# MANAGEMENT EDUCATION PROGRAMME

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A programme to help
Managers and Executives sharpen their professional skills & competencies
November 03 - November 28, 2003

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

## RATIONALE

Empirical evidences reveal that developing countries have, by and large, produced successful entrepreneurs, thus setting an environment wherein entrepreneurial processes can be created and fostered. More than opportunities that a developing country offers, this is, however, contingent upon certain inherent talents and competitive advantages that entrepreneurs possess. An entrepreneur's ability to identify, mobilise and manage resources as also other systems and structures in an organisation has direct influence on the performance of the organisation. Studies by eminent scholars have revealed that lack of development opportunities alter the growth plans of many successful organisations. This is due to the fact that, as organisations evolve, their approaches to management become established, but at the same time rigid in operation. Also with "maturity", organisations often become too big, with too many management levels, which if not ably managed, lead to complications. Consequently, departments, functions, or divisions, do not interconnect well and decision making becomes poor, information stops getting communicated effectively, projects witness delay in implementation (and are usually over budgeted) and internal politics creeps in, resulting in formation of power bases and pressure groups. Ergo organisational paralysis, even chaos finds roots with problems and frustration setting in and performance reaching an ailing state. Within this confusion and organisational changes the manager's role becomes ambiguous and difficult to execute. Consequently they either leave or slide into oblivion and so the organisation becomes weakened, even unmanageable and may cease to function well. Realising this and to intervene suitably, EDI has developed this **Management Education Programme** with a unique combination of classroom concepts and practical insights.

## OBJECTIVES

The objective of the programme is to provide Managers with essential skills and techniques to effectively and efficiently enhance individual and organisational performance in today's dynamic environment. The programme intends to draw to the fore the latent potential of participating managers so that the critical aspects of knowledge, skills and attitude are developed.

## WHO CAN PARTICIPATE

Entrepreneurs and entrepreneurial managers from any of the following organisations can participate :
* Business & Industry
* Management Associations, Chambers of Commerce & Industry
* Financial Institutions/Banks
* Consultancy Organisations
* Developmental Bodies
* Government Institutions
* Educational Establishments
* Business Development Organisations
* Non-Government/Voluntary Organisations

## BENEFITS TO THE PARTICIPANTS

Participants undergoing the programme will be :
* equipped with knowledge, skills and attitude needed for self-learning,
* able to explore hidden managerial talents and enhance productivity,
* able to lead a group of individuals into an empowered team for organisational change and development,
* enabled to become business strategists and agents for leading organisational growth.

## COURSE CONTENT

Keeping in view the objectives, the programme will have the following key inputs :

**Module 1** (2 days : 3-4 November, 2003)

### GENERAL MANAGEMENT
* Business Strategies for Emerging Economies
* Leadership Strategies & Implementation
* Managerial Relations: Tools and Techniques
* Interlinking Managerial Functions
* Knowledge Management for Global Integration
* Recent Developments in Management

**Module 2** (4 days : 5-8 November, 2003)

### BEHAVIOURAL PROCESSES
* Personality Predisposition
* Managerial Roles in Changing Environment
* Sustaining Employee Morale and Motivation
* Leadership, Delegation & Empowerment
* Interpersonal Behaviour, Conflict & Stress
* Perceptual Processes, Social Perceptions
* Group Dynamics and Team Building
* Business Communication & Presentations

## Module 3

### 3A. BUSINESS FINANCE

(3 days : 10-12 November, 2003)

* Financial Management: Concepts & Goals
* Cost & Management Accounting
* Financial Statements
* Capital Budgeting - Cash Flow Determination & Techniques
* Working Capital Management
* Corporate Experiences in Financial Management

### 3B. OPERATIONS MANAGEMENT

(2 days : 13-14 November, 2003)

* Plant & Process Layout
* Location Selection
* New Project Planning & Management (PERT/CPM)
* Capacity, Inventory and Supply Chain - Planning & Control
* TQM & ISO

### 3C. MARKETING MANAGEMENT

(3 days : 17-19 November, 2003)

* Product Segmentation & Positioning
* Pricing & Costing
* Market Information and Research
* Consumer Behaviour & Promotion
* Distribution & Planning
* Competitive Advantage and Strategies

