

# Post Graduate Diploma in Management- Business Entrepreneurship

PGDM-BE

2011-2013

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



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



## BUSINESS ENTREPRENEURSHIP

Trends and practices in business are evolving everyday, and these have necessitated new age entrepreneurs to get armed with entrepreneurial competence before venturing out. The Institute pioneered a full-time entrepreneurship education programme, in 1998, to address this need. The course is now being offered as an AICTE-approved programme entitled, 'Post Graduate Diploma in Management - Business Entrepreneurship' (PGDM-BE).

### PROGRAMME OBJECTIVES

The objectives of this accelerated, rigorous and application-oriented program 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.
- Develop a cadre of entrepreneurship educators.

## SPECIALISATION STREAMS

The Programme offers dual specialisation in Entrepreneurship / Functional Areas:

### New Enterprise Creation (NEC):

This specialization provides knowledge and develops competencies to start and manage own business. Students are guided to work on a detailed project report and emerge with a bankable business plan after completion of classroom training.

### Family Business Management (FBM):

It aims at developing family business successors into enterprising and knowledgeable owners of the business of their predecessors. Issues, problems and concerns of family businesses are dealt with in great detail so as to enable the students to come out with an ambitious growth plan.

### Agri-Entrepreneurship (AE):

The primary objective of this specialization is to develop agri-preneurs who can operate in the agriculture and food processing sectors, understand their nuances, exploit opportunities in the field and benefit from the latest sector-promoting schemes.

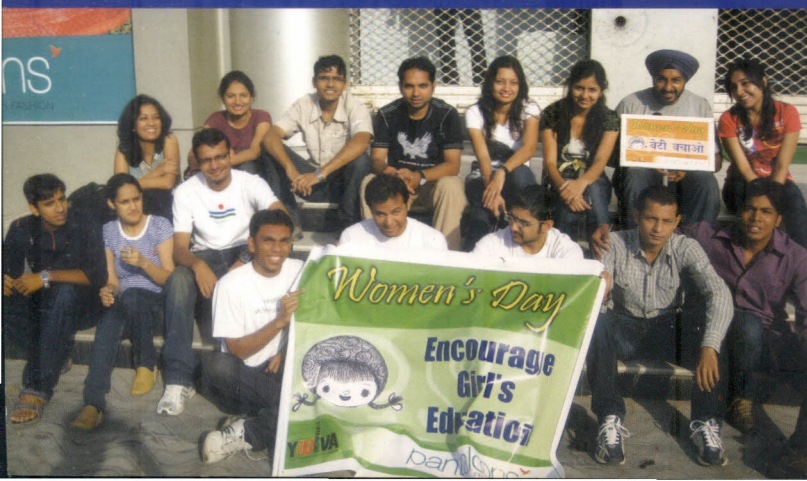
### Services Management (SM):

The objective is to facilitate conceptual understanding of the fast emerging services sector and its significance to the new economy. The stream provides an in-depth analysis of the environment that leads to recognition of opportunities in the services sector.

### Entrepreneurship Education (EE):

The objective is to prepare a cadre of entrepreneurship educators, researchers and professionals who can contribute to enterprise creation through various interventions and capacity building efforts.

## Post Graduate Diploma in Management-Business Entrepreneurship (PGDM-BE) 2011-13





### Tourism Entrepreneurship (TE):

The Tourism Industry in India is one of the most profitable industries in the country and contributes substantially in earning foreign exchange. India's tourism is thriving, owing to a huge surge in both business and leisure travel by foreign and domestic tourists which provides immense business opportunities for the entrepreneurs. Since the travel and tourism industry holds tremendous potential for India's economy, EDI is starting a new specialization stream titled "Tourism Entrepreneurship & Management" from the new academic year - 2011-13.

### FUNCTIONAL SPECIALIZATIONS

The unique feature of PGDM-BE course at EDI is its dual dimensional specializations. Entrepreneurs/Entrepreneurial Managers need to address various issues concerning higher productivity, greater efficiency and effectiveness of new/family business organizations and for that they must be well equipped with competencies in different functional areas. To provide these inputs, PGDM-BE programme is designed to offer the option to do a dual specialization which, would besides imparting knowledge on creating and managing business, would enhance the knowledge in functional areas viz Marketing, Finance & HRM so that the programme can equip students to contribute to various functions of an organisation with equal efficiency.

