# The Institute

An acknowledged National Resource Institute for Entrepreneurship Education, Research, Training & Institution Building.

Entrepreneurship Development Institute of India (EDI), an autonomous and not-for-profit institute, set up in 1983, is sponsored by apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and the State Bank of India (SBI). The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDI campus. To pursue its mission, EDI has helped set up twelve state-level exclusive entrepreneurship development centres and institutes. One of the 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. In view of EDI's expertise in Entrepreneurship, the University Grants Commission had also assigned EDI the task of developing curriculum on Entrepreneurship and the Gujarat Textbook Board assigned to it the task of developing textbooks on Entrepreneurship for 11th & 12th standards.

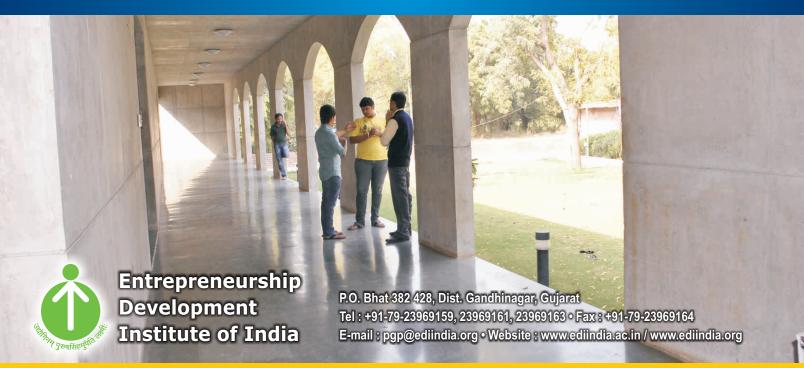
In order to broaden the frontiers of Entrepreneurship Research, EDI has established a Centre for Research in Entrepreneurship Education and Development (CREED), to investigate into a range of issues

surrounding small and medium enterprise sector through its publication, "The Journal of Entrepreneurship". CREED also establishes a network of researchers and trainers by conducting a biennial seminar on entrepreneurship education and research.

In the international arena, efforts to develop entrepreneurship by way of sharing resources and organising training programmes, have helped EDI earn accolades and support from the World Bank, Commonwealth Secretariat, UNIDO, ILO, FNSt, British Council, Ford Foundation, European Union, ASEAN Secretariat and several other renowned agencies.

The Ministry of External Affairs, Govt. of India assigned EDI to set up Entrepreneurship Development Centers in Cambodia, Lao PDR, Myanmar, Vietnam and Uzbekistan. Five such centres in African region will be established very soon.

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



# **EDI AFFILIATES IN OTHER COUNTRIES**

LAO - INDIA ENTREPRENEURSHIP DEVELOPMENT CENTRE (LIEDC)

CAMBODIA - INDIA ENTREPRENEURSHIP DEVELOPMENT CENTRE (CIEDC)

VIETNAM - INDIA ENTREPRENEURSHIP DEVELOPMENT CENTRE (VIEDC)

MYANMAR - INDIA ENTREPRENEURSHIP DEVELOPMENT CENTRE (MIEDC)

SINO - INDIA ENTREPRENEURSHIP DEVELOPMENT RESEARCH CENTRE (SIEDRC)

# Post Graduate Diploma in Management-Business Entrepreneurship

Approved by All India Council for Technical Education (AICTE)

Equivalent to MBA degree of an Indian University as accorded by the Association of Indian University

Accredited by National Board of Accreditation (NBA)



Dream > Dare > Deliver



Entrepreneurship Development Institute of India, Ahmedabad, Gujarat



The Programme

The business environ has been characterized by constant changes and upheavals. Especially before 1991, words such as innovation, progressive business practices, risk taking, problem solving, etc, were rather alien to entrepreneurs who primarily focused their energies on fighting bureaucratic hassles and tapping influential connections to make a headway. 'Entrepreneurship' as a discipline, therefore, got relegated to a back seat and not many

The period soon after, however, witnessed a sea change on the business landscape on account of globalization and privatization. Entrepreneurial strategies began to be trusted upon to succeed and generate income; market driven, customer oriented approaches became the order of the day and 'entrepreneurship' and 'entrepreneurial skills' started gaining significance. Experts

came forward to voluntarily opt for it.

began endorsing that merely by being born in a business family a person did not get endowed with entrepreneurial attributes; a person needed to study this discipline to pursue it effectively. Aware and progressive entrepreneurs started rising up the ladder. Technology, customer strategies and markets became the buzzwords so much so that gradually most reputed institutions introduced 'entrepreneurship' as a regular subject in their curriculum.

