

26th BATCH

AICTE Approved

POST GRADUATE DIPLOMA IN MANAGEMENT - ENTREPRENEURSHIP

A Two-Year, Full-Time Programme

PGDM-E

2023-2025



**Entrepreneurship
Development
Institute of India
Ahmedabad**

DREAM | DARE | DELIVER



**Ministry of Skill Development
And Entrepreneurship
Government of India**

WHY ENTREPRENEURSHIP

Several young potential entrepreneurs and ideators need a launch pad to develop their knowledge, skills and confidence to take the plunge as an entrepreneur. Know-how on entrepreneurship, legal, financial, technical and market related matters are important to sharpen business acumen and develop an understanding about the world of business. EDII is one such platform that not just gives would-be entrepreneurs the necessary learning but also handholds them to ensure that they get nurtured as efficient entrepreneurs. Distinctive, sustainable, viable and technology enabled businesses are what the future beckons.

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POST GRADUATE DIPLOMA IN MANAGEMENT - ENTREPRENEURSHIP

A Two-Year, Full-Time Programme

**PGDM-E
2023-2025**

The course, launched in 1998, trains students to develop entrepreneurial knowledge and competencies through a strategic mix of classroom training, experiential learning, internships, simulation exercises and interaction with achievers. The students aspiring to set up own business go through the entire New Enterprise Creation process from idea generation to preparation of a detailed bankable project report. Students wishing to contribute to the growth of family businesses learn to successfully implement practices that drive high performance. The programme, therefore, builds knowledge, skills and attitude for potential entrepreneurs, family business successors and aspiring social entrepreneurs.



OBJECTIVES

The objectives of this accelerated, rigorous, application-oriented programme are to:

- Impart comprehensive knowledge of entrepreneurial ecosystem
- Enable family business successors to adopt the role of change agents and drive the growth of family business
- Develop first generation entrepreneurs by building skills in initiating and growing enterprises
- Nurture intrapreneurial aspirations and enhance capabilities
- Promote social entrepreneurship



KEY BENEFITS

- Acquire skills to generate, identify and develop new business ideas in the world of endless possibilities
- Gain hands-on experience through 8-10 weeks of Summer Internship
- Develop an eye for opportunity identification
- Learn how to augment your existing business venture to reach new heights
- Benefit from Seed Funding support for selected ventures
- Ace the dynamics of family business management through varied tools
- Learn the concept of building a strong team for driving your business
- Identify a social and impactful purpose and scale-up your venture

IMPACT SO FAR



40

years of
excellence
in creating
entrepreneurs



80+

successfully
incubated
start ups



1700+

successful
alumni base



6

international
centres
established



1000+

family
businesses
strengthened

PROGRAMME ARCHITECTURE

Core Courses

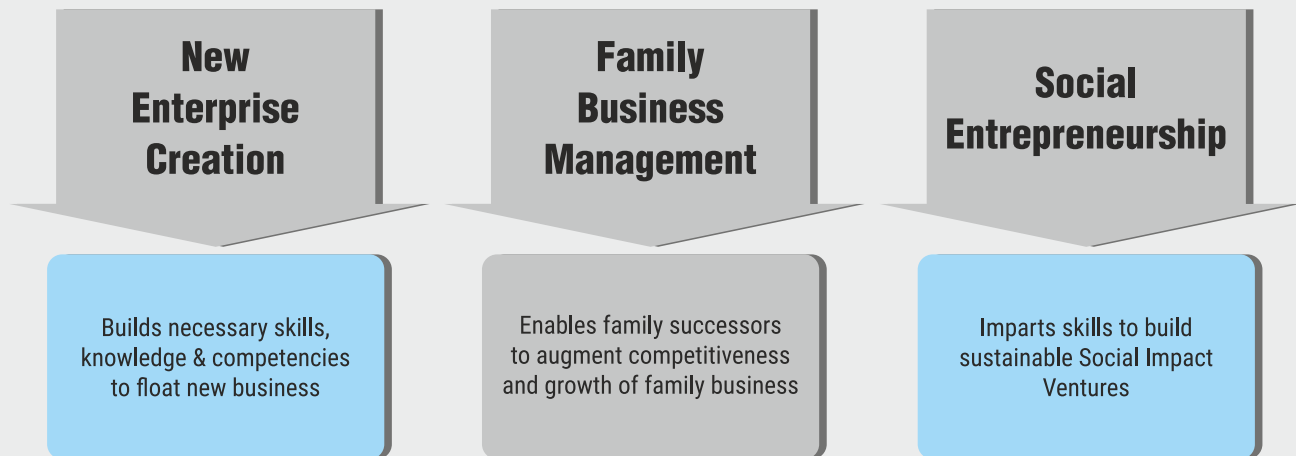
These courses are broadly categorized as under:

