

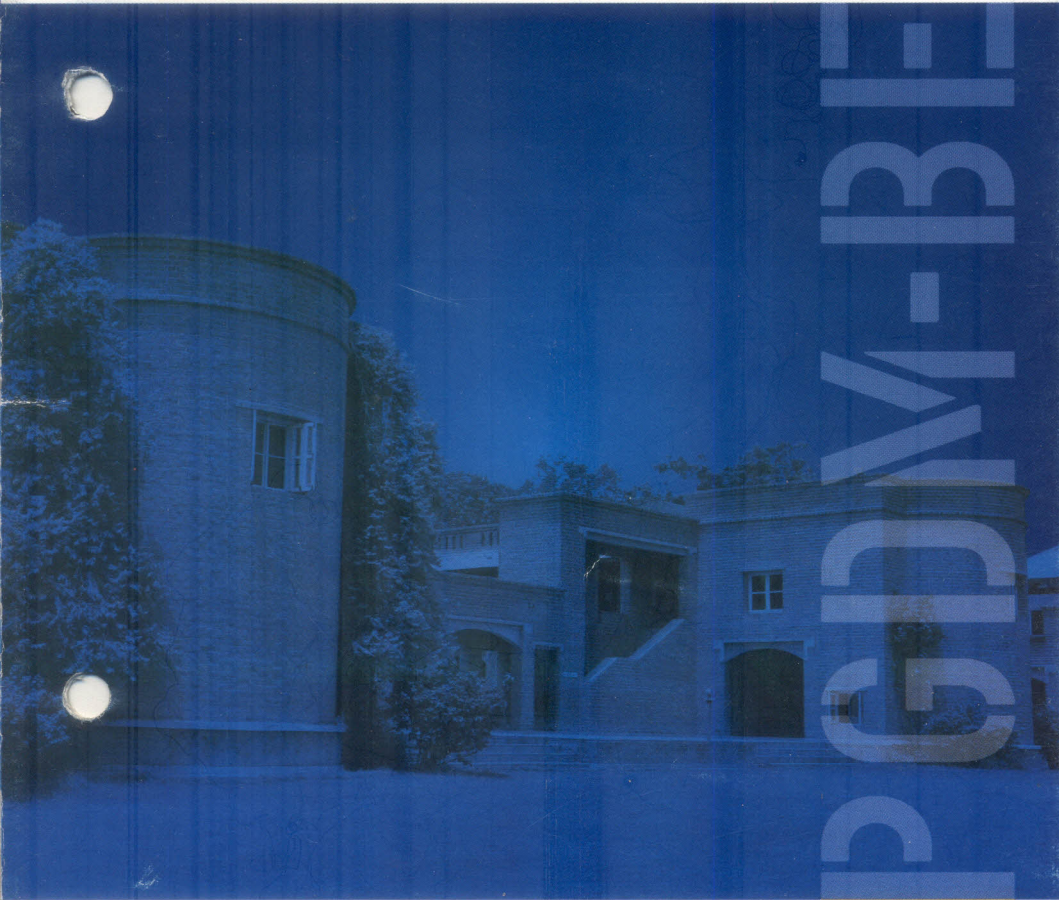
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Post Graduate Diploma in Management- Business Entrepreneurship

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

2014-16

**Entrepreneurship
Development
Institute of India
Ahmedabad, Gujarat**



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. 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 AICTE-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 India¹, the PGDM-BE is consistently being ranked one amongst the top entrepreneurship programme in India.

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.

This innovative course instils entrepreneurial mind-set, through unique teaching pedagogy.

- Seminar Courses (credited & evaluated)
- Sectoral Analysis
- Choice Based Credit System (CBCS)
- Distinguished Faculty / Industry Mentors
- Linkage with Financial Institutions

¹ Entrepreneurship: A South Asian Perspective by Kuratko and Rao, 2012, Cengage

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:

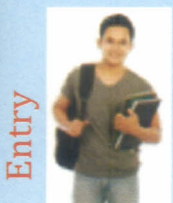
The programme offers electives which, besides imparting knowledge on creating and managing business, enhances knowledge in functional areas of

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|---------------------------|-----------------------------|
| 1. Marketing | 2. Finance |
| 3. International Business | 4. HRM |
| 5. Information System | 6. Language & Communication |

