

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

2000-2001

**FOR CREATING NEW
BUSINESS ENTERPRISE**

**FOR JOINING & MANAGING
FAMILY BUSINESS**



ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

Ahmedabad

THE COURSE

The key determinant of economic development in any country is the degree of importance its people attach to entrepreneurship. Entrepreneurs have proved themselves as 'engines of growth' with the ability to shape industrial growth and give a thrust to economic development. However, in the emerging scenario that is characterized by 'gaining competitive advantage', 'cut throat competition' and 'corporate excellence', an entrepreneur's own ability to function with excellent strategic thinking and planning, can only help him/ her get a cutting edge over others. Staying in business has, therefore, become a greater challenge than ever before. Besides, growth of entrepreneurship in a society goes beyond mere availability of entrepreneurial opportunities. It is the perception of opportunity and its optimum utilization, which become the hallmark. Addressing this, across the globe, competency-based education is found to have reoriented students towards entrepreneurship and higher-order achievements.

Empirical evidence reveals that entrepreneurs, in the past have set up successful ventures and also mastered day-to-day functions, from their own experiences. These efforts on their part could be attributed to the presence of 'drive' & 'hunger' to 'achieve'. However, it is often seen that the succeeding generation does not bear the 'drive' and 'hunger' of forefathers, thus failing to acquire the qualities of an entrepreneur and knowledge on all integral aspects of business. The result is that they collapse when it comes to contending with problems at work. It is necessary that this orientation towards growth gets a thrust from the succeeding generation as well. Besides, in the light of technological innovations and opportunities arising out of globalization, the succeeding generation should groom itself into looking out for challenges, facing them and even creating them. This new knowledge and skill will help them introduce innovative changes in the working methodology.

In India, around 90 per cent of the businesses are family owned. A person who joins family business (i.e. the succeeding generation) must be prepared and equipped to not just sustain the momentum but also take it to new heights. Lack of entrepreneurial qualities would not just compound the constraints but also turn the successful company of forefathers into an ailing company in no time.

Understanding these needs, EDI has especially designed a course for new entrants in business, and those intending to join family business in order to develop their calibre as to survive in a competitive environment and to sharpen their ability to face future challenges.

The course leads to the award of '**Post Graduate Diploma in Business Entrepreneurship and Management**' (PGDBEM).

PGDBEM offers a competency-based training that aims at achieving either of the following, based on the choice of the student:

- ◆ Develop him/her as an entrepreneur (**New Enterprise Creation**)
- ◆ Develop his/her capabilities to join and manage his/her family business (**Management of Family Business**)

NEW ENTERPRISE CREATION

The objective of this specialisation is to provide comprehensive knowledge and develop competencies to start own independent business. Students opting for New Enterprise 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 own enterprises.

MANAGEMENT OF FAMILY BUSINESS

This specialisation aims at developing family business successors (sons, daughters, wards or nominees of existing entrepreneurs) as enterprising and knowledgeable owners of the business of their forefathers. The focus will be on inculcating entrepreneurial qualities in them so that they contribute to the efficiency and growth of the enterprise. The specialisation will take up 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.

Students of this specialisation who aim at joining their family businesses initially as second line operators would require intrapreneurial skills and therefore they would be trained in this line. In addition, attempts will be made to develop their skills in managing the dynamics of family business and developing strategies for long-term growth of their family firms.

OBJECTIVES OF THE COURSE

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 of 'tomorrow' through an 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 domestic or international business enterprise, including production, marketing, personnel and finance;

- ◆ encourage contacts and extensive interaction of students with 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.

SCHEDULE

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

Having defined an input worth of 10 classroom hours as one credit, the entire programme is weighted as a 90-credit package. 78-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 or an action plan for the growth of the family business, which is weighted for 12-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.
- ◆ Family businesses intending to develop their potential successors or associates with graduation background in professional skills over relatively short duration.
- ◆ Business firms who would like to sponsor graduates with a view to reducing their dependency on employment and/ or encouraging 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 forms is 9 June, 2000.

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, EDI's Branch Offices at Bangalore and Lucknow and at selected centres across the country on 1-2 July, 2000 and the course fee will have to be deposited by 17 July, 2000.

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/foreign nationals/sponsored candidates is US \$ 5000 (residential).

FELLOWSHIP SUPPORT

EDI's efforts in increasing the supply of entrepreneurs have been supported by national financial organizations such as; Industrial Development Bank of India and State Bank of India, through full-fee fellowships to the PGDBEM students. Based on means-cum-merit basis, 27 & 18 students had been awarded fellowships during the years 1998-99 and 1999-2000 respectively. Similar support is being explored for the year 2000-2001.

SALIENT FEATURES OF THE COURSE 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 business venture 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.

- ◆ Provision for exposure to real-life situations through various time-tested pedagogical methods.
- ◆ Offering of unconventional inputs on entrepreneurship, customer orientation, crises management, creativity and problem solving, seeing and acting on opportunities, business plan preparation, family business management, intrapreneurship, etc.
- ◆ 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 business.
- ◆ Authentic guidance on project report or action plan preparation.

PERFORMANCE OF THE FIRST BATCH

The earlier batch began with 60 selected students. Over 30 of them chose to set up businesses. This batch could accommodate 7 NRI nominees. The programme developed a unique set of personal competencies and equipped them 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 could be ably handled at the institute. Quite a few students have already established and some are working towards establishing businesses in modern areas such as; information technology, entertainment, export, etc. They express their level of satisfaction derived from the programme time and again.