- Entrepreneurship & Family Business Management
- Accounting and Financial Management
- Operations and Systems
- Marketing Management
- General and Strategic Management
- Individual and Organisational Behaviour
- Business Economics and International Trade

Elective Curriculum

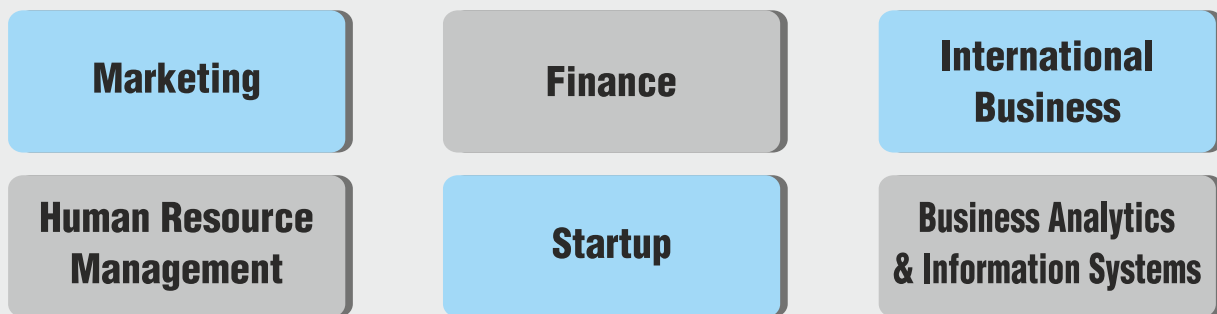
The programme offers choice-based electives in Entrepreneurship and Functional Areas:

ENTREPRENEURSHIP STREAM ELECTIVES



FUNCTIONAL ELECTIVES

The programme offers electives which enhance knowledge in functional areas of



ADVANTAGE EDII

Family Business Leadership Clinics

Family Business Clinics are planned to brainstorm and find solutions to hiccups that successors might face while taking over the reins of their family businesses.

New Enterprise Clinics

Start-up Clinic Weekend is a programme designed on international lines that comprises a series of activities / events that motivate, engage and train participants to help them develop entrepreneurial skills.

Programme Architecture

The course is offered through six trimesters over a two year period. The course offers induction module, core courses, electives, seminar courses and projects apart from summer internship at the end of the first year.

Trimester

1

1. Entrepreneurship Theory & Practice
2. Financial Reporting, Statement & Analysis
3. Business Economics
4. Management Concepts and Organization Behavior
5. Marketing: A Primer for Entrepreneurs
6. Business Communication
7. Business Statistics & Analytics for Decision Making
8. Experiential Learning Opportunity Sensing

Trimester

2

1. Financial Management
2. Human Resource Management
3. Quantitative Techniques for Market Research
4. Costing for Decision Making
5. Indian Economy and Policy
6. Effective Entrepreneurship
7. Industry Verticals
8. Experiential Learning
 1. Design Thinking Studio
 2. Customer Discovery in Entrepreneurial Ventures

Trimester

3

1. Strategic Management
2. Computer Application for Business
3. Legal Aspects of Business
4. Understanding Family Business
5. Indian Financial System and Markets
6. Basics of International Business
7. Operations Management
8. Industry Verticals
9. Experiential Learning
 1. New Product Development
 2. Market Segmentation & Pricing

Summer Internships

At the end of the first year, students are exposed to applied aspects of managing an enterprise through Summer Internship Placements. Students are placed in different organizations preferably Small and Medium Enterprises (SMEs), as per their specialization / area of interest, for a period of 8-10 weeks

INDUSTRY VERTICALS

To help students explore business opportunities in various sectors, the Institute offers the following industry verticals. Students may choose any two of these, offered during Trimesters II and III :

- Health and Wellness
- Agri and Food Processing
- Tourism and Hospitality
- Logistics and Supply Chain
- Plastics and Chemicals
- Textiles and Garments
- Energy and Clean Tech
- Materials and Manufacturing
- Electrical Machinery and Electronics
- Automobiles and Ancillaries
- Real Estate and Construction
- Arts Crafts and Ethnicity
- Pharma and Biotech
- Education and Training
- IT and BPM
- Media and Entertainment

(Minimum 25% students of the batch size are required for each sector to be offered)

*This is a suggested course architecture and EDII reserves the right to change / amend, as per the emerging requirements.