Seminar Courses

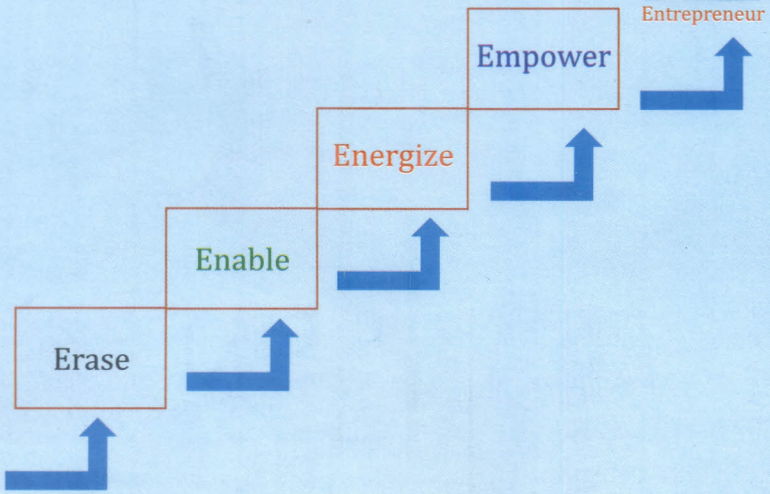
The seminar courses are designed to provide an in depth understanding of various core and emerging sectors with which the students might want to be associated in future.