## **Business Entrepreneurship**

Entrepreneurship is the prime determinant of the overall growth and well being of an economy. With the growing acceptance of young people in business, it is important to make available a host of information and support to aspiring entrepreneurs and managers.

The Institute pioneered a full-time education programme, in 1998, to address the needs of potential entrepreneurs, entrepreneurial managers and successors of family businesses. The programme is now being offered as an AlCTE-approved programme entitled, 'Post Graduate Diploma in Management - Business Entrepreneurship' (PGDM-BE), under the aegis of Centre of Entrepreneurship Education and Research (CEER).

Featured among the leading entrepreneurship programs offered in India<sup>1</sup>, the PGDM-BE is consistently being ranked one amongst the top entrepreneurship programme in India.

The Institute was selected for jury visit as only institute in western India and one of the six management institutes across India for the AICTE-CII survey of Industry Linked Technical Institutions in  $2013^2$ .

The PGDM-BE course is selected as one of the finalist for The United States Association for Small Business and Entrepreneurship (USASBE) Outstanding Entrepreneurship Program Abroad Award.

The programme, has been built through collective wisdom of academia over past fifteen years and derived through deep understanding of issues pertaining to economic environment, entrepreneurship education, entry barriers, emerging policies, pedagogical innovations, technological commercialization & business internationalization & managing succession in family businesses and corporate entrepreneurship.

# Who should join PGDM-BE

The PGDM-BE, a full-time programme, has been designed specifically for entrepreneurs, family business successors and entrepreneurial managers to encourage critical and lateral thinking, nurture their ambition and enable them to acquire business acumen through an academically rigorous, relevant and applied learning experience.

# **Objectives**

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

- Develop skills in successfully initiating, expanding and diversifying a business enterprise in new, up-coming areas.
- Develop family business successors as enterprising and knowledgeable owners of the business of their predecessors.
- Create entrepreneurial managers for corporate sector.

# **EDI Advantage**

Building Analytical Skill

PGDM BE curriculum, with a focus on knowledge, skill, aptitude, analytical rigor and expertise, help the student develop a framework that challenge conventional decision-making and create the understanding and confidence to meet the global economic, environmental and humanitarian challenges of the future. One of the most important skills the programme offer to students is the ability to assess markets for their attractiveness prior to entering into new business lines or ventures, transform unattractive industries in unattractive times into attractive opportunities.

## Entrepreneurial Ecosystem

The programme offers a unique ecosystem of entrepreneurial activities and connections including academic offerings, opportunities to meet and learn from successful and aspiring entrepreneurs, national and international government, venture funding companies. The ecosystem provides resources to develop entrepreneurial skills and start entrepreneurial ventures. Tapping into these opportunities, students develop an adaptive management style that will lead to successful entrepreneurial careers, whether building businesses, working at high-growth companies or leading innovation in emerging markets.

<sup>&</sup>lt;sup>1</sup> Entrepreneurship: A South Asian Perspective by Kuratko and Rao, 2012, Cengage

<sup>&</sup>lt;sup>2</sup> AICTE-CII survey of Industry Linked Technical Institutions-2013

# International Community

Diverse, collaborative community at EDI challenges the students to give their best, and inspire the best in others. Participants of more than 106 countries regularly participate in various programmes at EDI. It gives an opportunity for a participant to immerse himself in the local culture and language of business, and also extend the experience of fellow classmates as part of the global community.

# Leadership Learning

An entrepreneur needs a balancing act between leading own self, leading the thinking, leading the people, and leading a balanced life. The programme provides various inputs to understand these balances. It helps initiate curiosity, motivates to take risk, continue the persistence with idea by maintaining a genuine interest in others which in turn help in identifying new opportunities and an understanding that there is something to be learned from every situation.

# Faculty

The faculty is an ideal mix of resident and visiting faculty with high academic credentials, research base and international exposure. The distinctive research and project consultancy offered by faculty members both in India and abroad ensures that the programme offers content that is contemporary and global in its perspective. Eminent entrepreneurs and professionals visit the campus to teach and share their experiences.

# **Learning Model**

The course is offered through six trimesters over the 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.

