

Signature

Post Graduate Diploma in Management - Business Entrepreneurship PGDM-BE 2013-15

Approved by: All India Council for
Technical Education (AICTE)

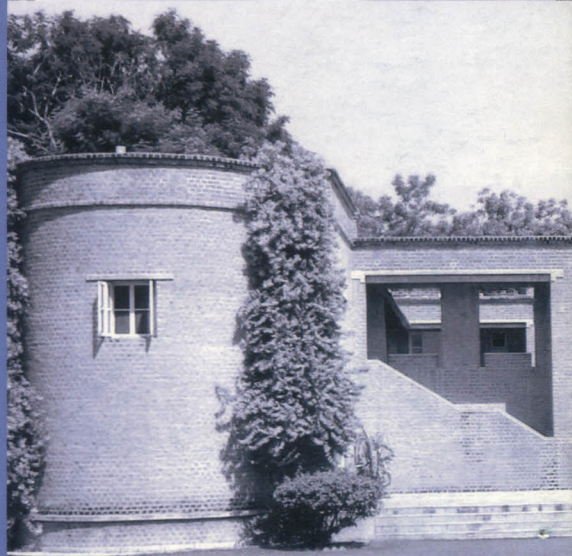


**Entrepreneurship
Development
Institute of India**
Ahmedabad, Gujarat

Dream

Dare

Deliver



Post Graduate Diploma in Management - Business Entrepreneurship PGDM-BE 2013-15



The Programme

The business environ has been characterized by constant changes and upheavals. Especially before 1991, words such as innovation, progressive business practices, risk taking, problem solving, etc, were rather alien to entrepreneurs who primarily focused their energies on fighting bureaucratic hassles and tapping influential connections to make a headway. 'Entrepreneurship' as a discipline, therefore, got relegated to a back seat and not many came forward to voluntarily opt for it.

The period soon after, however, witnessed a sea change on the business landscape on account of globalization and privatization. Entrepreneurial strategies began to be trusted upon to succeed and generate income; market driven, customer oriented approaches became the order of the day and 'entrepreneurship' and 'entrepreneurial skills' started gaining significance. Experts began endorsing that merely by being born in a business family a person did not get endowed with entrepreneurial attributes; a person needed to study this discipline to pursue it effectively. Aware and progressive entrepreneurs started rising up the ladder. Technology, customer strategies and markets became the buzzwords so much so that gradually most reputed institutions introduced 'entrepreneurship' as a regular subject in their curriculum.

Business Entrepreneurship

Entrepreneurship is the prime determinant of the overall growth and well being of an economy. With the growing acceptance of young people in business, it is important to make available a host of information and support to aspiring entrepreneurs and managers.

The Institute pioneered a full-time education programme, in 1998, to address the needs of potential entrepreneurs, entrepreneurial managers and successors of family businesses. The programme is now being offered as an AICTE-approved programme entitled, '**Post Graduate Diploma in Management - Business Entrepreneurship**' (PGDM-BE), under the aegis of Centre of Entrepreneurship Education and Research (CEER).

Who should join PGDM-BE

The PGDM-BE, a full-time programme, has been designed specifically for entrepreneurs, family business successors and entrepreneurial managers to encourage critical and lateral thinking, nurture their ambition and enable them to acquire business acumen through an academically rigorous, relevant and applied learning experience.

For Whom:

The Programme is open for graduates who are interested in pursuing entrepreneurial careers. This may involve;

- forming a new business enterprise, developing an agricultural set up profitably
- pursuing an emerging opportunity innovatively in manufacturing or services sectors, or
- taking an innovation forward within a larger or more established organization as a corporate entrepreneur.

The course also benefits those who want to scale their family firms to newer heights.

