Bank of India, Small Industries Development Bank of India, National Bank for Agriculture and Rural Development and Rashtriya Gramin Vikas Nidhi through full-fee fellowships to the PGDBEM students. Based on means-cum-merit basis, 27 students had been awarded these fellowships for the year 1998-99. Similar support is being explored for the year 1999-2000. The Institute is quite hopeful of getting their support this time as well. It is heartening to mention that SIDBI has already announced 5 fellowships for the year 1999-2000.

SALIENT FEATURES AT A GLANCE

- The orientation is towards job creation and not necessarily job seeking.
- The thrust is on competency development alongside hard-skill development.
- Offering of inputs necessary to create/manage a venture/NGO within a short span of one year.
- Saving of one year (vis-à-vis MBA and other conventional PG courses).
- Unique opportunity to business families in smoothening inter-generational transition.
- Unique opportunity to business firms in creating ancillary base.
- Provision for exposure to real-life situations through various time-tested pedagogical methods.
- Offering of unconventional inputs on customer orientation, crises management, creativity and problem solving, seeking and acting on opportunities, business plan preparation, etc.
- Authentic personal assessment and counselling.

- Scope for interactions with a cross-section of experts and practitioners.
- Excellent and proximate academic environment (comprising faculty resources, student community and national and international participants of various campus-based programmes) coupled with peaceful, pollution-free physical surroundings.
- Phenomenal scope for establishing contacts with a host of relevant players in a business career.
- Authentic guidance on project report or action plan preparation.
- Provision for business apprenticeship on need basis.
- Latest computer and library resources.

HOW COULD THE NRIs BE BENEFITED

NRIs particularly get benefited by PGDBEM as it provides a unique opportunity to study and understand the homeland dynamics related to establishing businesses. It also offers an opportunity to develop entrepreneurial competencies and managerial skills that are required to realise the dreams of Indians who have generated wealth abroad. Be it for establishing business empires abroad or exploring the options of serving the self and the motherland by establishing business units in India, this programme creates a sound base in the aspirants. EDI reserves a limited number of seats for NRIs, their nominees and non-Indians as well. There is no entrance test for these candidates. The entry is direct. At a very nominal fee of US \$5000 towards this residential programme, EDI extends its services to the NRI community in a big way. The fee takes care of tuition, accommodation, food, etc.

Inquiries from Middle-East countries may be addressed to :

Prof. Ajay Dixit

Entrepreneurship Development Department,

Bahrain Training Institute,

P.O. Box : 33090, Isa Town, State of Bahrain

Tele : (973) 688403 Fax : (973) 688499

PERFORMANCE OF THE CURRENT BATCH

The current batch, which is in its third term now, began with 60 selected students. 12 of them opted for NGO management while over 30 of them chose to set up businesses. This batch could accommodate 7 NRI nominees. The programme has been developing a unique set of personal competencies and equipping the students with managerial skills and necessary knowledge about the environment in which the businesses are expected to operate. The unique treatment accorded to students on the campus developed their conviction to become future achievers. By organising interactions with practitioners and exposing them to a variety of real life situations, the task of shaping up future leaders has been ably handled at the institute. Quite a few students have already developed interest in and are working towards setting-up businesses in modern areas such as information technology, entertainment, export etc. They express the level of satisfaction derived from the programme, time and again:



Today the business world is more inclined towards a proactive and entrepreneurial method of working. In the face of global competition, a course of this nature would be very helpful and effective in preparing individuals for challenges of the future. The faculty supplements the normal reference books with their own notes and teaching material. This material is compiled from various excellent sources and is complete in itself.

Kaajal Badlani, Ahmedabad

EDI is unique in its view of the business world. The institute's ongoing involvement with practising managers and entrepreneurs ensures that the curriculum is current and focuses on both contemporary and future issues. It envisions 'Entrepreneurship' as a success tool for the future.

Ulpa Shukla, Mumbai



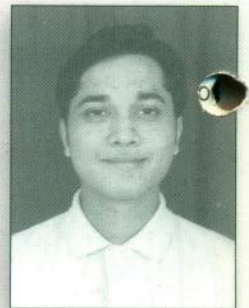
Collaborative learning is a cornerstone of EDI education. They encourage group study and teamwork, virtually all courses are built around the same. Students rapidly learn to work together with people of diverse background.