### FOREIGN LANGUAGE PROGRAMME

The capacity to do business well, at home and abroad, depends on how well one can engage in international discourse in more than one language. Keeping in view of the above mentioned advantage, EDI offers, a course on 'International Certification on French Language' in association with 'Alliance Française', Ahmedabad, as part of this ongoing Post Graduate Programme.

### PEDAGOGY

The interactive nature of learning experience distinguishes EDI from many other institutions. The curriculum is a mixture of lectures, simulation games, case studies and project-based seminars which creates a truly dynamic learning experience and in turn develops entrepreneurial mindset and skills.

Teaching and guidance will be provided by EDI Faculty and supported by a host of experts from leading educational institutions and consultancy firms. Students get exposed to entrepreneurial environment on campus and get a good understanding about the theoretical approach and its application. The programme relies extensively on unique leadership-building exercises, integrative simulations and real - life projects. These provides students with the unique opportunity to evaluate, plan and implement strategy as they manage their own company within a realistic-competitive environment.

### 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.



*PG. Student, Shruthi R. receiving the Bharti Student of the Year Award at the hands of Chief Guest, Dr. Vijay Mallya, Chairman, UB Group during EDI-PGP's 11th Convocation*

## WHO CAN JOIN?

Graduates who intend to launch and manage business units, wards/successors of family businesses intending to develop their potential successors, students looking for short term employment before starting their own venture, and students and professionals wishing to make a career in entrepreneurship education can apply for this course.

## ADMISSION ELIGIBILITY & PROCEDURE

The candidate must hold a Bachelor's Degree, with at least 50% marks or equivalent CGPA [45% in case of the candidates belonging to Scheduled Caste (SC), Scheduled Tribe (ST) and Differently Abled (DA) categories], awarded by any of the Universities incorporated by an act of the central or state legislature in India or other educational institutions established by an act of the Parliament or declared to be deemed as an University under Section 3 of the UGC Act, 1956, or possess an equivalent qualification recognized by the Ministry of HRD, Government of India. Students appearing for the final year degree examination, at the time of application, can also apply. Preference will be given to women, Non-Creamy Other Backward Classes (NC-OBC) and candidates from family business background. Preference will also be given to candidates who have entrepreneurial or intrapreneurial experience.

The admission process consists of entrance examination, entrepreneurship aptitude test and personal interview. EDI accepts CAT, MAT and XAT scores in lieu of entrance examination. Students, opting for PGDM-BE through CAT, MAT or XAT have to apply to EDI also by acquiring application form which can be downloaded from [www.ediindia.org](http://www.ediindia.org) / [www.ediindia.ac.in](http://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 no 00061000237748 with HDFC bank.

The information booklet and application form are available on cash payment of ₹ 100/- at admission office, EDI, Ahmedabad and regional offices.

Students will be short listed for the personal interview on the basis of their CAT, MAT & XAT scores. However, such candidates have to appear for EDI's Entrepreneurial Aptitude Test (EAT). Besides CAT, MAT & XAT, the Institute reserves the right to select candidates on the basis

of its own written test, EDI Entrance Exam (EEE), and Personal Interview.

The entrance test and interview will be organized at Ahmedabad, Lucknow, Bhubaneswar, Bhopal, Kolkata, Delhi, Chennai and Bengaluru.

## Important Dates

Events	Cycle1	Cycle2
Online application	18 October, 2010	18 October, 2010
Last date of filling up of application	18 February, 2011	29 April, 2011
Written test and interview	5-6 March, 2011	14-15 May, 2011
Programme Induction	27 June, 2011	27 June, 2011

## FEE STRUCTURE AND SCHEDULE

The fees for the two-year, full-time, residential programme that includes cost of tuition, reading material, library and computer facilities, study visits, board & lodging, laptop/notebook, alumni association membership and students' activities fee is ₹ 8,60,000/- for residential option and ₹ 6,90,000/- for non residential option. (For fee details see the information booklet).