Comprehensive Transformation Process



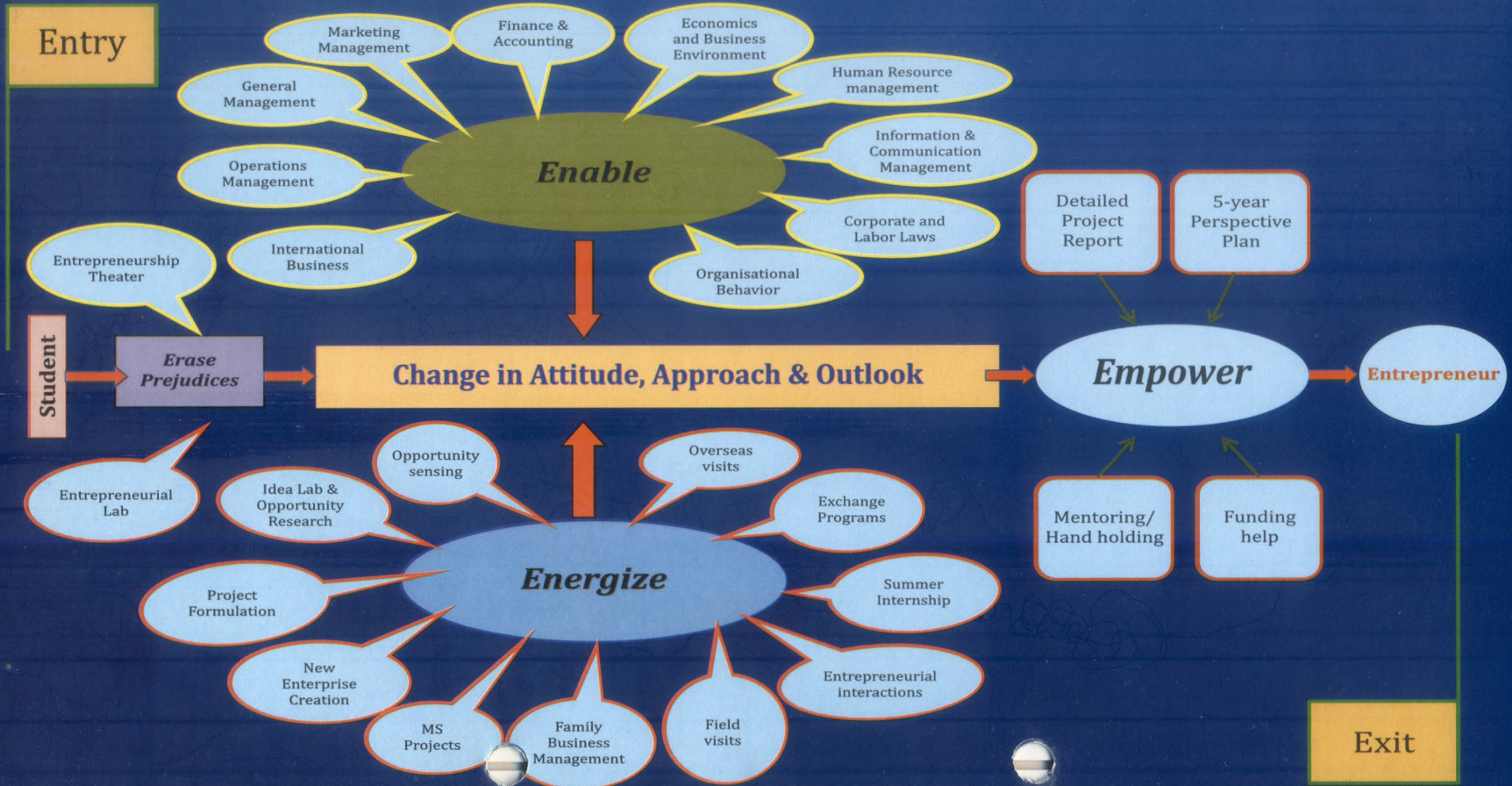
Entry

Student



Exit

Transforming Students into Entrepreneurs...



Admission Eligibility & Procedure

A three-year (10+2+3) University Degree in any discipline or a four year (10+2+4) Engineering / Technology / Medicine / Others, recognized by the University Grants Commission (UGC) / Association of Indian Universities (AIU)/ AICTE are eligible for Post-Graduation, with not less than 50% overall aggregate marks (45% in case of candidates belonging to the Reserved category, as per norms) in qualifying degree examination.

Final year graduating students can also apply.

The admission process consists of taking any of these tests – CAT, MAT, XAT, ATMA & CMAT. 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 ₹ 1000/- drawn in favour of 'Entrepreneurship Development Institute of India', payable at Ahmedabad or by transferring ₹ 1000/- to the EDI Post Admission account (details available on website).

Eligible candidates will be called for Entrepreneurial Aptitude Test and Personal Interview.

Entrepreneurial Aptitude Test (EAT) and Personal Interview (PI)

	Last Date for Submitting Form	Test Date
Cycle 1	14th March 2014	17-21st March 2014
Cycle 2	16th May 2014	19-23rd May 2014

EAT and PI Centres:

Ahmedabad, Bengaluru, Bhopal, Bhubaneswar, Delhi, Jaipur, Kolkata, Lucknow and Mumbai

Fee Structure and Schedule

For the two-year, full-time, residential programme that includes cost of tuition, reading material, library and computer facilities, study visits, alumni association membership and students' activities fee is ₹ 4,25,000/- for each year. (For fee details visit the website).

- The fees will be payable in six installments over two years period.
- Hostel charges will be ₹ 50,000/- per year (A/C twin sharing). Mess charges will be as per the rate decided by the Institute.
- Country visit expenses will be charged separately as per the actuals.

Fellowship Support

EDI offers fellowship support to students on the basis of need cum merit basis.

Intake Capacity

In this course, the approved intake capacity is 120 seats, within which, 5% seats reserved for NRI applicants. Over and above the total approved intake, the Institute is having 18 seats for admitting Persons of Indian Origin (PIOs) / Foreign Nationals.

Alumni states.....

"If you have decided to start up or manage own enterprise; EDI is the place to be. Experienced faculty, regular exposure meets and colleagues from diverse backgrounds will help in honing your ideas."

Nagarjun Kushwaha
CEO - Apni Mandi Harsidhi

"It was rare to find a program that would lay equal emphasis on management fundamentals and entrepreneurial directions. Contrary to general perception of business schools, program at EDI was more of creating business opportunities than administering. The content and context of the program is full of practical rigour. At the end of it, I feel, I took the right decision joining it and it has always proved to be useful in my endeavour thereon."

Gaurav Parmar
Managing Director - Rintex



What students say....

The Program as well as the Institute has made an incredible impact in my life by instilling an attitude of "Yes, I can"

Palak Chokhani (PGDM-BE, 2012-14)

"...I have undergone a complete transformation with respect to the psychological grooming as well as strategic mindset of mine..."

Harsh Dave (PGDM-BE, 2012-14)

"This programme of two year has completely changed the perspective of seeing things..."

Tania Rauth (PGDM-BE, 2012-14)

"The course..... teaches and expose to various business tools and practices, which it would otherwise take many years to acquire."

Nimesh Pithava (PGDM-BE, 2012-14)



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For details and application, visit

www.ediindia.ac.in / www.ediindia.org

Also on  &  <https://www.facebook.com/ediindia.ac.in>