



**POST GRADUATE DIPLOMA IN MANAGEMENT  
- BUSINESS ENTREPRENEURSHIP (PGDM-BE)  
2008-2010**



**SUMMER INTERNSHIP PROGRAMME**



**ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA  
AHMEDABAD, GUJARAT**

## ABOUT EDI

Entrepreneurship Development Institute of India, popularly known as EDI, is a premier National Institute engaged in spearheading entrepreneurship movement at the national and international levels. EDI, an autonomous and not-for-profit institute, set up in 1983, is promoted by apex financial institutions viz. the IDBI Bank Ltd., ICICI Ltd., IFCI Ltd. and SBI. The Government of Gujarat pledged twenty three acres of land on which stands the majestic and sprawling EDI campus. It is an acknowledged National Resource Institute for entrepreneurship education, research and training.



EDI has been recognized as the 'Center of Excellence' by the United Nations Economic and Social Commission for Asia and Pacific (UN-ESCAP). The Institute has earned accolades and support from the World Bank, UNIDO, ILO, European Union, Ford Foundation, ASEAN Secretariat and several other esteemed organizations.

Against the backdrop that entrepreneurship is a discipline that can be learnt and adopted as a career option, EDI has designed comprehensive training intervention to teach people how to set up business ventures. The Institute's contribution to entrepreneurship education, training and research has been worthwhile and has widened the entrepreneurial base in the country. The **Post Graduate Diploma in Management-Business Entrepreneurship (PGDM-BE)** is a step in this direction.

## THE PGDM-BE PROGRAMME

The Post Graduate Diploma in Management- Business Entrepreneurship (PGDM-BE) is an AICTE approved two-year full time residential programme, offering specialization options in New Enterprise Creation, Family Business Management, Agri-Entrepreneurship and Service Management. The programme offers competency based teaching and guidance targeted at:

- o Graduates who intend to launch and manage business units,
- o Family businesses intending to develop their potential successors or associates in professional skills over a relatively short time,
- o Business firms that would like to sponsor their graduate employees with a view to reducing their dependency on employment and/or encouraging them to form a strong ancillary base with the objective to:
  - develop them as entrepreneurs, or
  - develop their capabilities to join and manage family business.

The course offers four specializations:

### New Enterprise Creation

The objective of this stream is to provide comprehensive knowledge and develop competencies to start own business. This stream is useful for those who want to launch their own business, wish to become a small/medium industry consultant, counselor or teacher-trainer with specialized post-graduation qualification.

### Family Business Management

This stream is designed for students interested in the issues, problems and unique concerns of family business involvement and management. The course draws heavily on the personal experiences of the students in the class.

## Agri-Entrepreneurship

Amidst the changing paradigms and demanding global structure, India, in order to remain a front-runner needs to primarily focus on the agriculture sector, the backbone of the economy. This specialization develops agri-preneurs with distinct traits and skills to exploit opportunities in the field of agriculture.

## Services Management

The objective is to facilitate conceptual understanding of the fast emerging services sector and its significance to the economy. The stream provides an in-depth analysis of the environment that leads to identification of opportunities in the services sector. Students will be able to benefit from such opportunities and create and manage new ventures.

## PROGRAMME STRUCTURE

The two-year programme offers practical as well as theoretical insights into various aspects of entrepreneurship. The programme is divided into six trimesters, spanning 12 weeks each. The total inputs given to the students are 1260 credit hours. Most of the courses are of 30 classroom sessions of 60 minutes each. Over and above the regular classroom sessions each course demands at least equal number of hours of preparation from the students. At the end of the first year, students undergo summer internships with different organizations for 10 weeks and in the second year, they also prepare a Detailed Project Report or Five-year Perspective Plan for their family business.

## CURRICULUM

The six trimester-based modules lay the foundation of knowledge on enterprise management and contemporary business practices. The course equips students with tools and techniques for setting up and managing an enterprise. The curriculum takes care of various management aspects of a business organization.