◆ *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*

◆ *EDI is unique in its view of the business world. The institute's ongoing involvement with practising managers and entrepreneurs ensures the curriculum is current and focuses on both contemporary and future issues.*

PERFORMANCE OF THE CURRENT BATCH

The current batch, which is in its third term now, began with 66 selected students. 34 of them have chosen to work towards floating their own ventures, while 14 chose to join their family firms. Views of some of them indicate the differentiating features of this programme.



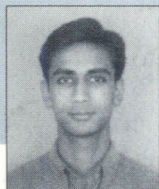
EDI, through its New Venture Creation module helped me crystallize my idea into a concrete form. It was possible because of the valuable, practical inputs from an excellent, committed faculty and their global perspective. The library and computer facilities were excellent support for gathering the data needed. What I gained was clarity of purpose and a direction, and a confidence in myself to set up an enterprise.

Roopal Somaiya, Mumbai



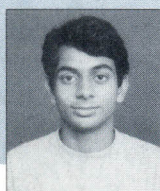
If I have to describe my learning at EDI in one word, I would simply say 'unparallel'. And certainly so, this says it all. This one year has helped me shape my future; it has groomed me to near perfection to face the challenges of the future. All I can say is that the learnings of past one-year would be the foundation of my career path in the years to come.

Puja Shah, Baroda



Entrepreneurs are the drivers of the economy. PGDBEM focuses on developing individuals as entrepreneurial personalities. The curriculum is designed to cover all facets of the world of business. The FBM stream specialisation empowers the wards to effectively cope with the expectations and enhance the scope of existing family businesses.

Dawn Gajendra, Surat



The hostel accomodation is extremcy good. I must say that each student is really looked after. It's not just the ambience but the faculty also who, looking at the emerging scenerio have driven home the fact the only strategy to ensure competitive edge is to master the new knowledge necessary for success in business.

Vivek Revi, Chennai



It is a must programme for a student aspiring to become an entrepreneur. EDI is a goldmine of resources providing insight to rapidly changing world of business and equips the student with tools & techniques to create and manage an enterprise successfully.

Mayur Thakkar

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
Former President, GCCCI
C/o. Bikabhai Nagindas Shah
55, Shrimali Society, Opp. Neptune House
Navrangpura, Ahmedabad
6. Prof. Dwijendra Tripathi
Former Professor & Dean
IIM, Ahmedabad
Founder-Editor, Journal of Entrepreneurship
Noted Business Historian
Ahmedabad
7. Prof. D.D. Trivedi
Director
Search Consultants Pvt. Ltd.
Visiting Faculty, IIM, Ahmedabad
Ahmedabad
8. Prof. Sudarshan Iyengar
Director
Gujarat Institute of
Development Research,
Gota
Ahmedabad

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

The Course Director, PGDBEM

Entrepreneurship Development Institute of India, Ahmedabad
Near Village Bhat, P.O. Bhat 382 428, Gujarat, India
Telephone: (079) 2864331, 2869068, 2864084
Fax: (079) 2864367
E-mail: ediindia@ad1.vsnl.net.in
Website: <http://www.ediindia.org>

Regional Offices:

Bangalore Office:

Entrepreneurship Development Institute of India
No. 133, XI 'A' Cross, I Road, II Stage
West of Chord Road, Bangalore 560 086
Telefax: (080) 3496580, 3490384
E-Mail: ediro@giasbg01.vsnl.net.in

Lucknow Office:

Entrepreneurship Development Institute of India
432/36, Kala Kankar Colony
Old Hydrebad, Lucknow 226 007
Phone: (0522) 780820; Telefax: (0522) 780856
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 equipped thousands of people with entrepreneurial skills. To pursue its mission further, EDI has helped set up twelve 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 a 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 networks of researchers and trainers particularly through conducting biennial seminars 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 Innovation, sponsored by the National Science and Technology Entrepreneurship Development Board (NSTEDB) has been 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 commitments have culminated in the 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 accolades 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.

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

LIST OF EDI GOVERNING BODY MEMBERS (As on 31.03.2000)

1. Shri G.P. Gupta, President-EDI
Chairman
Industrial Development Bank of India
MUMBAI
2. Shri K.V. Kamath
Managing Director & CEO
ICICI Ltd.
MUMBAI
3. Shri P.V. Narasimham
Chairman & Managing Director
IFCI Ltd.
NEW DELHI
4. Shri M. A. Krishnan
Chief General Manager
(Development Banking)
State Bank of India
MUMBAI
5. Shri D. P. Bagchi
Secretary (SSI)
Department of Small Scale Industries
& Agro & Rural Industries
Ministry of Industry, Government of India
NEW DELHI
6. Shri G. Subbarao
Addl. Chief Secretary
Industries & Mines Department
Government of Gujarat
GANDHINAGAR
7. Dr. Sailendra Narain
Managing Director
Small Industries Development Bank of India
LUCKNOW
8. Shri Subodh Bhargava
Group Chairman & Chief Executive
Eicher Goodearth Limited
NEW DELHI
9. Ms. Madhura M. Chatrapathy
Director
Asian Centre for Entrepreneurial Initiatives
(ASCENT)
BANGALORE
10. Shri Mohanlal L. Bagri
Adviser - SSI (Gol)
MUMBAI
11. Shri V. Venkateswarlu
Adviser (Market Research Development)
Industrial Development Bank of India
MUMBAI
12. Dr. Yoginder K. Alagh
Member of Parliament (Rajya Sabha)
NEW DELHI
13. Shri Y.C. Nanda
Managing Director
National Bank for Agriculture &
Rural Development
MUMBAI
14. Dr. V.G. Patel
Vice President & Director
Entrepreneurship Development
Institute of India
AHMEDABAD