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

Students will also have to bear the medical insurance premium, which is expected to be ₹ 1000/- per year.

## PLACEMENT

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.

On completion of the second year, the Institute will provide limited support in placement to those who wish to work in an enterprise before launching their own, and will also facilitate interaction with Bankers/ Financial Institutions to help them start their venture.

# Students' Gallery

Name : Sunil Butalia  
Organization : Break-Thru Outsourcing Pvt Ltd  
Position : Managing Director  
View on PGP : "EDI's PG course has helped me hone my skills and channelise my abilities. The course curriculum is contemporary and all-encompassing. Most important, it taught me how to put theory into practice."

Name : Nishant Shah  
Organization : Supack Industries Pvt. Ltd  
Position : GM (Marketing)  
Views on PGP : "This course builds positive perceptions and inculcates knowledge, skills and abilities to become competent or successful entrepreneurs / managers in the modern business world and assume higher responsibilities. It helped me grasp the nitty gritty of the competitive business scenario of today."

Name : Manjunath L  
Organization : Bhima Jewellers  
Position : Owner/Manager  
Views on PGP : "EDI provided me with a fresh perspective to manage and grow my existing Family Business. I have added new dimensions which are in keeping with a growth graph that I had worked out with EDI professors, for this business. I consider myself lucky to have got the opportunity to attend this course at the EDI."

Name : Yashwant Agarwal  
Organization : Konzept Ambience Ltd.  
Position : Director  
Views on PGP : "Education at EDI raised my understanding level of the markets. It enabled me to manoeuvre my existing business in a far more focused fashion. I feel confident about handling the business, taking decisions and dealing with people."

Name : Prashant Sachdev  
Organization : Onion Tech Pvt Ltd  
Position : Founder Chairman  
Views on PGP : "EDI gave me a direction. Today what is helping me are the entrepreneurial competencies that I acquired at EDI. With the help of these I have been successful in carving a niche for myself in the market. I am growing right for which I thank EDI."



# Governing Body Members of EDI (As on October 1, 2010)

**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

**Shri D.P. Bagchi, IAS (Retd.)**  
Ex-Chief Secretary  
Orissa

**Mrs. K. Rama Devi**  
President  
Association of Lady Entrepreneurs of Andhra Pradesh  
Hyderabad

**Shri Anand T. Kusre**  
Nominee Member of ICICI Bank Ltd.  
Mumbai

**Shri M.K. Nag**  
Chief General Manager (SME)  
State Bank of India  
Mumbai

**Dr. Sailendra Narain**  
Chairman  
Centre for SME Growth & Development Finance  
Navi Mumbai

**Shri Atul Kumar Rai**  
Chief Executive Officer & Managing Director  
IFCI Limited  
New Delhi

**Shri V.S. Rathore**  
Executive Director  
Small Industries Development Bank of India  
SME Development Centre  
Mumbai