Each module comprises theoretical aspect with focus on its applicability in the field. A course committee comprising eminent persons from academia and the industry, continuously analyzes the changing contours of the business world, and accordingly restructures and redesigns the inputs. The major topics of the programme are:

- ✦ Business Economics: Macro and Micro
- ✦ Business Communication
- ✦ Business Finance
- ✦ Business Policy
- ✦ Business Taxation
- ✦ Business Law
- ✦ Business Ethics and Corporate Social Responsibility
- ✦ Creativity for Entrepreneurial Excellence
- ✦ Entrepreneurial Marketing
- ✦ E-Procurement
- ✦ Human Resource Management
- ✦ International Business
- ✦ Information and Communication Technology for Entrepreneurs
- ✦ Leadership and Change Management
- ✦ Management Accounting
- ✦ Management Theory and Practices
- ✦ Negotiation Skills
- ✦ Organizational Development
- ✦ Organizational Behavior
- ✦ Strategic Management
- ✦ Quantitative Techniques and Research Methodology

## ASSESSMENT

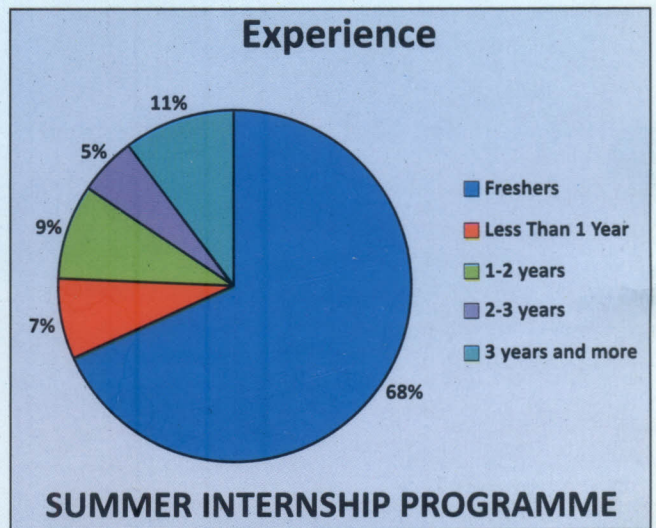
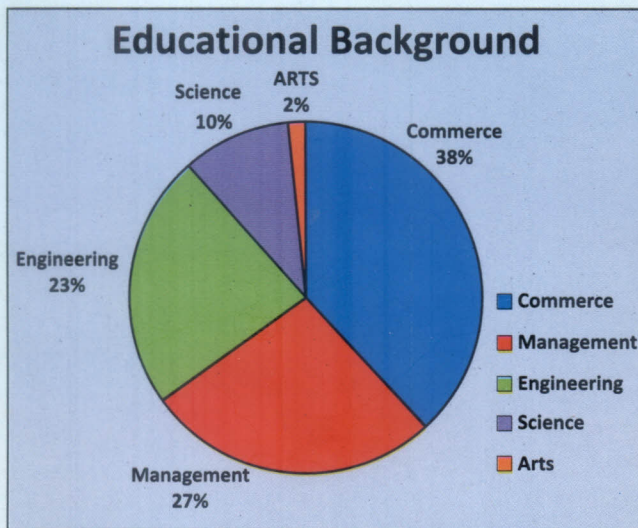
The performance of students is graded through class tests, assignments, fieldwork, group and individual presentations, case discussions and term-end examinations.

## FACULTY PROFILE

The faculty of EDI is a judicious mix of researchers, academicians, behavioural scientists and practitioners from various disciplines. The efforts of the core group are supplemented by visiting faculty from reputed academic institutions like IIM-A, Nirma University, IPMG and other leading organisations.

## STUDENTS' PROFILE

The present batch consists of 60 students representing 11 states of the country. The students are from diverse educational as well as cultural backgrounds. They have various areas of interests and a few of them have first hand work experience in different sectors. The educational profile and the period of experience of students is as shown below:



## Objective of the Internship Programme :

The internship programme gives students an opportunity to test classroom learnings in real life situations. An exposure to the business world gives practical experience to the students from different perspectives and enhances their awareness and understanding. It also develops a sense of appreciation in the students towards interdependencies and inter-linkages among different functions in an organization.

## Conditions laid down for Interns :

- Students are required to work for an organization for at least 10 weeks during summer between the first and the second academic year.
- Interns are assigned a faculty guide who provides assistance in performance
- Interns are expected to follow the code of conduct of the host organization.
- Interns will maintain confidentiality of the work carried out by them during summer internship and the report will be used for academic purpose only.