Grishu Gupta, Delhi



Home away from home, the hostels are clean, comfortable and cosy. The quality and variety of the food is excellent and beyond comparison. The faculty members involved in teaching are dynamic and involved and unusually committed to the professional and personal development of the students. This commitment can be gauged by the hours spent inside and outside the classroom. They are always available for guidance and support.

Abhishek More, Pune



As far as infrastructure is concerned EDI believes in excellence personified. Highly sophisticated equipment are used to supplement teaching and project work. Set in a spacious, green and picturesque surrounding, the campus helps to create a highly conducive atmosphere for students and faculty.

Samir Allawadi, Surat



LIST OF PGDBEM ADVISORY COMMITTEE MEMBERS

1. Shri Praful R. Amin
Former Executive Director
Mafatlal Industries Ltd., Mumbai
Ahmedabad
2. Prof. Dhawal Mehta
Director
GLS Institute of Business Management
Gujarat University
Ahmedabad
3. Shri Sunil R. Parekh
Director,
Confederation of Indian Industry
Ahmedabad
4. Shri Gagan Sethi
Managing Trustee,
Janvikas (an NGO)
Management Trustee,
Centre for Social Justice
Ahmedabad
5. Shri Utkarsh B. Shah
President.
Gujarat Chamber of Commerce & Industry
Member, Indian National Committee,
International Chamber of Commerce
Ahmedabad
6. Prof. Dwijendra Tripathi
Former Professor & Dean
IIM, Ahmedabad
Founder-Editor.
Journal of Entrepreneurship
Noted Business Historian
Ahmedabad
7. Prof. D.D. Trivedi
Corporate Director &
Management Consultant
Search Consultants Pvt. Ltd.
Visiting Faculty, IIM, Ahmedabad
Ahmedabad

For application and detailed information, along with a demand draft of Rs. 250/- or US \$ 15 drawn in favour of EDI Ahmedabad, please write to :

The Course Director, PGDBEM

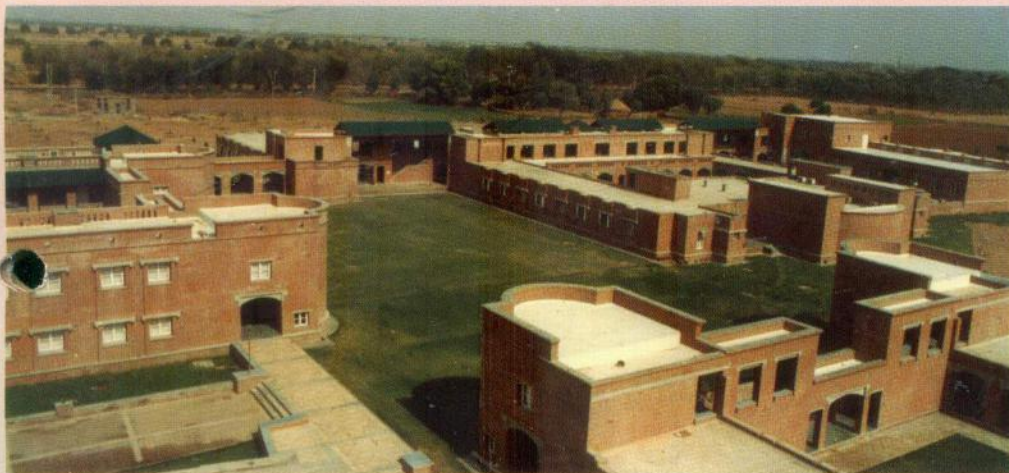
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I Road, II Stage, West of Chord Road,
Bangalore 560 086
Telefax: (91) (080) 3496580, 3490384
E-Mail: ediro@giasbg01.vsnl.net.in

Lucknow Office:

Entrepreneurship Development
Institute of India
432/36, Kala Kankar Colony
Old Hyderabad, Lucknow 226 007
Phone: (91) (0522) 387820;
Fax: (91) (0522) 387856
E-mail: edinro@lw1.vsnl.net.in



THE INSTITUTE

The Entrepreneurship Development Institute of India (EDI), an autonomous and not-for-profit institute, set up in 1983, is sponsored by apex financial institutions – the Industrial Development Bank of India (IDBI), Industrial Finance Corporation of India (IFCI), Industrial Credit and Investment Corporation of India (ICICI) and State Bank of India (SBI). The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDI campus.