Objectives

- The objectives of this accelerated, rigorous and application-oriented course are to:
 - Develop skills in successfully initiating, expanding and diversifying a business enterprise in new, up-coming areas.
 - Develop family business successors as enterprising and knowledgeable owners of the business of their predecessors
 - Create entrepreneurial managers for corporate sector

Benefits to the Students

- To enable sync with the current trends in business
- Enhance knowledge, skills & attitude
- Flexibility to learn what is relevant and useful to them, New Enterprise Creation or join Family Business
- Electives in Functional Management Areas

The Focus

- Confidence Building through Entrepreneurial Lab and Interactions with successful entrepreneurs/ alumni
- Seminar courses, Idea Lab and Industry Interface
- Opportunity Identification and Selection
- Facilitating Funding
- Mentoring and Guidance
- Business Plan: Project Report for New Business/ Growth Plan for Family Businesses
- Enterprise Launching and Management
- Strategies for Sustenance and Growth

Learning Model

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:

1. Entrepreneurship & Family Business Management
2. Accounting and Financial Management
3. Operations and Systems
4. Marketing Management
5. General and Strategic Management
6. Individual and Organisation Behaviour
7. Business Economics and International Trade
8. Written Analysis and Communication

Electives

The elective stream builds on learnings from the core courses and helps the students develop in-depth knowledge or expertise in specific areas.

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

Electives in Entrepreneurship:

- 1) New Enterprise Creation (NEC):
This specialization provides knowledge and develops competencies to start and manage own business.
- 2) Family Business Management (FBM):
This specialization aims at developing family business successors into enterprising and knowledgeable owners of the business of their predecessors.

Electives in Functional Areas:

The programme offers specialization 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. Information System
6. Language & Communication

Seminar Courses

The seminar courses are designed to provide an in depth understanding of various core and emerging sectors with which the students might want to be associated in future.

- Agri-business
- Automobiles and Ancillaries
- Communication and Media
- Design and Fashion
- Education and Training
- Electrical and Electronics
- Entertainment
- Environment and Green Business
- Financial Services

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- Food Processing
- Healthcare and Lifesciences
- Information Technology Enabled Services
- Infrastructure
- Logistics and Supply Chain
- Mechanical Engineering
- Plastic and Chemicals
- Real Estate and Construction
- SME Consultancy
- Textiles and Garments
- Tourism and Hospitality

Summer Internships

At the end of the first year, students are exposed to applied aspects of managing an enterprise through Summer Internship Placements. The Placement Cell facilitates interaction between students and the industry. Students are placed in different organizations preferably Small and Medium Enterprises (SMEs), as per their specialization / area of interest, for a period of 8-10 weeks after completion of the first year.

Projects : DPR/FYPP

A bankable Detailed Project Report (DPR) needs to be prepared by the participants with regard to their

ventures after conducting a thorough market research and secondary data based research along with IT based applications. Students of the Family Business Management specialisation alternatively prepare a Five Year Perspective Plan (FYPP) for growth of their respective family firms.

Business Simulation

Business simulations are used for business acumen training and development. Learning objectives include: strategic thinking, financial analysis, market analysis, operations, teamwork and leadership.

Entrepreneur Interaction

Eminent entrepreneurs from various industries are invited regularly to share their experiences with the students.

The Institute also organises interaction with various Venture Capitalists and bankers to keep the students updated about the finance facilities available in the market.

Industry Visit

In each trimester the students are given a guided industry visit. The aim of this visit is to help the students see a real working environment.

International Interaction

Understanding that the culture and economic differences between the developed and developing world are too vast to be covered in a classroom, the



Institute had tied up with various universities and institutions all across the globe so that students could experience and witness the way of working and functioning of economies of other countries – a step towards creating world class entrepreneurs.

Admission Eligibility & Procedure

A three-year (10+2+3) University Degree in any discipline or a four year (10+2+4) Engineering/ Technology / Medicine / Other, recognized by the University Grants Commission (UGC) / Association of Indian Universities (AIU) / AICTE are eligible for Post-Graduation, 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 admission process consists of taking any of these tests – CAT, MAT, XAT, ATMA & CMAT for national candidates and GMAT for international candidates. Candidates have to apply to EDI by acquiring application form which can be downloaded from www.ediindia.org/ / 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 EDI along with a Demand Draft of ₹ 1000/- drawn in favour of 'Entrepreneurship Development Institute of India', payable at Ahmedabad or by transferring ₹ 1000/- to the EDI PG admission account. (details available on website).

