# Post Graduate Diploma in Management- Business Entrepreneurship

# PGDM-BE

## 2010-2012

Approved by :
**All India Council for Technical Education (AICTE)**

25 YEARS OF SERVICE TO SOCIETY

**Entrepreneurship Development Institute of India**
**Ahmedabad**

# POST GRADUATE DIPLOMA IN MANAGEMENT-BUSINESS ENTREPRENEURSHIP (PGDM-BE) 2010-12



## BUSINESS ENTREPRENEURSHIP

Trends and practices in business are evolving everyday, and these have necessitated new age entrepreneurs to get armed with entrepreneurial competence before venturing out. The Institute pioneered a full-time entrepreneurship education programme, in 1998, to address this need. The course is now being offered as an AICTE-approved programme entitled, **'Post Graduate Diploma in Management - Business Entrepreneurship'** **(PGDM-BE).**

## PROGRAMME OBJECTIVES

The objectives of this accelerated, rigorous and application-oriented program 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.

- Develop a cadre of entrepreneurship educators.

## SPECIALISATION STREAMS

In keeping with the objectives, the course offers the following five specializations:

**New Enterprise Creation (NEC):**

This specialization provides knowledge and develops competencies to start and manage own business. Students are guided to work on a detailed project report and emerge with a bankable business plan after completion of classroom training.

**Family Business Management (FBM):**

It aims at developing family business successors into enterprising and knowledgeable owners of the business of their predecessors. Issues, problems and concerns of family businesses are dealt with in greater detail so as to enable the students to come out with an ambitious growth plan.

**Agri-Entrepreneurship (AE):**

The primary objective of this specialization is to develop agri-preneurs who can operate in the agriculture and food processing sectors, understand their nuances, exploit opportunities in the field and benefit from the latest sector-promoting schemes.

**Services Management (SM):**

The objective is to facilitate conceptual understanding of the fast emerging services sector and its significance to the new economy. The stream provides an in-depth analysis of the environment that leads to recognition of opportunities in the services sector.

**Entrepreneurship Education (EE):**

The objective is to prepare a cadre of entrepreneurship educators, researchers and professionals who can contribute to enterprise creation through various interventions and capacity building efforts.

## PEDAGOGY

The interactive nature of learning experience distinguishes the Institute from other institutions. Apart from classroom teaching, the emphasis is on action learning. Business games, simulations, live projects, role plays, interaction with experts, industry visits, case studies, fieldwork and group work combine to create a challenging environment to define problems and find workable solutions.

## 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.

## WHO CAN JOIN ?

Graduates who intend to launch and manage business units, wards/successors of family businesses intending to develop their potential successors, students looking for short term employment before starting their own venture, and students and professionals wishing to make a career in entrepreneurship education can apply for this course.

## ADMISSION ELIGIBILITY & PROCEDURE

Students must hold a three year Bachelor's Degree, offered by recognised universities in India or abroad with at least 50% marks (45% in case of students from Scheduled Caste (SC), Scheduled Tribe (ST) or Persons with Disability (PWD) category). Students appearing for the final degree examination, can also apply. **Students with relevant work experience will be preferred.**

Students desirous of the admission in this course may have to obtain CAT, MAT or XAT bulletin available from the respective organizations. They also have to apply to EDI by acquiring a Prospectus-cum-Application Form by paying Rs. 1000/- in cash or by sending a Demand Draft, drawn in favour of Entrepreneurship Development Institute of India, payable at Ahmedabad, from EDI Head/Branch or Project Offices.

Students will be shortlisted for the personal interview on the basis of CAT, MAT & XAT scores. However, such candidates will also have to appear for EDI's Entrepreneurial Aptitude Test (EAT).



Shubhada Sodani receiving the Diploma at the hands of Shri Yogesh Agarwal, President-EDI and Chairman-IDBI



Sumit Sontakke receiving the Dahyabhai Chhotalal Charity Foundation (Remik) Gold Medal for New Enterprise Creation at the hands of the Chief Guest, Shri Venugopal Dhoot, Chairman and Managing Director, Videocon Group. Also seen in the picture is Director-EDI, Dr. Dinesh Awasthi.

**Besides CAT, MAT & XAT, the Institute reserves the right to select candidates on the basis of its own written test and personal interview.**

commencement of the programme. EDI will facilitate the process, if need be.

## FEE STRUCTURE AND SCHEDULE

The fees for the two-year, full-time, residential programme that includes cost of tuition, reading material, library and computer facilities, study visits , board & lodging, laptop/notebook, alumni association membership and students' activities fee is Rs.8,35,000/-. (For fee details see the prospectus)

It also includes caution money deposit of Rs.10,000/-, which does not accrue any interest, and is refundable on successful completion of the course.

Students will also have to bear the medical insurance premium, which is expected to be Rs. 1000/- per year. It is compulsory for each student to get himself/herself insured within 15 days of the

## PLACEMENT

At the end of the first year, students are exposed to applied aspects of managing an enterprise through Summer Internship Placements. The Placement Cell facilitates interaction between students and the industry. 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.

On completion of the second year, the Institute will provide limited support in placement to those who wish to work in an enterprise before launching their own, and will also facilitate interaction with Bankers/Financial Institutions to help them start their venture.