## **Core Courses**

These courses are broadly categorized as under:

- 1. Entrepreneurship & Family Business Management
- 2. Accounting and Financial Management
- 3. Operations and Systems
- 4. Marketing Management
- 5. General and Strategic Management
- 6. Individual and Organisation Behaviour
- 7. Business Economics and International Trade

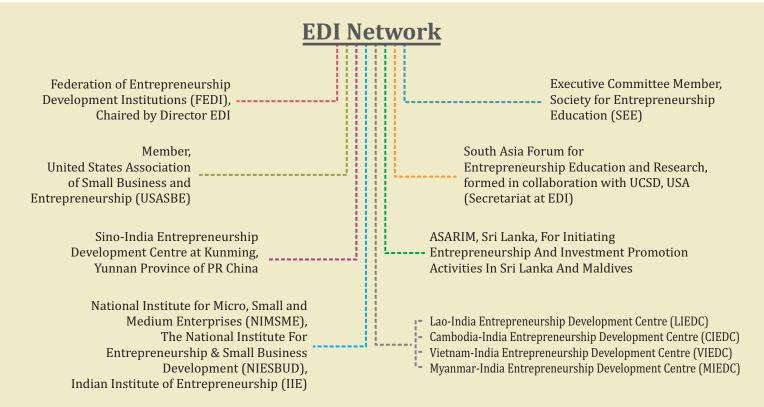
# **Electives**

The elective stream builds on learnings from the core courses and helps the students develop in-depth knowledge or expertise in specific areas.

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

# **Entrepreneurship Streams:**

- 1. New Enterprise Creation (NEC): This stream provides knowledge and develops competencies to start and manage own business.
- 2. Family Business Management (FBM): This stream aims at developing family business successors into enterprising and knowledgeable owners of the business of their predecessors.



# **Functional Electives:**

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

Marketing
 Finance
 International Business
 HRM

5. Information System 6. Language & Communication

## **Seminar Courses**

The seminar courses are designed to provide an in depth understanding of various core and emerging sectors with which the students might want to be associated in future.

# **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 after completion of the first year.

# 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.

# **Business Simulation**

Business simulations are used for business acumen training and development. Learning objectives include: strategic thinking, financial analysis, market analysis, operations, teamwork and leadership.

## **International Interaction**

Understanding that the culture and economic differences between the developed and developing world are too vast to be covered in a classroom, the Institute had tied up with various universities and institutions all across the globe so that students could experience and witness the way of working and functioning of economies of other countries – a step towards creating world class entrepreneurs. EDI has partnered with various universities and institutions, i.e.;

- Oklahoma State University, Stillwater, USA
- Kunming Institute of Science and Technology (KUST), China
- Yunnan University of Finance and Economics (YUFE), China
- South West University of Finance and Economic (SWUFE), China
- Newcastle University Business School, UK
- Durban University of Technology (DUT), South Africa



# **Programme Architecture\***

First Year (Credits are shown in parentheses against course titles. Each credit is equivalent to 10 hours of class-room interaction)

Induction (30 Hours, Audit)	Trimester - I . Foundation: Compulsory (21.0 Credits)	Trimester - II. Core Compulsory (21.0 Credits)	Trimester - III. Core Compulsory (21.0 Credits)
1. Entrepreneur Interactions and Learning 2. Entrepreneurial Career and Aspirations 3. Optional Preparatory Courses: Mathematics/ Computer Applications/ English / Business Basics	<ol> <li>Entrepreneurship Theory &amp; Practice (3.0)</li> <li>Exploring Business Opportunities (1.5)</li> <li>Managerial Accounting &amp; Control-I (3.0)</li> <li>Micro Economics (3.0)</li> <li>Quantitative Techniques - I (3.0)</li> <li>Business Communication (3.0)</li> <li>Organization Behavior (3.0)</li> <li>Principles of Management (1.5)</li> </ol>	<ol> <li>Entrepreneurial Lab (3.0)</li> <li>Seminar Course* (1.5)</li> <li>Marketing Management - I (3.0)</li> <li>Financial Management - I (3.0)</li> <li>Human Resource Management (3.0)</li> <li>Managerial Accounting and Control-II (3.0)</li> <li>Macro Economics (3.0)</li> <li>Quantitative Techniques -II (1.5)</li> </ol>	<ol> <li>Creativity, Innovation and Entrepreneurship (1.5)</li> <li>Doing Business with Government and Public Sector (1.5)</li> <li>Seminar Courses* (3.0)</li> <li>Marketing Management - II (3.0)</li> <li>Financial Management - II (3.0)</li> <li>Management Information System (3.0)</li> <li>Research Methodology &amp; Applications (3.0)</li> <li>Operations Management (3.0)</li> </ol>