Fee Structure and Schedule

Fees for the two-year, full-time, residential programme that includes cost of tuition, reading material, library and computer facilities, study visits, alumni association membership and students' activities fee is ₹ 3,55,000/- and ₹ 3,65,000/- for first and second year respectively (For fee details visit the website).

It also includes caution money deposit of ₹ 10,000/-, which does not accrue any interest, and will be refunded on successful completion of the programme.

- The fees will be payable in six installments over two years period.
- Hostel charges will be ₹ 45,000/- per year. Actual mess charges will be payable quarterly in advance.
- Country visit expenses will be charged separately as per the actual

Fellowship Support

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

Intake Capacity

In Post Graduate Diploma in Management - Business Entrepreneurship (PGDM-BE) course, the approved intake capacity is 120 seats, within which, the Institute has sought approval from All India Council for Technical Education (AICTE) for filling 5% seats from amongst NRI applicants. Over and above the total approved intake, the Institute has also applied for an additional intake of 15% (i.e. 18 seats) from AICTE for admitting Persons of Indian Origin (PIOs) / Foreign Nationals. The approvals both for NRI and PIO / Foreign National seats are awaited.

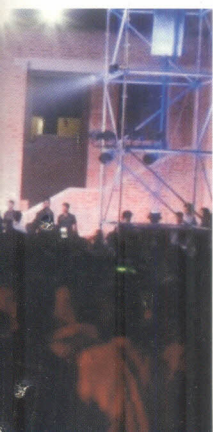
Interested NRI / PIO / Foreign candidates should contact P.G. Admission office for further details. Please refer the institute's website for fees, admission process and AICTE guidelines for NRI / PIO / Foreign nationals.

Test and Personal Interview

	Last Date for Submitting Form	Test Date
Cycle 1	16 March, 2013	18-23 March, 2013
Cycle 2	13 May, 2013	20-25 May, 2013

Faculty

The faculty is an ideal mix of resident and visiting faculty with high academic credentials, research base and international exposure. The distinctive research and project consultancy offered by faculty members both in India and abroad ensures that the programme offers content that is contemporary and global in its perspective. Eminent entrepreneurs and professionals visit the campus to teach and share their experiences.





Career Aspiration

EDI students are well prepared to work collaboratively and constructively as entrepreneurs. They bring a highly focused approach and innovative ideas and practices to work.

Entrepreneurship in New Ventures

Majority of the students who have in the past years graduated with NEC specialization from the EDI, have today established their own businesses in India and / or abroad. They are contributing to the social and economic progress of the nation providing employment to others.

Managing Family Business

Students of Family Business Management (FBM) specialisation are equipped with managerial and entrepreneurial skills required to bring continuous growth in the existing family businesses.

Corporate Entrepreneurship

As innovation in products and services is a hallmark of successful large firms, many exciting and profitable entrepreneurial opportunities exist in large organizations.

Social Entrepreneurship

Severe resource constraint surfaces as a major challenge when it comes to pursuing a career in social entrepreneurship and thus, students interested in social ventures need a strong background in entrepreneurship to succeed in their aim.

Research and Consultancy

Scope for academic research in entrepreneurship has created vast career options for students as researchers and consultants.

Placement

The Institute has set up a Placement Cell to facilitate Summer Internships and Final Placements of students interested in working with an enterprise before launching their own enterprise.

Project Appraisal by IDBI Bank Ltd. and SIDBI



IDBI and SIDBI would support EDI students in providing access to much needed finance for good and viable projects.

Incubation Support

EDI has signed an MOU with Gujarat Technological University (GTU) to start a Technology-Business Incubation centre.

The Institute

An acknowledged National Resource Institute for Entrepreneurship Education, Research, Training & Institution Building.

Entrepreneurship Development Institute of India (EDI), an autonomous and not-for-profit institute, set up in 1983, is sponsored by apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and the State Bank of India (SBI). The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDI campus. To pursue its mission, EDI has helped set up twelve state-level exclusive entrepreneurship development centres and institutes. One of the 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. In view of EDI's expertise in Entrepreneurship, the University Grants Commission had also assigned EDI the task of developing curriculum on Entrepreneurship and the Gujarat Textbook Board assigned to it the task of developing textbooks on Entrepreneurship for 11th & 12th standards.