### 3D HUMAN RESOURCE MANAGEMENT

(2 days : 20-21 November, 2003)

* Tapping the Human Resource Potential
* Linking Corporate and HR Strategies
* Cross Cultural Practices
* Quality of Work Life
* HR Audit

## Module 4  (5 days : 24-28 November, 2003)

### ENTREPRENEURSHIP

* Entrepreneurship and Economic Development
* Entrepreneurial Competencies : Awareness & Assessment
* Risks and Rewards
* Forms of Businesses
* Business Opportunity Perception
* Business Plan Preparation
* Support Environment and Networks
* Business Crises
* Entrepreneurial Management (Intrapreneurship)
* Creating Entrepreneurial Climate

## PROGRAMME DURATION

The programme is scheduled during 3rd November 2003 to 28th November 2003 (including both days.) Last date for receiving nomination forms is 27th October, 2003 for those who want to attend full programme. For specific modules, register 1 week before it starts.

## VENUE

The programme will be organised at EDI campus located in a serene and pleasant environment 5 kms away from the Ahmedabad Airport on the Ahmedabad - Gandhinagar Highway.

## FEE

It is not mandatory for participants to attend all four modules, though it is desirable. According to their requirement, participants can opt for a particular module or a combination of modules.

Module-wise fee is as follows :

Module 1 : General Management Rs. 3000/-
Module 2 : Behavioural Processes Rs. 5000/-
Module 3 : Functional Management Rs. 12000/-*
Module 4 : Entrepreneurship Rs. 6000/-

(*Enquire for the fee of specific functional management module.)

For all those who want to attend full 4 module course, the fee is Rs. 22,000/-.

The fee (whether module-wise or full course) includes charges for board & lodging (Non A.C./double occupancy) at EDI campus, tuition/teaching material.

While filling up nomination form, applicants are requested to indicate full course/module as the case may be. The payment can accordingly be sent for registration. Enquire separately for registering as non-residential candidate.

## HOW TO APPLY

Nominations along with cheque/DD for the amount as applicable drawn in favour of EDI payable at Ahmedabad, may be sent to :

Dr. Sunil Shukla - Programme Director-MEP at EDI Head Office
E-mail : sunilshukla@ediindia.org
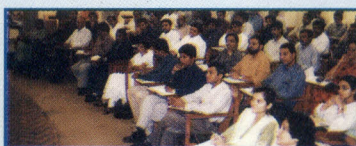
## ABOUT THE INSTITUTE

Entrepreneurship Development Institute of India (EDI), set up in 1983, is an autonomous institution registered under the Societies Registration Act and sponsored by all India financial institutions viz, Industrial Development Bank of India (IDBI), Industrial Credit and investment Corporation of India Ltd. (ICICI Ltd.), Industrial Finance Corporation of India Ltd. (IFCI Ltd.) and State Bank of India (SBI), with active support of the Government of Gujarat.

The Institute is a National Resource Centre governed by its own board. Committed to education, research and training, it has earned a great deal of national and international recognition for its efforts as reflected in the support it has received from the World Bank, International Labour Organization, UNIDO, Commonwealth Secretariat and several other international agencies. The institute is a National Facility for Science & Technology based Entrepreneurial Innovations sponsored by National Science and Technology Entrepreneurship Development Board (NSTEDB), Department of Science and Technology, Government of India.

EDI has been spearheading entrepreneurship movement throughout the nation with a belief that entrepreneurs need not necessarily be born, but can be developed through well-conceived and well-directed training. This in turn, has led to the design of several training programmes like New Enterprise Creation, Performance Improvement of Existing Enterprises, Succession Planning, etc. Besides organising some other programmes for existing entrepreneurs like 'Intrapreneurship Development', Growth Strategies' etc. to help entrepreneurs examine their enterprises in an objective manner and plan for improvement and growth, the Institute has also contributed towards introducing entrepreneurship-oriented curricula in schools and colleges in various parts of the country.

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 India and West European entrepreneurs.

Though a variety of projects and programmes, EDI has progressively focussed towards holistic and sustained growth of existing entrepreneurs. The Institute has also been conducting In-Company Programmes to develop intrapreneurial managers. As of now, the Institute has conducted 35 programmes on intrapreneurship for various corporate houses, thus imparting training to around 800 managers.



## ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

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