\*Seminar Courses:

# **Any 3 from following Sectors:**

- Agri-business
- Automobiles and Ancillaries
- Communication and Media
- Design and Fashion
- Education and Training

- Electrical and Electronics
- Entertainment
- Environment and Green Business
- Financial Services
- Food Processing

- Healthcare and Lifesciences
- Information Technology Enabled Services
- Infrastructure
- Logistics and Supply Chain
- Mechanical Engineering

- Plastic and Chemicals
- Real Estate and Construction
- SME Consultancy
- Textiles and Garments
- Tourism and Hospitality

**Summer Internship (3.0 Credits)** (at the end of the first year, the students will work in various enterprises for period of 8-10 weeks) Second Year

Trimester - IV					
Compulsory and Functional Electives (Total 21.0 Credits)	Elective Stream1: New Enterprise Creation	Elective Stream2: Family Business Management (12.0 Credits to be selected in any combination from the following)			
<ol> <li>Strategic Management (3.0)</li> <li>Business Legislation &amp; Taxation (3.0)</li> <li>Entrepreneurial Effectiveness (1.5)</li> <li>Business Environment (1.5)</li> <li>Stream Electives - to be selected from the list of Electives (12.0)</li> </ol>	1. Launching & Managing an Enterprise (3.0) 2. Project Formulation & Appraisal (3.0) 3. Buying an Existing Business (3.0) 4. New Enterprise Financing (1.5) 5. Opportunities in Emerging Markets (ASEAN, Africa, Latin America & CIS Countries) (1.5) 6. Intellectual Property Rights and Technology Commercialization (1.5) 7. Project Implementation (1.5) 8. Social Entrepreneurship (1.5) 9. Business Simulation(1.5)	<ol> <li>Family Business Dynamics (3.0)</li> <li>Growth Plan Formulation and Appraisal (3.0)</li> <li>Turnaround strategies in SMEs (3.0)</li> <li>Managing Finances &amp; Liquidity (1.5)</li> <li>Families in Business (1.5)</li> <li>Business Governance &amp; Practices (1.5)</li> <li>Quality Management System (1.5)</li> <li>Growing, Preserving, and sharing the wealth (1.5)</li> <li>Corporate Entrepreneurship (1.5)</li> </ol>			
Trimester – V					
Compulsory and Functional Electives (Total 21.0 Credits)	Elective 1: Finance	Elective 2: Marketing (18.0 Credits are to be chosen in any combination from six Electives)	Elective 3: International Business		
<ol> <li>Project/Growth Feasibility - I (3.0)</li> <li>Functional Electives - to be selected from the list of Electives (18.0)</li> </ol>	1. Security Analysis & Portfolio Management 3.0) 2. Strategic Financial Management (3.0) 3. Financial Institutions & Markets (3.0) 4. Financial Risk Management (3.0) 5. Taxation and Tax Planning (3.0) 6. Retail Banking (3.0) 7. Management Control Systems (3.0) 8. Computer - aided Accounts and Financial Decisions (1.5) 9. Economic and Financial Regulations (1.5)	<ol> <li>Branding and Advertising (3.0)</li> <li>Sales and Distribution Management (3.0)</li> <li>Rural &amp; Agri - Marketing (3.0)</li> <li>Franchising and Retail Marketing (3.0)</li> <li>Business to Business Marketing (3.0)</li> <li>Service Marketing (3.0)</li> <li>Market Insights and Consumer Behavior (3.0)</li> <li>Internet Marketing (1.5)</li> <li>Customer Relationship Management (1.5)</li> </ol>	<ol> <li>International Marketing Management (3.0)</li> <li>International Financial Management (3.0)</li> <li>International Business Strategies (3.0)</li> <li>India's Foreign Trade and Policy (3.0)</li> <li>Business Decision Making in WTO/RTO Era (1.5)</li> <li>Doing Business in Emerging Markets (ASEAN, Africa, Latin America, &amp; CIS Countries) (1.5)</li> </ol>		
Trimester - VI	Elective 4: Human Resource Management	Elective 5: Information System	Elective 6: Language and Communication		
Compulsory and Functional Electives (Total 15.0 Credits)  1. Project / Growth Feasibility - II (3.0) 2. Functional Electives - to be selected from the list of Electives (12.0)	1. Organization Development and Change (3.0) 2. Building and Leading Effective Team (3.0) 3. Industrial Relations and Labor Laws (3.0) 4. Negotiation Skills (1.5) 5. Small Business Consulting Project (1.5) 6. Stress Management (1.5) 7. Business Ethics and CSR (1.5)	<ol> <li>Enterprise Resource Planning (3.0)</li> <li>Business Process Reengineering (3.0)</li> <li>Web Design &amp; E - Commerce (3.0)</li> <li>IT and Business Strategy (1.5)</li> <li>Decision Support System (1.5)</li> <li>Database Management (1.5)</li> </ol>	<ol> <li>Business Chinese (3.0)</li> <li>Business French (3.0)</li> <li>Business German (3.0)</li> <li>Business Spanish (3.0)</li> <li>Organizational and Persuasive Communication (3.0)</li> <li>Communicate Corporate Identity (1.5)</li> </ol>		

