

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 23 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 not made. Entrepreneurship can be developed through planned intervention. To pursue its mission, EDI has helped set up nine 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.

These successes and commitment have culminated in 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 accolade and support from the World Bank, Commonwealth Secretariat, UNIDO, ILO, FNSt, British Council, Ford Foundation and several other renowned agencies.

The National Facility for Innovations, sponsored by the National Science and Technology Entrepreneurship Development Board (NSTEDB) set up at EDI, is yet another feather on its cap. This Centre aims at evolution of technology-driven enterprises by making available information on new and advanced technology.

UNIDO and the Government of India sponsored prestigious 'Inter-Regional Centre (IRC) for Entrepreneurship and Investment Training' established at the Institute recognises its leadership role among developing countries.

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

HOW TO APPLY

The prospectus and application form can be collected from EDI by making cash payment of Rs. 250/- or sending a Demand Draft of Rs. 250/- drawn in favour of EDI, payable at Ahmedabad.

For prospectus and other details, contact :

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POSTGRADUATE DIPLOMA IN BUSINESS ENTREPRENEURSHIP AND MANAGEMENT (PGDBEM)



**ENTREPRENEURSHIP DEVELOPMENT
INSTITUTE OF INDIA**
AHMEDABAD

WHY THIS COURSE ?

The present era of globalisation and liberalisation should make us aware that only the fittest will survive in industry today. In the Open Market Economy, the international giants and corporate potentates pose cut-throat competition for the Indian enterprises, challenging their survival and growth. Success of an enterprise will depend upon its owner/manager, whose skill, knowledge and competency can take it to a great height of success.

Understanding the intricacies of today's industrial scenario, developing a calibre to survive in such a competitive environment and the ability to face future challenges, are essential for any entrepreneur who starts a business.

Besides, in our country, around 90 per cent of businesses are family owned. A person who joins family business must be prepared well before getting involved in the business. He/she should be clear about his/her future roles, besides having a clear understanding of business. In the absence of this knowledge, the successful company set up by forefathers many become an ailing company in no time.

And, of course, every organisation needs competent managers, executives with competencies, skills and knowledge to make a dynamic organisation : whether private, government or non-government organisation (NGO).

COURSE OBJECTIVES

This one-year, accelerated, rigorous and application oriented course is designed to address the needs of both business persons and industry professionals of tomorrow. The major objectives 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;
- develop managerial competencies in filling the vacuum in industry by developing entrepreneurial managers who can exploit the wealth of applied knowledge of EDI's academic faculty, project-technology-management-export consultants and trainers;
- inculcate among students entrepreneurial competencies, including self-confidence, goal setting, planning, information seeking, problem solving and planned risk taking;

- develop the competent entrepreneur and successful executive of tomorrow through an accelerated course marked by intensive personal counselling in regional languages.
- gain insight into the tools, techniques and frames of reference necessary for managing all functional areas of a national or international business enterprise, including production, marketing, personnel and finance;
- encourage contact and extensive interaction of students with national and international professionals, officers and businessmen who attend the programmes of EDI on a continuous basis.

The PGDBEM programme calls for development of soft skills that make potential owner-manager/manager an entrepreneurial one.

SPECIALISED STREAMS

The course has been divided into 4 specialised streams:

New Venture Management

The objective of this stream is to provide comprehensive knowledge and develop competencies to start one's own independent business. This stream will be useful for those who want to launch their own business, wish to become small-medium industry consultant, counsellor or teacher-trainer with specialised post-graduate qualification.

Management of Family Business

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 guest lectures will focus on the critical aspects of family business management.

Entrepreneurial Management

This stream is for those graduates who would take up jobs in industry, business or any organisation as an employee. The specialised inputs will develop them as knowledgeable, enterprising managers, able to contribute to the efficiency and growth of an enterprise.

Management of NGOs

With growing importance of non-government initiatives for solving grassroot problems of

development, this unique course (specialisation) will develop a young man/ woman both to start one's own NGO or to join one and contribute to its growth.

SCHEDULE

The 12-month programme is spread over four trimesters. The academic year begins in August 1998 and ends in July 1999. The programme is divided into four trimesters of about 10 weeks each. It is a full-time, whole-day programme, often stretching into evenings for special lectures.

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 and group work will also combine to create an environment which challenges individuals to define problems and find workable solutions. Most teaching in the first two trimesters takes the form of structured lectures often with tutorial sessions. The lecturing style tends to be participative: lectures frequently incorporating case analysis and discussions.

NUMBER OF SEATS

The total number of seats is 50. We may add 10 seats for NRI/NRI-sponsored candidates, if needed.

ELIGIBILITY/SELECTION

A bachelor's degree in any discipline. Students appearing for the final degree examination may apply. After an attitudinal, competency and commitment test, the students selected will be invited for an interview. The written test and interview will be held at the EDI campus, Ahmedabad.

The last date for submission of filled-in application forms is 30.05.1998. The results will be declared on 14.6.1998 and the course fee should be deposited by 30.06.1998.

FEE STRUCTURE

The fees for this course are Rs. 45,000/- (non-residential) and Rs. 87,000/- (residential, including boarding). The course fees also include teaching/reading material, use of EDI Library and computer centre. The fee for NRI/NRI-sponsored candidates is US \$ 4500 (residential).