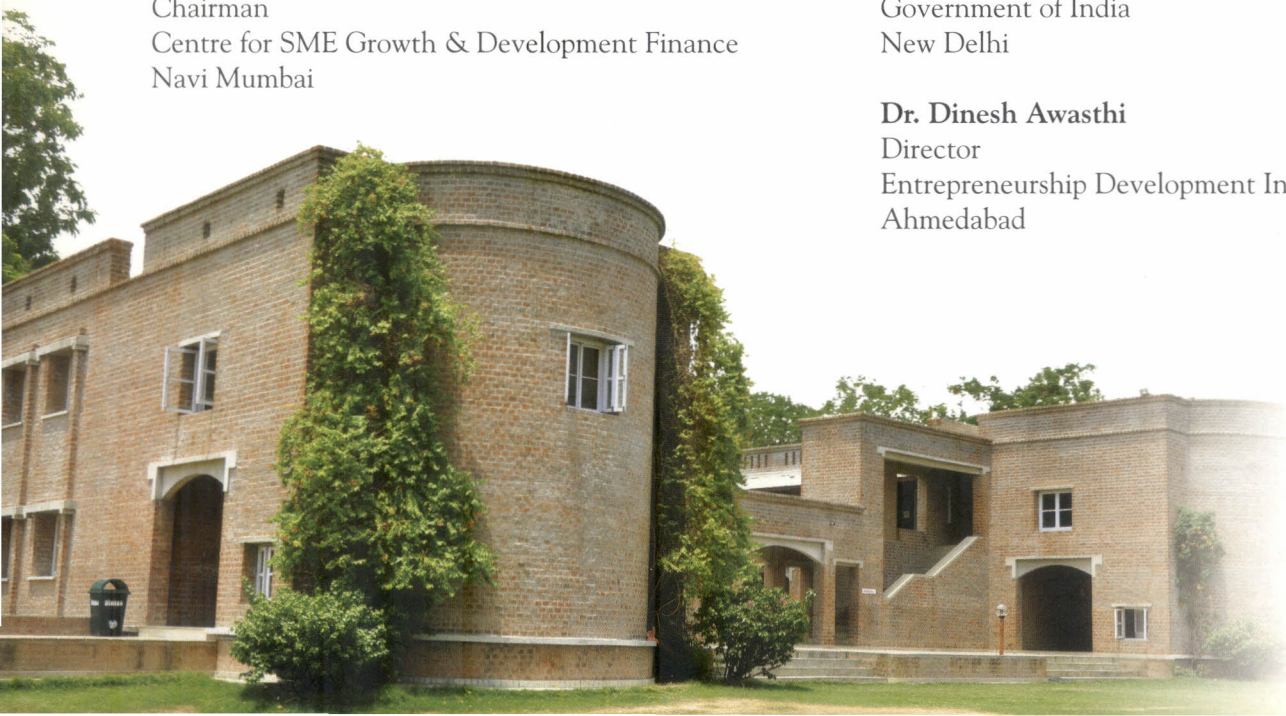
**Shri B. Ravindranath**  
Executive Director  
IDBI Bank Ltd.  
Mumbai

**Shri Maheshwar Sahu, IAS**  
Principal Secretary  
Industries & Mines Department  
Govt. of Gujarat  
Gandhinagar

**Shri Umesh Chandra Sarangi, IAS**  
Chairman  
National Bank for Agriculture & Rural Development  
Mumbai

**Shri Uday Kumar Varma, IAS**  
Secretary (MSME)  
Ministry of Micro, Small & Medium Enterprises  
Government of India  
New Delhi

**Dr. Dinesh Awasthi**  
Director  
Entrepreneurship Development Institute of India  
Ahmedabad





# The Institute

*An acknowledged National Resource Institute for entrepreneurship education, research and training.*

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 further, 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 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, and establish 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 project of setting up Entrepreneurship Development Centers in Cambodia, Lao PDR, Myanmar and Vietnam is progressing in full swing. Two such Centres will be established in Uzbekistan and Kazakhstan in near future.

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'.



#### EDI Regional Offices:

##### North : Lucknow

265, Chandralok Colony, Aliganj,  
Lucknow - 226 024.

Phone : 0522-2330820

Fax : 0522-2330856

E-mail : edinro@rediffmail.com

##### North-East : Guwahati

House No. 36, Near DGP Office,  
B. K. Kakoti Road,  
Ulubari, Guwahati - 781 007.

Phone : 0361-2461063

Fax : 0361-2459112

E-mail : edinero@india.com

##### East : Bhubaneswar

Naibedya, Plot No. 1855/2168  
Ground Floor, Damana Square,  
Chandrasekharapur,  
Bhubaneswar-751 016.

Telefax : 0674-2744100

E-mail : ediero@rediffmail.com

##### Central : Bhopal

19, Chatrapati Shivaji Colony,  
Chuna Bhatti, Kolar Road,  
Bhopal - 462 016.