In order to broaden the frontiers of Entrepreneurship Research, EDI has established a Centre for Research in

Entrepreneurship Education and Development (CREED), to investigate into a range of issues surrounding small and medium enterprise sector through its publication, "**The Journal of Entrepreneurship**". CREED also establishes a network of researchers and trainers by conducting a biennial seminar on entrepreneurship education and research.

In the international arena, efforts to develop entrepreneurship by way of sharing resources and organising training programmes, have helped EDI earn accolades and support from the World Bank, Commonwealth Secretariat, UNIDO, ILO, FNSt, British Council, Ford Foundation, European Union, ASEAN Secretariat and several other renowned agencies.

The Ministry of External Affairs, Govt. of India assigned EDI to set up Entrepreneurship Development Centers in Cambodia, Lao PDR, Myanmar, Vietnam and Uzbekistan. Five such centres in African region will be established very soon.

In recognition of its international achievements, the United Nations Economic & Social Commission for Asia and Pacific (UN-ESCAP), Bangkok, Thailand, has declared EDI as a 'Center of Excellence'.

Awards and Honours



Late Shri Dewang Mehta
B-School Leadership Award
2011



Late Shri Dewang Mehta
B-School Leadership Award
2012



The Aga Khan Award
for Architecture
1992

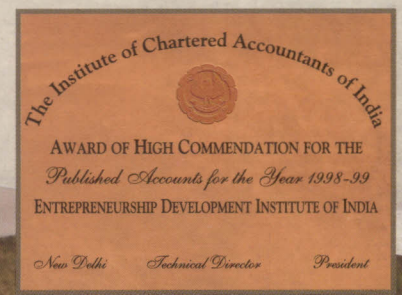


ADFIAP Development Award
for Human Capital Development
2012



ET-NOW
B-School Leadership Award
2013

Ranked one of the
top four B-Schools for
Entrepreneurship in India
[as per the magazine 'Entrepreneur'
Jul. '11-Vol.2-Issue 11]



Award of High Commendation
1998-99

EDI Governing Board (As on January 1, 2013)

Shri R.M. Malla

President-EDI
Chairman and Managing Director-IDBI
Bank Ltd.
Mumbai

Dr. Yoginder K. Alagh

Vice Chairman &
Professor Emeritus
Sardar Patel Institute of
Economic & Social Research
Ahmedabad

Mrs. Vijayalakshmi Das

Managing Director
Ananya Finance for
Inclusive Growth Pvt. Ltd.
Ahmedabad

Shri Anand T. Kusre

Nominee Member of ICICI Bank Ltd.
Mumbai

Shri D. Mozumder

Chief General Manager (SME)
State Bank of India
Mumbai

Shri Sushil Muhnot

Chairman and Managing Director
Small Industries Development Bank of
India
Lucknow

Dr. Sailendra Narain

Chairman
Centre for SME Growth &
Development Finance
Navi Mumbai

Shri Atul Kumar Rai

Chief Executive Officer and
Managing Director
IFCI Limited
New Delhi

Shri B. Ravindranath

Executive Director
IDBI Bank Ltd.
Mumbai

Shri Maheshwar Sahu, IAS

Principal Secretary
Industries & Mines Department
Government of Gujarat
Gandhinagar

Shri P.S. Shenoy

Ex-Chairman
Bank of Baroda
Gandhinagar

**Shri Jawhar Sircar, IAS
[Fr. Secretary (Culture)]**

Chief Executive Officer
Prasar Bharti
New Delhi

Dr. Dinesh Awasthi

Director
Entrepreneurship Development
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VIETNAM - INDIA ENTREPRENEURSHIP DEVELOPMENT CENTRE (VIEDC)
MYANMAR - INDIA ENTREPRENEURSHIP DEVELOPMENT CENTRE (MIEDC)