

Distance Education Council, Govt. of India, New Delhi  
recognised

**One Year**

# Diploma in Entrepreneurship and Business Management

(Through Open & Distance Learning)



Offered by :



Entrepreneurship  
Development Institute of India  
Ahmedabad

Sponsored by :



Friedrich-Naumann-Stiftung  
Germany

# Diploma in Entrepreneurship and Business Management



## Introduction

The post liberalization industrial & economic scenario in India makes it imperative that a more dynamic and pragmatic approach be implemented to create entrepreneurs on a large scale. This would help not only in tackling the problem of unemployment but also in the growth of new entrepreneurs. Using technology and quality as their strategic tools, those who can take on the increased competition in the domestic as well as global markets are innovators and entrepreneurs in true sense of the term. This can be achieved only if more and more people are motivated and convinced to choose entrepreneurship as a career and put their energies and resources to a productive use.

Various state level entrepreneurship development institutes, as well as EDI, the pioneer in entrepreneurship development, have, for decades, been conducting localised Entrepreneurship Development Programmes (EDPs) for a limited number of people. These EDPs have limitations in terms of number and reach and cannot fulfill the need of a large number of potential entrepreneurs scattered in the vast geographical areas of the country. This calls for a novel approach.

To address this need of developing new, committed entrepreneurs on a large scale, the EDI, Ahmedabad has conceptualized and launched an innovative Entrepreneurship Development Programme through distance learning and personal counseling titled "Diploma in Entrepreneurship and Business Management".

This course began under sponsorship support of Friedrich-Naumann-Stiftung (FNSt), a foundation of International repute from Germany.

## Objective

The main objective of the programme is 'New Enterprise Creation and Management'. To achieve this objective, the study material is focussed on various aspects of starting and managing an enterprise.

The course:

- Develops motivation, reinforces entrepreneurial traits and the spirit of enterprise;
- Facilitates decision making process for setting-up of a new enterprise;
- Facilitates successful and profitable operation of the enterprise.

## Salient Features

The programme has the following salient features:

- Flexibility in terms of enrolment
- Skill & Knowledge Building Programmes through two Contact Sessions
- One-to-one counseling throughout the course by "expert counselors" and EDI faculty members
- Web-based software (MIS) for monitoring the progress, sharing resources, conducting quizzes and assessment
- Access to library resources

The contact sessions focus on developing entrepreneurial motivation, business opportunity guidance, market research & survey, preparation of detailed project report, project appraisal system of banks & financial institutions and interactions with successful entrepreneurs.

## Syllabus

The syllabus in the form of printed self-instructional study material covers all the aspects of launching, establishing and managing a small-scale enterprise, including taxation as applicable to small-scale industry.

To put it briefly, it prepares the learner with the knowledge, skills and motivation to set up an enterprise and manage it successfully.

## Study Material

The study material designed to facilitate the learners, is divided into 11 units covering critical areas such as: Introduction to Entrepreneurship, Sources of Assistance, Business Opportunity Identification, Market Assessment, Entrepreneurial Motivation, various soft skills like Communication Skills, Negotiation Skills, Entrepreneurial Competencies, Small Business Management including Systematic Planning, Quality Control, Marketing Management, Financial Management, Production Management. Besides, various topics like Total Quality Management, Strategic Planning, Business Ethics, Franchising, Venture Capital Financing, Exports, etc. The material provides comprehensive understanding on what it takes to become an entrepreneur.

## Methodology

The methodology of the course includes; self-instructional study material, assignments, personal counseling through experts, professional counselors and two contact sessions during the course.

## Duration and Medium of Instruction

The duration of the course is one year. The medium of instruction is English/Gujarati.

## Admission

The course begins in the month of January, April, July and October. The learners have the opportunity to enrol in any one of the batches.

## Eligibility

Degree/Diploma holders in any discipline and those who are in the final year of their degree, are eligible to join the course. As the basic objective of the course is to provide an indepth insight into the subject of entrepreneurship to those who have a strong desire to set-up his/her own enterprise.

## Fee

Fee for this one year diploma course is ₹12,500/- for all categories to be paid at the time of registration.

## Award of Diploma

The Award of the Diploma is based on assessment of the assignments, project report submitted by the learner and performance in the final examination. Those who fail to qualify may reappear for the examination within 2 years by paying an additional fee of ₹1500/- for each appearance (maximum three appearances).

## Benefits

Diploma in Entrepreneurship and Business Management equips the learners with the ability to function dynamically and acquire the requisite knowledge and skills to plan and successfully launch their own dream ventures.

## Feedback of The Students



"I wanted to be a Government Officer but OLPE changed my mind towards entrepreneurship and I have already started my business."

**Rajeev Kapoor**  
Videsha, Madhya Pradesh

"OLPE helped me assess my entrepreneurial competencies and understand my weaknesses and strengths and motivated me to start a business."



**Ramesh Advani**  
Ahmedabad, Gujarat



"With knowledge derived from the study material of the programme and help extended by counselors, I have been able to set up my own business."

**Ashish Sharma**  
Thane, Maharashtra

"The programme has boosted my confidence level, helped me acquire knowledge and skills with regard to setting up of business."



**K K Aiyappa**  
Medikeri, Karnataka



"The programme has motivated and helped me acquire managerial and marketing skills. Besides, the knowledge that I've gained on all aspects of setting up and managing a business is remarkable."

**Sangeeta Gupta**  
Mumbai, Maharashtra



## The Institute

Entrepreneurship Development Institute of India (EDI), established in 1983, is a premier national and not-for-profit institute in the field of entrepreneurship education, training and research. It is an autonomous institute jointly sponsored by the IDBI Bank Ltd., ICICI Bank Ltd., IFCI Ltd., State Bank of India (SBI) and with active support of Government of Gujarat.

EDI has been spreading the concept of entrepreneurship through out the nation with a belief that entrepreneurs need not necessarily be born, but can be developed through well conceived and well directed activities. This, in turn, led to the emergence of several training programmes around strategic thrust areas, thus advancing the frontiers of theories and practices of entrepreneurship. As of now, EDI has trained more than 13000 learners through its Open Learning Programme.

For more information, application form and online registration, visit:

[www.ediindia.org/Entrecore3dtl.asp](http://www.ediindia.org/Entrecore3dtl.asp)



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