



Entrepreneurship Development
Institute of India, Ahmedabad

Post-Graduate Diploma

In Business Entrepreneurship
& Management

EDI, promoted by IDBI, IFCI, ICICI, SBI and Govt. of Gujarat, is a national resource organisation engaged in the field of entrepreneurship education, training and research. The Institute is internationally recognized as 'Centre of Excellence' and appointed as 'Inter-Regional Centre' by UNIDO-Gol. Excellent academic and physical environment of the award-winning campus backed by full-time, seasoned faculty members and renowned visiting experts. With a view to addressing the needs of business persons of tomorrow, EDI launched a one-year programme leading to Post-Graduate Diploma in Business Entrepreneurship and Management (PGDBEM) in the year of 1998. The second batch of this unique and application oriented course begins on August 2, 1999.

Course Objective

- This one-year accelerated, rigorous and application-oriented course serves the following objectives:
- Develop skills in successfully initiating, expanding, diversifying and managing a business enterprise with a focus on understanding real life, business situation and business practices: Inculcate among students entrepreneurial competencies including self-confidence, goal setting planning, information seeking, problem solving and planned risk taking.
- Develop a competent entrepreneur and successful executive of 'tomorrow' through an accelerated course marked by intensive personal counselling,
- Develop family business successors as enterprising and knowledgeable owners of the business of their forefathers. Inculcate entrepreneurial qualities in them so that they contribute to the efficiency and growth of the enterprise.
- Focus on development of the economy by imparting training to students in the area of establishing or managing Non-Government Organisation.
- Develop Managerial Competencies in filling the vacuum in Industry by developing entrepreneurial manager who can exploit the wealth of applied knowledge of EDI's academic faculty, project-technology-management-export consultants and trainers.

Specialised Streams

The programme offers a competency-based training that aims at achieving one of the following based on the choice of the student:

- Develop him/her as an entrepreneur (New Venture Creation)
- Develop his/her capabilities to join and manage his/her family business (Management of Family Business), or
- Develop his/her capabilities to launch/join/manage a Non-Government Organisation (NGO) (Management of NGOs)

New Venture 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 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 in 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.

Management of NGO

Recognising the growing importance of non-government initiatives for solving grassroots problems of income and employment generation, this unique course (specialisation) will develop young men/women to either launch their own NGO or join an NGO and contribute to its growth. Primary focus will be on micro-enterprise development and micro credit delivery systems.

Schedule

This 12-month programme is spread over four phases. The academic year begins in August and ends in July.

Eligibility / Selection

A bachelor's degree in any discipline. Students appearing for the final degree examination may also apply. The last date for submission of filled in application form is 28.05.1999.

After an attitudinal, competency and commitment test, the students selected will be invited for an interview. The written test and interview will be simultaneously held at the EDI campus, Ahmedabad and EDI's branch offices at Bangalore and Lucknow on 14.06.1999 and 17.06.1999 respectively. The results will be declared on 21.06.1999 and the course fee will have to be deposited by 30.06.1999.

Fee Structure

The fee for this residential course is Rs. 97,000/-, which includes tuition, lodging, boarding, teaching/reading material, use of EDI library and computer centre. Students may choose to register as non-residential candidates at a fee of only Rs 55,000/-, which covers tuition teaching/reading material, and use of EDI library and computer centre. The fee for Non-Resident Indians (NRI's) / NRI-sponsored candidates or Non-Indians is US \$ 5000 (residential).

Salient Features at a Glance

- The orientation is towards job creation and not necessarily job seeking.
- The thrust is on competency development alongside hard-skill development.
- Offering of inputs necessary to create/manage a venture/NGO within a short span of one year. Saving of one year (vis-a-vis MBA and other conventional PG courses).
- Unique opportunity to business families in smoothening inter-generational transition.
- Scope for interactions with a cross-section of experts and practitioners.
- Excellent and proximate academic environment (comprising faculty resources, student community, and national and international participants of various campus-based programmes) coupled with peaceful, pollution-free, physical surroundings.
- Authentic guidance on project report for action plan preparation.
- Latest computer and library resources.
- Fellowships by development banks such as IDBI, SIDBI, SBI, NABARD and RGVN in deserving cases.
- Opportunities of apprenticeship in an industry for a brief period.

How Could the NRIs be benefited.

NRIs particularly get benefited by PGDBEM as it provides a unique opportunity to study and understand the homeland dynamics related to establishing businesses. It also offers an opportunity to develop entrepreneurial competencies and managerial skills that are required to realise the dreams of Indians who have generated wealth abroad. Be it for establishing business empires abroad or exploring the options of serving the self and the motherland by establishing business units in India, this programme creates a sound base in aspirants. Number of limited seats are reserved for NRIs and their nominees. There is no entrance test for NRI candidates. At a very nominal fee of US \$ 5000 towards this residential programme, EDI extends its services to the NRI community on a big way.

For application and detailed information along with a demand draft of Rs 250/- or US \$ 15 drawn in favour of EDI, Ahmedabad. write to :

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