Phone : 0755-2424015

Telefax : 0755-2424015

E-mail : gujralraman@yahoo.com

##### South : Bengaluru

102, 70<sup>th</sup> Cross, 17<sup>th</sup> 'A' Main Road,  
5<sup>th</sup> Block, Rajajinagar,  
Bengaluru - 560 010.

Phone : 080-23119361

Telefax : 080-23119360

E-mail : ediro@giabg01.vsnl.net.in

##### Thrissur

C/o. KILA Campus,  
Mulamkunnathukavu P.O.,  
Thrissur - 680 581.

Phone : 0487-2206241

Telefax : 0487-2206242

E-mail : vssukumaran@ediindia.org



**Entrepreneurship  
Development  
Institute of India**

#### EDI Project Offices:

Ground Floor, Kotha House, Near Mohaddipur Chowk,  
Kasia Road, P. O. Railway Colony **Gorakhpur 273008 (U.P.)**  
Phone : 0551-2203914, E-mail : edigkp@rediffmail.com

C/o Ramakanta Ratha, At Amalapada, PO/Dist **Dhenkanal - 759 001.**

SBI Road, Opp. RCMS Building, **Sonepur - 767 017**

13, Ravi Nagar, **Gwalior - 474 002 (M.P.)** Mob. : 09302481849

83, (New No. 52/6), Marshalls Road, 1<sup>st</sup> Floor,  
Radheyshyam Apartment, Opp. Raja Rathinam Stadium,  
Egmore, **Chennai-600 008** Phone : 044-26544085

Ward No. 8, Civil Lines, Gorakhpur Road, Kasia,  
**Dist. Kushinagar-274 402.** Mob.: 09956746028

C/o Weavers' Service Centre, IIHT Campus, Chowkaghat, **Varanasi - 221 002**

Ground Floor, 8, Ram Nagar, Gali No. 1, Roorkee-Dehradun Road, **Roorkee.**

Bargard Chauraha, Civil Lines, Nr. Meenakshi Restaurant,  
Lucknow-Allahabad Road, **Rae Bareli - 229 001**  
Phone: 0535-2204142 E-mail : ediraebareli@rediffmail.com

Building Centre, SATI College campus,  
Civil Lines, **Vidisha - 464 001.** Phone : 07592-250715

Ground Floor-1, Tower B, Surmay Apartments,  
Kailash Dham Society, B/h. Utkarsh Petrol Pump,  
Karelibaug, **Vadodara - 390 018.**

Opp. Juma Masjid, Mungaoli Road,  
**Chanderi - 473 446** Dist. Ashoknagar. Phone: 07547-253683

357, Rajdanga Main Road, Plot GE-96, 1<sup>st</sup> Floor, **Kolkata - 700 107**

Amolapatty, Ward No.9, Sivasagar Town,  
Dist. **Sivasagar-785640.** Mob.: 09678390323

Gopal Bazar (Industrial Chowk) P.O. Gopal Bazar, (Ganapith)  
**Nalbari - 781 335** Phone: 03624-221330

Gurupally, Opp. Ashram Ground, P. O. **Santiniketan - 731 235.**  
Dist. Birbhum, West Bengal. Mob.: +9192313 34976

#### EDI AFFILIATES IN OTHER COUNTRIES

LAO - INDIA ENTREPRENEURSHIP DEVELOPMENT CENTRE (LIEDC)

CAMBODIA - INDIA ENTREPRENEURSHIP DEVELOPMENT CENTRE (CIEDC)

VIETNAM - INDIA ENTREPRENEURSHIP DEVELOPMENT CENTRE (VIEDC)

MYANMAR - INDIA ENTREPRENEURSHIP DEVELOPMENT CENTRE (MIEDC)

#### TO BE ESTABLISHED

UZBEKISTAN - INDIA ENTREPRENEURSHIP DEVELOPMENT CENTRE (UIEDC)

KAZAKHISTAN - INDIA ENTREPRENEURSHIP DEVELOPMENT CENTRE (KIEDC)

P.O. Bhat 382 428, Dist. Gandhinagar, Gujarat  
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E-mail : info@ediindia.org, pgp@ediindia.org  
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