ENTREPRENEURSHIP STREAMS

Stream 1: New Enterprise Creation

1. Launching and Managing an Enterprise*
2. Project Formulation and Feasibility Analysis*
3. New Enterprise Financing & Appraisal*
4. Buying an Existing Business
5. Strategic Management of Intellectual Property Rights
6. Technology Commercialization & Entrepreneurial Innovation
7. Doing Business with Government & Public Sector
8. Project Management
9. Opportunities in Emerging (ASEAN, Africa, Latin America and CIS countries) Markets
10. Identifying Starting and Growing a Social Venture
11. Business Simulation (Capstone Course)
12. Designing and Configuring Business Model

*Compulsory courses for respective stream specialization

Elective Curriculum

The Course offers choice-based electives in Entrepreneurship (in IV and V trimesters) and Functional Areas (in V and VI trimesters):

ENTREPRENEURSHIP STREAM ELECTIVES

1. New Enterprise Creation (NEC):

Builds necessary skills, knowledge & competencies to float new business

2. Family Business Management (FBM):

Enables family successors to augment competitiveness and growth of family business

3. Social Entrepreneurship (SE):

Imparts Skills to build sustainable Social Impact Ventures

Trimester

4

1. Stream Electives – to be selected from the list of Electives
2. Business Taxation
3. Preliminary Project Work

Trimester

5

1. Project Work (Detailed Project Report / Five Year Perspective Growth Plan)
2. Investor Pitching
3. Stream Electives – to be selected from the list of Electives
4. Functional Electives – to be selected from the list of Electives

Trimester

6

1. Pitching and Venture Funding / Family Business Clinic
2. Functional Electives – to be selected from the list of Electives

Functional Electives

The Course offers electives which, besides imparting knowledge on creating and managing business, enhances knowledge in functional areas of:

1. Marketing
2. Finance
3. International Business
4. HRM
5. Start up
6. Business Analytics & Information System

Projects : DPR / FYPP

A bankable Detailed Project Report (DPR) needs to be prepared by the students with regard to their ventures after conducting a thorough market research and secondary data based research along with IT based applications. Students of the Family Business Management specialisation alternatively prepare a Five Year Perspective Plan (FYPP) for growth of their respective family firms.

Stream 2: Family Business Management

1. Family Business Dynamics*
2. Growth Plan Formulation*
3. Building Lasting Family Business-Synergy in Vision, Values & Strategy*
4. Business Risk Management
5. Turnaround Strategies in SMEs
6. Strategic Cost Management
7. Strategic Leadership in Family Business
8. Managing Finance and Liquidity
9. Quality Management System
10. Corporate Entrepreneurship
11. Communicate Corporate Identity
12. Organizational & Persuasive Communication

Stream 3: Social Entrepreneurship

1. Venture Entry: Positioning the Firm for Social & Strategic Advantage*
2. Project Formulation & Feasibility Analysis*
3. Social Business Model*
4. Understanding Participatory Development with Participatory Rural Appraisal
5. Stakeholder Management & Social Audit
6. Poverty, Gender & Equity
7. Legal Framework for Social Ventures
8. Research Design for Social Impact Assessment
9. Advocacy & Networking
10. Development Communication including Mass Communication
11. India & International Development Strategies & Institutions
12. Informal Sector Economy & Local Economic Development

ENTREPRENEURIAL ECOSYSTEM

Technology Business Incubator

CrAdLE (Centre for Advancing and Launching Enterprises), EDII's Technology Business Incubator set up with the support of Department of Science and Technology, Govt. of India, is focused on incubating startups in the potential areas of food/agri business, renewable energy and healthcare. Till date, 103 startups have been incubated and have raised Rs. 30+ crore fund.

Faculty

Faculty and experts at EDII have niche specialization in their own respective fields and are a blend of prominent academicians, researchers, entrepreneurs, consultants and practitioners.

Mentoring & Handholding

Understanding the importance of mentoring and handholding, budding entrepreneurs are provided support, guidance, and inspirational networking throughout the programme, until they reach a level where they are not only self-sufficient, but in turn are able to do business on their own. Programme facilitates networking with mentors, industry experts, business service providers, besides ensuring access to literature, library, faculty resources and facilities available at EDII for startup innovation and growth.

Alumni Network

Alumni play an important role in networking and experience sharing. Entreplexus is one such platform where EDII Alumni establish a close connect with their alma mater and among themselves to leverage on each other's strengths. Collaborations, knowledge sharing, inspiration, guidance, and motivation are the outcomes of this platform.

FEE STRUCTURE

For information on Fee structure, visit our website : www.ediindia.ac.in

FELLOWSHIP SUPPORT

Fellowship: In an endeavour to help meritorious students pursue the course despite financial constraints, the Institute has made provision for offering limited fellowship support on merit cum means basis.

