

5th International MANAGEMENT EDUCATION PROGRAMME

A PROGRAMME TO HELP MANAGERS
AND EXECUTIVES SHARPEN THEIR
PROFESSIONAL SKILLS & COMPETENCIES

(11th September - 20th October, 2006)

Unfold the Uniqueness of a Successful Manager... India Invites

GENERAL MANAGEMENT

BEHAVIOURAL PROCESSES

FUNCTIONAL MANAGEMENT

- Business Finance • Operations Management
- Marketing Management • Human Resource Management

**ENTREPRENEURSHIP
AND INTRAPRENEURSHIP**

STUDY VISITS

Organised by :



Sponsored by :
Indian Technical and Economic Cooperation
Ministry of External Affairs
Govt. of India

Entrepreneurship Development
Institute of India
Ahmedabad, Gujarat
India



5TH INTERNATIONAL MANAGEMENT EDUCATION PROGRAMME



The rising economic pressures have made it indispensable for corporates to introduce structures and systems that gear up their responsiveness to opportunities and result-oriented initiatives. The pressures of the demanding business environment push the efficiency of many executives far below the desired level. Under such situations, it is important to study conditions, and function with strategic techniques and approaches. Moreover to march at an unprecedented pace, an organization needs to identify the upheavals, introduce corrective strategies, which primarily include reinforcing in its employees a dynamic approach to planning and execution. Employees endowed with high motivation, keenness to achieve, strategies and knowledge to strike compatibility at all levels, ensure larger reach and improved growth trajectory for the corporate house. In order to, therefore, help executives and managers construct an effective structure and sustain it, the Entrepreneurship Development Institute of India has developed the **Management Education Programme** with a unique combination of classroom concepts and practical insights.

OBJECTIVES

The objective of the programme is to provide participants with essential tools and techniques

to effectively and efficiently enhance individual and organizational performance. The programme intends to draw to the fore the latent potential of participants so that their critical competencies are developed.

WHO CAN PARTICIPATE

Executives and managers from any of the following organizations can participate :

- Business and Industry
- Management Associations
- Chambers of Commerce and Industry
- Financial Institutions/Banks
- Consultancy Organizations
- Developmental Bodies
- Government Institutions
- Educational Establishments
- Business Development Organizations
- Non-Government/Voluntary Organizations

Candidates applying for the programme should have a valid passport.

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 at the workplace,
- able to lead a group of individuals into an empowered team for organizational change and development,
- enabled to become business strategists and change agents for leading growth.

LANGUAGE

The programme will be conducted in English. Nominated participants are expected to be fluent in both spoken and written English.

PROGRAMME DURATION

The duration of the programme is six weeks which includes two weeks of study visits. The programme is scheduled during **11th September - 20th October, 2006** (including both the days). Last date for receiving duly forwarded nomination forms at EDI is **11th August, 2006**.



COURSE CONTENT

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

Module 1 : GENERAL MANAGEMENT

- Strategies for Emerging Economies
- Leadership Strategies and Implementation
- Managerial Relations-Tools and Techniques
- Paradigm Shifts
- Country Profiles (The candidates are expected to make country paper presentation on their respective countries at the beginning of the programme).

Module 2 : BEHAVIOURAL PROCESSES

- Personality and Behaviour
- Morale and Motivation
- Leadership and Delegation
- Interpersonal Behaviour
- Perceptual Processes and Errors
- Group Dynamics
- Psychometric Profiling

Module 3 : FUNCTIONAL MANAGEMENT

3 A. Business Finance

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

3 B. Operations Management

- Plant and Process Layout
- New Project Planning and Management
- Capacity, Inventory and Supply Chain Planning and Control
- TQM and ISO

3 C. Marketing Management

- Product Segmentation and Positioning
- Pricing and Costing
- Market Information and Research
- Consumer Behaviour and Promotion
- Distribution and Planning
- Competitive Advantage and Strategies
- E-Commerce

3 D. Human Resource Management

- Concepts
- Functions
- Audit
- Best Practices

Module 4 : ENTREPRENEURSHIP AND INTRAPRENEURSHIP

- Entrepreneur, Entrepreneurship & Economic Development
- Entrepreneurial Competencies
- Risks and Rewards
- Business Opportunity Perception
- Business Plan Preparation
- Planning for New Enterprise
- Creating Entrepreneurial Climate

Module 5 : STUDY VISITS

Study visits to selected small and medium enterprises and relevant institutions of repute, including places of historical importance.

While ITEC fellowship would cover travel expenses, standard accommodation and food, participants would be required to bear expenses towards entry fee of historical monuments (if any), special dietary requirements, etc.



VENUE AND ACCOMMODATION

The programme will be organized at EDI campus located in a serene and pleasant environment, 5 kms away from the Ahmedabad International Airport on the Ahmedabad-Gandhinagar highway in Gujarat State. Ahmedabad is well connected by air and rail with the commercial hub centre-Mumbai and the capital city-New Delhi. Participants will be housed at EDI campus in comfortable air-conditioned rooms on double occupancy basis. Throughout the training programme, EDI will facilitate participants to visit places of interest in and around the city. However, for better management of the programme, it may please be noted that participants cannot leave the campus on their own without seeking explicit permission from the Institute.

FELLOWSHIP SUPPORT

The Indian Technical and Economic Cooperation (ITEC), Ministry of External Affairs, Government of India supports the programme by offering fellowships to cover the following:

- Tuition fee
- Living Allowance*
- Book Allowance (in the form of Course Material, Cases, CD, etc.)
- Air Travel (Economy Class) to Ahmedabad, by shortest route

* 80% of the living allowance released by the ITEC will be deducted by EDI towards boarding facilities provided at EDI campus and the balance 20% will be given to the participants for their out-of-pocket expenses. In view of the limited living allowance, candidates are advised to bring extra foreign exchange to meet additional expenses.

