

Why should you join

Post Graduate Diploma in Management – Business Entrepreneurship Course

at

Entrepreneurship Development Institute of India (EDI)

Why Entrepreneurship ?

Promotion of Entrepreneurship in a society is vital for optimum performance level and prosperity of people. To widen the entrepreneurial base in the country, it is important to induce more and more people, particularly the youth, to set up their own enterprises. In spite of the fact that liberalization has opened up a host of entrepreneurial opportunities, most of us view 'entrepreneurship' in a narrow, inhibited surrounding and as a last career option. This mainly stems from the belief that business is a natural phenomenon which happens to only those who have a strong business and financial background. The truth is, given the right orientation, training and counselling, entrepreneurs can be developed.

An entrepreneur has the advantage of being his/her own 'Boss' and working in an independent environment. An entrepreneur becomes the most important element of his/her enterprise, takes all decisions and as the achievement-motive is high, strives to make the enterprise a growing success. He/she no longer remains a job-seeker but becomes a job provider.

Entrepreneurship Education vs Management Education

Management Education, in the recent past, has acquired great momentum across the globe. Management course, mainly focuses on imparting management skills that create a '**professional-manager**'. But, our management curriculum lacks entrepreneurial thrust and, therefore, is not successful in creating a '**professional owner-manager**', which Entrepreneurship education does.

Besides, owing to its standardization, management curriculum fails to accommodate knowledge in relation to the changing context of the business world. Excessive importance is given to western models. Entrepreneurship education, on the contrary, imparts entrepreneurial education and develops entrepreneurial skills in the individuals so that they function successfully in the ever-changing world of business. Entrepreneurship education develops dynamic and adaptative potential entrepreneurs who learn to mobilize and manage resources in a fiercely competitive environment, withstand global competition, foresee technological changes and thus drive the company towards higher growth targets. Unlike a management programme which gives importance to managerial inputs only, a course on Entrepreneurship covers all aspects of setting up an enterprise besides the ones on the management front.

A manager simply assists an entrepreneur in achieving the goals in an enterprise as he/she is employed by the entrepreneur. A trained entrepreneur is always a good manager but a trained manager need not necessarily possess the required entrepreneurial dynamism. To that extent, entrepreneurship education gives the much required entrepreneurial orientation to the general management course.



**ENTREPRENEURSHIP
DEVELOPMENT
INSTITUTE OF INDIA**

Ahmedabad, Gujarat

The Course :

Post Graduate Diploma in Management–Business Entrepreneurship (PGDM-BE)

This **AICTE-approved, two-year, full-time, residential programme** offers competency-based training that 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.
- Business firms who 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.

The course offers four specializations :

New Enterprise Creation :

The objective of this stream is to provide comprehensive knowledge and develop competencies to start own independent business. This stream will be useful for those who want to launch their own business, wish to become micro, small and medium enterprises (MSME) consultant, researcher, counsellor or teacher-trainer with specialised post-graduate 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 will draw heavily on the personal experience of students in the class. Cases, videos, readings and lectures from guest faculty will focus on critical aspects of family business management.

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 specialisation will develop agri-preneurs with distinct traits and skills to exploit opportunities galore 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 in the sector. The focus will be on customer relationship as a new management tool for creating sustainable competitive advantage and planning, designing and managing retail business formats.

So give up your job seeking attitude and become a job provide.

For more inform,

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