Project Startup Facilitation Grant: EDII provides limited financial assistance to enable students to initiate / start own ventures. Such support will be given to students having viable and feasible business ideas, and as recommended by the fellowship committee. Preference is given to women students and first generation entrepreneurs.

ADMISSION ELIGIBILITY & PROCEDURE

Eligibility Criteria Include : Graduation (any discipline from university recognized by the University Grants Commission (UGC) / Association of Indian Universities (AIU) / AICTE) with aggregate 50% minimum marks along with the management test score (CAT / MAT / XAT / ATMA / C-MAT).

Final year graduates can also apply for this programme.

HOW TO APPLY



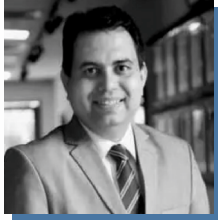
They make us proud...



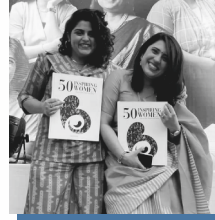
Dibyajoti Pattanaik, PG Alumnus (2002-2003), featured in Forbes India Magazine under 'India's 100 Great People Managers 2021'. His organization, Annapurna Finance Pvt. Ltd. offers financial support to the small, medium, and large enterprises and is one of the top 10 NBFC-MFI in the industry.



Vinod Agrawal (1998-99) and Chairman of Arunaya Organics honoured with the Times Gujarat Icon 2022. Arunaya Organics manufactures pigments, dyes & solvents for industries like wood, textile, paper & leather.



Krishan Mishra (2001-2002) has been appointed as the Country Head International of Becker Professional Education. Mr. Mishra manages India operations for the Chicago, US based organization which provides best Educational content for various courses globally.



PG Alumni, **Nikita Maheshwari** (2015 - 2017) and **Priyanshi Jariwala** (2014 - 2016) have been recognised among 50 Inspirational Women of Gujarat. Nikita Maheshwari runs a successful logistics and supply chain company called Tatkalorry and Priyanshi Jariwala is on a mission to rejuvenate 'Khadi' through her fashion brand The K Cult.



Coffer, a startup idea by alumni **Havyas KS & Nitin Singh** (2018-2020) has been shortlisted among 75 startups from Ministry of Education as a part of Azadi ka Amrut Mahotsav celebration. Coffer is battery-operated hand-held equipment for coffee harvesting that was designed and developed for Indian conditions and this equipment is being developed to aid coffee planters and estate labourers in harvesting coffee mechanically.



Govind Bajaj (2002-2003) has been recognized with the 'Udyog Award' by MSEB for his enterprise 'Balaji Industries' of cotton and cotton yarn which has now reached a turnover of about Rs. 75 crores. He provides employment to 40 people and is directly or indirectly supporting around 4000 farmers.



Hon'ble Prime Minister Shri Narendra Modi sharing useful tips and giving valuable advice to young Women Entrepreneurs from EDII

ABOUT EDII

The Entrepreneurship Development Institute of India (EDII), Ahmedabad was set up in 1983 as an autonomous and not-for-profit Institute with support of apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and State Bank of India (SBI). The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDII Campus. EDII has been recognized as the CENTRE OF EXCELLENCE by the Ministry of Skill Development and Entrepreneurship, Govt. of India. The Institute has also been ranked as No. 1 under General (Non-Technical Category) by Atal Ranking of Institutions on Innovation Achievements (ARIIA)-2021, Ministry of Education, Govt. of India.

EDII moved on to adopt the role of a National Resource Institute in Entrepreneurship, and facilitated 12 state governments in setting up Entrepreneurship Development Centres/Institutes. The Institute's efforts in entrepreneurship training, education, research, MSME development, innovations and institutional building have been broad-based nationally and internationally too, with the setting up of Entrepreneurship Development Centres in Cambodia, Laos, Myanmar, Vietnam, Uzbekistan and Rwanda.

In consonance with the emphasis on startups and innovations, EDII hosted the Technology Business Incubator, CrAdLE – Centre for Advancing and Launching Enterprises in the year 2016, with the support of NSTEDB, DST, Govt. of India.

EDII has successfully brought about a change in the way entrepreneurship is perceived. The Institute has earned regional, national and international recognition for boosting entrepreneurship and start-ups across segments and sectors through innovative models and by intermediating creatively among stakeholders such as; new age potential entrepreneurs, minorities and the disadvantaged, existing entrepreneurs, incubation centre professionals, policy makers and venture capitalists. The Institute conducts a variety of programmes and projects through its 7 regional offices and 31 branch/project offices, under the Departments of Policy Advocacy, Knowledge and Research, Entrepreneurship Education; Projects (Government & Corporates); Business Development Services & National Outreach and Developing Economy Engagement.



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