EDI's pioneering activities in entrepreneurship development training have established that people from all walks of life can become business owners. It has demolished the myth that entrepreneurs are born, and cannot be made. Through well-conceived training interventions and capacity building activities, over last 15 years EDI has equipped thousands of people with entrepreneurial skills. To pursue its mission further, EDI has helped respective governments to set up 12 state-level exclusive entrepreneurship development centres and institutes.

One of the more satisfying achievements, however, was taking entrepreneurship to a large number of schools, colleges, science and technology institutions and management schools in several states by including entrepreneurship inputs in their curricula.

Realising that education is an apt medium to reach out to wider section of society, the Institute contributed in institutionalising entrepreneurship in business education. EDI organises a variety of programmes for the benefit of existing entrepreneurs.

In order to broaden the frontiers of entrepreneurship research, the EDI established a Centre for Research in Entrepreneurship Education and Development (CREED). CREED, apart from organising investigations into a range of issues surrounding small and medium enterprise sector, focuses on establishing a network of researchers and trainers particularly through conducting a biennial seminar on entrepreneurship education and research regularly. It also offers fellowships to encourage researchers in the sphere of entrepreneurship and small business.

The National Facility for Science & Technology based Entrepreneurial Innovations sponsored by the National Science and Technology Entrepreneurship Development Board (NSTEDB) is set up at EDI, with an aim to ensure evolution of technology-driven enterprises. Through bridging the gap between sources of technology and entrepreneurs, the Innovation Centre plays a facilitator's role in commercialising product and process technologies developed by the R&D laboratories.

These successes and commitment have culminated in recognition of its achievement by the Government of India and the State Governments. In the international arena, the entrepreneurship development efforts by way of sharing resources and organising training programmes, have helped EDI earn accolade and support from The World Bank, Commonwealth Secretariat, UNIDO, ILO, FNSt, British Council, Ford Foundation and several other renowned agencies.

The UNIDO and the Government of India have appointed EDI as the Inter Regional Centre (IRC) for Entrepreneurship and Investment Training. IRC caters to the needs of indigenous capacity building in a host of countries from Asian, African and Arab regions in the areas of investment promotion and entrepreneurship development.

As a partner in the European Union-India Economic Cross Cultural Exchange Programme (ECCP), EDI is responsible for removing cultural barriers and information asymmetries between Indian and West European Entrepreneurs. In collaboration with partner institutions from UK, Germany and Austria, EDI attempts to establish networks among European and Indian enterprises through forging a variety of linkages.

LIST OF EDI GOVERNING BODY MEMBERS (As on 31.3.1999)

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| 1. Shri G.P. Gupta
President EDI and Chairman
Industrial Development Bank of India
MUMBAI | 5. Shri C.K. Koshi
Addl. Chief Secretary
Government of Gujarat
Industries & Mines Department
GANDHINAGAR | 10. Shri Y.C. Nanda
Managing Director
National Bank for
Agriculture & Rural Development
MUMBAI |
| 2. Shri K.V. Kamath
Managing Director & CEO
Industrial Credit & Investment
Corporation of India
MUMBAI | 6. Dr. Yoginder K. Alagh
Ex- Vice Chancellor,
Jawaharlal Nehru University &
Member of Parliament (Rajya Sabha)
NEW DELHI | 11. Dr. Sailendra Narain
Managing Director
Small Industries
Development Bank of India
LUCKNOW |
| 3. Shri P.V. Narasimham
Chairman & Managing Director
Industrial Finance Corporation of India Ltd.
NEW DELHI | 7. Shri Subodh Bhargava
Group Chairman & Chief Executive
Eicher Goodearth Limited
NEW DELHI | 12. Shri V. Venkateswarlu
Adviser (Market Research Development)
Industrial Development Bank of India
MUMBAI |
| 4. Shri D.K. Dhagat
Chief General Manager
(Development Banking)
State Bank of India
MUMBAI | 8. Dr. M.V.d. Bogaert, s.j.
Coordinator
Xavier Institute of
Development Action & Studies (XIDAS)
JABALPUR | 13. Dr. V.G.Patel
Vice-President & Director
Entrepreneurship Development
Institute of India
AHMEDABAD |
| | 9. Ms. Madhura M. Chatrapathy
M/s Food Associates
BANGALORE | |