<sup>\*</sup>Total Credit Hours during Two Year: 123.0

<sup>\*</sup> Excludes Co-curricular Activities like, Industry Visits, Workshops and Seminars, Entrepreneur Interactions, Mentoring, International Study Visit (Optional)



# Infrastructure

# Campus

Set in a rural and amidst verdant surroundings, the aesthetically designed campus with a simple yet elegant structure is a judicious blend of the major influences on architecture-Hindu, Islamic and European. The campus has been awarded the prestigious 'Aga Khan Award for the Best Architecture' in the year 1992.

# Computer Centre

EDI provides world class computer facilities to its students/participants. The campus is Wi-Fi enabled. A dedicated leased line of 20 Mbps facilitates high speed internet access to the users. Four laboratories with latest computing facilities are available to the students from 08:00 a.m. till 11:00 p.m. Students also have access to web-based ERP (college management), mobile application and a fully-featured Digital Language Laboratory.

# EDI Library & Information Centre (EDILIC)

EDI's library is equipped with a large number of books on entrepreneurship and related subjects. The total collection of EDILIC is more than 27000 which includes books, CDs, back volumes and other materials, selected after careful scrutiny by the Library Advisory Committee.

It functions from 8:00 a.m. to 12:00 p.m. (midnight) everyday, except on public holidays observed by the Institute.

EDILIC has been fully automated through LibSys Software. All the library holdings are accessible through Institute's website. It is subscribing the following online journals/databases.

- Crisil Research Services
- Emerald
- Gale Cengage Business & Company Resource Center (BCRC) and Business Insight Global (BiG) BCRC
- J-Gate
- Kompass. com
- Prowess database

# **Entrepreneurial Leadership**

Classroom lectures and field projects form a brilliant academic tool to impart learning that helps achieve tangible results which qualify as 'extraordinary'. Together this dual strategy brings about a perceptible change in the way a student learns, analyzes, observes, reflects and implements new knowledge and skills. This approach builds and rebuilds their perspectives, knowledge, skills and attitude so that they trust this competency based education to make them growth-oriented and not merely survival-oriented amidst rapid transitions of the business world.



#### Hostel

The campus has well-designed, well-furnished and comfortable air-conditioned and non air-conditioned residence halls for participants and students on twinsharing basis with attached bath. Girls have a separate hostel on campus on twin-sharing basis with attached bath.

# **Students' Activities**

Extra curricular activities are initiated by students on a regular basis. This gives them the opportunity to work in teams and network better with each other. It also deviates them from rigorous academic schedule and rejuvenates them.

# **EMPRESARIO**

This start up fair was organized by the students in March-2013. The motto of this fair was to give a common platform for networking among alumni and entrepreneurs who wish to showcase they products/services and get couselling from experts for growth and expansion. More than 20 entrepreneurs participated and around 100 people visited this fair.

# JHANKAAR

During the auspicious festival of Navratri, students organized a garba and dandiya event. The Institute was beautifully decorated and the students put up a splendid show.

# **EQUIPO**

Students organized Equipo, a sports event which covered football, cricket, badminton, table tennis, volley ball and basket ball matches. This was an intracollege event and all the students participated with great enthusiasm.

