



**Entrepreneurship
Development
Institute of India,
Ahmedabad**

**AICTE Approved, AIU Recognised,
NBA ACCREDITED, TWO-YEAR**

PGDM (ENTREPRENEURSHIP)

PGDM-E

2021-2023

- Honoured with AICTE Award for Supporting Start Ups & Excellence Award for Promotion of Start Ups
- Ranked among top 25 Institutes in the SFI category by ARIIA-2020

**24th
Batch**

DREAM • DARE • DELIVER



The Post Graduate Diploma in Management–Entrepreneurship

**PGDM-E
2021-2023**

The course, launched in 1998, encompasses the entire New Enterprise Creation process from idea generation to preparation of a detailed bankable project report. Students also learn to leverage the strengths of family business management and successfully implement practices that drive high performance. The programme therefore, builds knowledge, skills and aptitude 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.

PROGRAMME HIGHLIGHTS

- Develops Entrepreneurial Mindset through outcome based learning
- Promotes interaction with Business Leaders/Venture Capitalists/Bankers
- Facilitates learning based on Entrepreneurial Milestones
- Offers Industry Verticals in emerging sectors
- Summer internship at the end of the first year
- While in-depth learning is imparted on finance and marketing, EDII also facilitates linkages in these areas for students.
- By the end of the programme, the students of New Enterprise Creation & Social Entrepreneurship are ready with a bankable project report and

the students of Family Business Management are ready with a 5-year family business growth cum diversification plan.

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 Streams

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

aspire to combine commerce & social issues to improve people's lives by setting up a social enterprise.

Functional Electives

The programme offers electives which enhance knowledge in functional areas of

- Marketing • Finance
- International Business
- Human Resource Management
- Start up
- Business Analytics & Information Systems
- Social Enterprise Management

FEE, ADMISSION ELIGIBILITY & PROCEDURE

Fee

For Fee and Fellowship details, visit our website : www.ediindia.ac.in

FELLOWSHIP SUPPORT

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

Fellowship: In an endeavor 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 Start up Facilitation Grant: EDII provides small financial assistance for enabling students initiating/starting own ventures. Such support will be given to students having viable and feasible business ideas, and as recommended by the fellowship committee. Preference would be given to women students and the 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

- Visit us online - www.ediindia.ac.in
- Fill the application form
- Apply for eligibility tests viz. CAT, MAT, XAT, ATMA, CMAT (if you have not scored yet)
- Get in touch with us for counselling

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 Clinic

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.

Centre for Advancing and Launching Enterprises (CrAdLE)

Centre for Advancing & Launching Enterprises (CrAdLE), a Technology Business Incubator, hosted by EDII, is catalysed and supported by the National Science and Technology Entrepreneurship Development Board, DST, Govt. of India. Eligible students can work on their business ideas individually or in teams in the co-working space at CrAdLE and interact with various industry experts and government officials, banks and financial agencies, to convert their ideas into a viable venture.

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 began by conceptualising Entrepreneurship Development Programmes (EDPs), and subsequently launched a fine tuned and a tested training model for New Enterprise Creation, popularly known today as EDII-EDP model. Gradually EDII moved on to adopt the role of a National Resource Institute in the field, broadbasing its efforts internationally too, with the setting up of Entrepreneurship Development Centres in Cambodia, Laos, Myanmar, Vietnam and Uzbekistan. Pioneering the launch of first-of-its-kind

structured educational Post Graduate Programme in entrepreneurship to train students in New Enterprise Creation, Family Business Management and Social Entrepreneurship, EDII made a conspicuous impact in the field of education and research. EDII is also working closely with regulatory bodies, like the Central Board of Secondary Education. 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, existing entrepreneurs, incubation centres, and venture capitalists.



Entrepreneurship Development Institute of India

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