## THE SCHEDULE OF INTERNSHIP PROGRAMME

Particulars	Date
1 Last date for receiving project	30 January 2009
2 Allocation of projects and organizations	20 February 2009
3 Allocation of faculty guides	27 February 2009
4 Finalization of project framework and research tools	16 March 2009
5 Sharing of project framework with the host organization	20 March 2009
6 Orientation of students at EDI	6-10 April 2009
7 Project work period (10 weeks)	13 April- 19 June 2009
8 Submission of draft report (soft copy)	17 July 2009
9 Submission of final report (after receiving comments from the host organization)	14 August 2009

### AREAS OF INTEREST OF STUDENTS

The areas of interest of students include Financial Management, Human Resource Management, Marketing, Manufacturing, Operations and Production Management.

### INTERNSHIP REPORT

The intern will prepare a report on the findings and learnings from the experience. The intern will also make a presentation on the preliminary findings to the host organization before leaving for EDI. A formal presentation of the report will be done before a panel of faculty members and academicians for grading. A final copy of the report will be submitted to the host organization after receiving comments/suggestions from the host organization as well as the viva panel.

### EXPECTATIONS FROM THE HOST ORGANIZATIONS

EDI requests host organizations to support students by taking care of their travel and stay. Organizations may offer a small honorarium /stipend to the concerned students to take care of their food and other incidental expenses e.g. local travel to the project location. EDI also requests organizations to support students by providing access to computer, internet, library & stationary facilities.

### INFRASTRUCTURAL FACILITIES AT EDI

Set in a rural and amidst verdant surroundings, the aesthetically designed campus with a simple yet elegant structure is a judicious blend of the major influences on architecture-Hindu, Islamic and European. The buildings are developed around inner courtyards and loggias which are a major source of light and ventilation. Interspersed with sprawling lawns, thick leafy trees and flora that match the quiet dignity of the solid facade that generates very specific elements and expression, the buildings consist of air-conditioned conference halls, class-rooms equipped with modern teaching aids, seminar halls, board rooms. offices & residential halls.

The EDI campus is one of the best maintained educational campuses anywhere in the world. The campus had been awarded the prestigious 'Aga Khan Award for Best Architecture' in the year 1992. The award jury adjudged it to be a place with an inviting environment for work, interaction and repose.

## LIBRARY

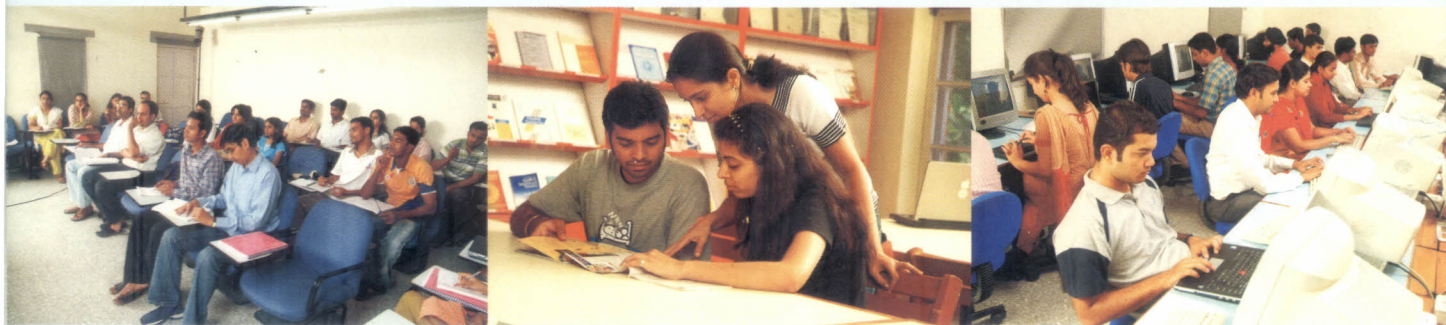
To serve the diverse needs of EDI faculty, staff, students and participants of various short term and long term programmes, EDILIC was set up way back in 1983. Enriched with updated information sources on Entrepreneurship and related subjects, it is an information resource centre of national and international repute.

## THE COMPUTER CENTRE

The Institute's computer centre is equipped with state-of-the-art technology keeping pace with the diverse educational, training and research endeavours. Adopting a user friendly attitude, the centre continually updates its software inventory and complements the latest training technologies used in the programmes.

## ACTIVITIES

Recreation facilities include music room, satellite television viewing and a range of competitive sporting activities. The surroundings of the campus are serene and ideal for walking and jogging. Participants are also taken to visit places of tourist importance (local) and shopping.



### CONTACT DETAILS

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