# SEED

Students for Environment at EDI is a group of students at EDI who believe in having fun in the lap of Mother Nature. They do so by organizing various activities which are adventurous and educational.

# EDI ALUMNI ASSOCIATION (EDIAA) www.edialumni.org

The alumni association is rich in diversity in terms of its students representing sectors ranging from manufacturing to services and not-for-profit enterprises. Nine hundred members spread across different regions make up the association. Besides, the EDIAA is steadily adding more members with each passing event and activity. The alumni, who are the ambassadors of the Institute, share their experiences through various programmes, such as; Entre-Plexus, Networking Summit, EDIAA Premier League.







# **EDI as an International hub for Entrepreneurship Education**

EDI has helped CLMV countries; Laos, Vietnam, Cambodia, Myanmar and China establish Entrepreneurship Development Centres in these respective countries. The process of setting up of similar centres in five African countries and Uzbekistan & Tajikistan is under way. EDI conducts large number of international programmes, sponsored by the Indian Technical and Economic Cooperation (ITEC) Ministry of External Affairs, Govt. of India. Over and above that the rising status of Ahmedabad and Gujarat as manufacturing hub provides the students and the future entrepreneurs with the entrepreneurial environment which is must for the future entrepreneurs.

# EDI Leads "GEM" India Team

The Global Entrepreneurship Monitor (GEM) project is an annual assessment of entrepreneurial activity, aspirations and attitudes of individuals across countries. GEM is the largest ongoing study of entrepreneurial dynamics in the world. GEM explores the role of entrepreneurship in national economic growth, unveiling detailed national features and characteristics associated with entrepreneurial activity.

The GEM India team is led by Entrepreneurship Development Institute of India along with Indian School of Business, Hyderabad and Institute of Management Technology, Ghaziabad.

# Life at EDI

EDI campus, situated at the out skirt of the city in a pollution free environment provides well-furnished resident hostels, hygienic food and peaceful atmosphere to enrich the learning. Apart of the interaction with national and international participants, the rich library facility and the number of international and national journals by the reputed publications provide the opportunity to enrich with the latest knowledge and the change in and around the globe.

## **Eligibility**

Eligibility for PIO/NRI/Foreign candidate Admission to the PGDM-BE programme requires a Bachelor's degree (in keeping with the 10 + 2 + 3 system) with minimum 50% marks, or an equivalent qualification in any discipline recognised by the Association of Indian Universities (AIU). Candidates appearing for final examinations towards a Bachelor's degree (or equivalent) are also eligible to apply.

**Non Resident Indian (NRI) -** means an Indian citizen who is ordinarily residing outside India and holds as Indian Passport.

Persons of Indian Origin (PIO) - shall mean the Persons who are citizens of other countries (except Pakistan & Bangladesh) who at any time held an Indian Passport, or who or either of his/her parents or any of his/her grandparents was a citizen of India by virtue of the provisions of the Constitution of India of Sec.2 (b) of the Citizenship Act, (57 of 1955).

**Foreign National (FN)** - means the citizen of the all countries other than India who are not of Indian origin as defined under PIO.

# **Tuition Fees**

The Fee Structure for PIO/NRI/Foreign candidate for PGDM-BE programme is USD 20,000 payable in four convenient installments. It will be charged in foreign currency or in equivalent INR. The fees does not include hostel and mess expense, which will be charged separately. While the hostel charges are USD 1500 (single, a/c, electricity extra) per year, the mess charges will be payable quarterly in advance.

# **Application Process and Timelines**

The selection process for PGDM-BE involves the following:

• Foreign Nationals/NRIs/PIOs should apply to EDI through scores of GMAT (2009 onwards).

Candidates have to apply to EDI by acquiring application form which can be downloaded from www.ediindia.org / www.ediindia.ac.in or can be filled online. Applicants who want to apply online can make payments online. The duly filled in downloaded form should be sent to EDI along with a Demand Draft of USD 100 drawn in favour of 'Entrepreneurship Development Institute of India', payable at Ahmedabad or by transferring USD 100 to the EDI PG admission account (details available on website).

- Foreign Nationals/NRIs will be shortlisted for a Personal Interview Process via teleconference in May 2014.
- All Foreign students will require a student visa valid for 2 years endorsed to EDI for joining the course.