HOW TO APPLY

For availing fellowship support and getting nomination forms, participants are requested to contact the concerned Indian Embassy or Mission located in their vicinity. Filled in nomination forms



(duly forwarded by an appropriate authority as advised by Indian Mission) are **to be submitted with Indian Missions only**. Please note that **nomination forms must be routed through Indian Embassy Mission. Any form sent directly to the Institute shall not be entertained.**

The nomination form can also be downloaded from ITEC Website : <http://itec.nic.in/form.htm>

For more information/intimation, interested applicants may contact the undersigned (specifying their office and residence telephone contact numbers with country and area codes and active e-mail addresses) :

Ms. Lalitha Krishnan, Manager, Planning

Entrepreneurship Development Institute of India, Ahmedabad, Gujarat

Email : lalitha@ediindia.org

EDI AND ITS ASSOCIATION WITH ITEC

FEEDBACK FROM THE PARTICIPANTS

So far, the Institute has conducted four Management Education Programmes with ITEC support, thereby training a total of 107 executives from 42 countries. The list of countries includes: Armenia, Azerbaijan, Belarus, Bhutan, Botswana, Brazil, Bulgaria, Cambodia, Costa Rica, Ethiopia, Fiji, Georgia, Ghana, Guyana, Indonesia, Iraq, Kenya, Kyrgistan, Lao-PDR, Lesotho, Madagaskar, Malaysia, Male, Myanmar, Namibia, Nepal, Nigeria, Peru, Philippines, Russia, Sri Lanka, Sudan, Suriname, Tanzania, Thailand, Tonga, Tunisia, Uganda, Uruguay, Uzbekistan, Zambia, Zimbabwe.

We have received encouraging feedback from the participants and their organizations. Some of these, given by the recent batch and stated as under, reverberate the opinion of all :

"The International Management Education Programme, that I attended, was most useful and efficient and I am particularly impressed with the high quality of education and excellent organization of the programme. The President and Senior Partner of my company, Dr. Emil Benatov, also asked me to pass on his sincere





appreciation for providing me with this valuable new knowledge. After this exceptionally effective training programme which equipped me with new professional skills, Dr. Benatov gave me a promotion in the company."

- Ms. Liliya Yordanova
Bulgarian Patent Attorneys & Licensed Appraisers, Bulgaria

"I want to let you know that it was a great experience for me. Every bit of knowledge that I gained will help me in my future role in my society. The knowledge received from the training is a great tool and will facilitate my success from this stage onwards. I have developed new perspectives and have got a wider sense of understanding. In short, I feel capable, motivated and armed with strategies to ring the bells of success in any mute business environment."

- Aarti Dheer, Myanmar

"You can't imagine how useful this program was for me. Thanks to EDI, I have now become Vice-President at my firm. When I had gone to EDI, I was only a focus group coordinator but now I give lectures on Marketing in different Georgian Universities. The time that I spent at EDI was the best in my life. I like the beauty of India along with its philosophy, yoga, relationships and music. I look forward to coming back to EDI and India again."

- Tinatin Dolidze, Georgia

ABOUT ITEC

Indian Technical and Economic Co-operation Programme, popularly known as 'ITEC', was launched in 1964 as a bilateral programme of assistance of the Government of India. ITEC is the flag bearer of the Indian Government's technical cooperation efforts not only because of its wide geographical coverage but also for the innovative forms of technical co-operation in which it has manifested. Under the ITEC and its corollary SCAAP (a programme of assistance meant for Commonwealth Countries in Africa) about 140 countries in Asia, Africa, East Europe and Latin America have been invited to get an exposure to the Indian development experience. The ITEC has four components:

- Training;
- Projects and Project related activities such as; supply of equipment, feasibility studies and consultancy services;
- Deputation of Experts

and • Study Visits. India spends about Rs.250 million annually on ITEC activities. Since 1964, India has provided nearly US \$ 2 billion worth of technical assistance to developing countries, including neighbouring countries (assistance to whom is administered separately from ITEC).

THE INSTITUTE

Entrepreneurship Development Institute of India, (EDI) set up in 1983, is an autonomous institution, sponsored jointly by the Industrial Development Bank of India (IDBI), IFCI Ltd., ICICI Ltd., State Bank of India (SBI), and Government of Gujarat. The Institute, governed by its own Board, is a national resource center in entrepreneurship training, education and research. It has earned a great deal of national and international recognition for its efforts as reflected in the support it has receive from the Commonwealth Secretariat, ASEAN Secretariat, Friedrich - Naumann - Stiftung (FNSt), International Labour Organisation, UNIDO and several other international agencies. EDI has been spearheading entrepreneurship movement throughout the globe with a belief that entrepreneurs need not necessarily be born; but can be developed through well-conceived and well-directed activities. This, in turn, has led to the emergence of several training programmes, workshops and research projects under strategic thrust areas, thereby advancing the frontiers of theories and practices of entrepreneurship and effectively contributing to the economic vitality, nationally and internationally.

The Institute has undertaken considerable research projects related to entrepreneurship and industrial growth of the Indian economy for various national and international developmental organizations.

Ministry of External Affairs, Government of India, recently assigned to EDI the prestigious task of setting up Entrepreneurship Development Centers in Cambodia, Lao-PDR, Myanmar and Vietnam (CLMV nations).

Even though much has been realised, far more remains to be done. EDI continues with its mission of enhancing the human resources at national and international levels through the development of entrepreneurial potential.





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