## IMPORTANT DATES FOR CAT, MAT AND XAT EXAMINATIONS AND FOR EDI ENTRANCE EXAMINATION *

### COMMON ADMISSION TEST (CAT)
| | |
|---|---|
| Last date of receipt of completed CAT applications at IIMs : | 1 Oct 2009 |
| Common Admission Test Window : | 28 Nov - 7 Dec 2009 |
| Contact : www.catiim.in | |

### MANAGEMENT APTITUDE TEST (MAT)
| | |
|---|---|
| Management Aptitude Test : | 06 Sept 2009 |
| Management Aptitude Test : | 06 Dec 2009 |
| Contact : www.aima-ind.org for | |

### XLRI ADMISSION TEST (XAT)
| | |
|---|---|
| Last date for registration | 30 Nov 2009 |
| XLRI Admission Test | 3 Jan 2010 |
| Contact : www.xlri.edu | |

### For aspirants through CAT/MAT/XAT
| | |
|---|---|
| Last date for submission of application form | 4 Dec 2009 |
| Entrepreneurial Aptitude Test (EAT) and Personal Interview | During 1-5 Mar 2010 |

For those who are not appearing for CAT/MAT/XAT, can apply for the course through EDI Entrance Examination (EEE)

### For aspirants through EEE
| | |
|---|---|
| Last date for submission of application form | 15 Jan 2010 |
| Written Test | 31 Jan 2010 |
| Personal Interview | During 1-5 Mar 2010 |

Those who have valid score of MAT at the time of personal interviews (i.e. 01-05th Mar 2010) need not undergo the MAT test again. They can apply directly to the Institute with attested photo copy of valid MAT score card before 4th Dec 2009. These candidates will be called for a one-day Entrepreneurial Aptitude Test (EAT) and Personal Interview during 1st-5th March 2010.

*The students are advised to check/verify the important dates from the respective institutions. EDI does not take responsibility for any discrepancy.*

# STUDENTS' GALLERY



**Laval Bhatt**

**Specialization :**
New Enterprise Creation
2000-01 Batch



**Hetal Patel**

**Specialization :**
Family Business Management
2002-03 Batch

I carried a distinct entrepreneurial spirit with me from EDI. Competing with so many students who thought about entrepreneurship all the time, was immensely motivating. I received a Gold Medal for the Best Detailed Project Report, which gave tremendous confidence to the entrepreneur in me. Today I run a successful venture the Trinity Business Solutions. My Company is into Business Process Consulting, Corporate Training and Web Designing. I would say, I am riding high on my entrepreneurial spirit. I can deal with complex business situations and I understand the requirements of running a business successfully. I owe a lot to EDI.

Being a science graduate, I had no idea about managing a business. I specialised in Family Business Management which introduced me to complex issues of business operation. The course gave me insights into business management from an entrepreneur's point of view. This is one of the best courses which prepares young people like me for entrepreneurship.

In my companies, Jay Pumps Pvt Ltd, Jay Water Ltd, Jay Water Management Pvt Ltd., I carried out major structural changes, introduced new policies and improved the existing ones. Presently, I look after day-to-day functioning of the entire group.

# GOVERNING BODY MEMBERS OF EDI

**Shri Yogesh Agarwal**
President-EDI
Chairman and Managing Director,
IDBI Bank Ltd.
Mumbai

**Dr. Yoginder K. Alagh**
Vice Chairman & Professor Emeritus
Sardar Patel Institute of Economic & Social
Research
Ahmedabad

**Shri D.P. Bagchi, IAS (Retd.)**
Ex-Chief Secretary
Orissa

**Shri B.S. Bhasin**
Chief General Manager (SME)
State Bank of India, SME Business Unit
Mumbai

**Mrs. K. Rama Devi**
President
Association of Lady Entrepreneurs of Andhra
Pradesh
Hyderabad

**Shri Anand T. Kusre**
Nominee Member of ICICI Bank Ltd.
Mumbai

**Dr. Chukka Kondaiah**
Director General
National Institute for Micro, Small and Medium
Enterprises (NIMSME),
Ministry of MSME, Government of India
Hyderabad

**Dr. Sailendra Narain**
Chairman
Centre for SME Growth &
Development Finance,
Navi Mumbai

**Shri Atul Kumar Rai**
Chief Executive Officer and
Managing Director
IFCI Limited
New Delhi

**Shri Dinesh Rai, IAS**
Secretary (MSME)
Ministry of Micro,
Small & Medium Enterprises,
Government of India
New Delhi

**Shri V.S. Rathore**
Executive Director,
Small Industries Development
Bank of India
SME Development Centre
Mumbai

**Shri B. Ravindranath**
Executive Director
IDBI Bank Ltd.
Mumbai

**Shri Maheshwar Sahu, IAS**
Principal Secretary
Industries & Mines Department,
Govt. of Gujarat
Gandhinagar

**Shri Umesh Chandra Sarangi, IAS**
Chairman
National Bank for Agriculture &
Rural Development
Mumbai

**Dr. Dinesh Awasthi**
Director
Entrepreneurship Development
Institute of India
Ahmedabad

# THE INSTITUTE

*An acknowledged National Resource Institute for entrepreneurship education, research and training.*

Entrepreneurship Development Institute of India (EDI), an autonomous and not-for-profit institute, set up in 1983, is sponsored by apex financial institutions - IDBI, IFCI Ltd., ICICI Ltd. and 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 further, EDI has helped set up fourteen state-evel 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 Gujarat Textbook Board assigned to it the task of developing textbooks in Entrepreneurship for 11th & 12th standards.
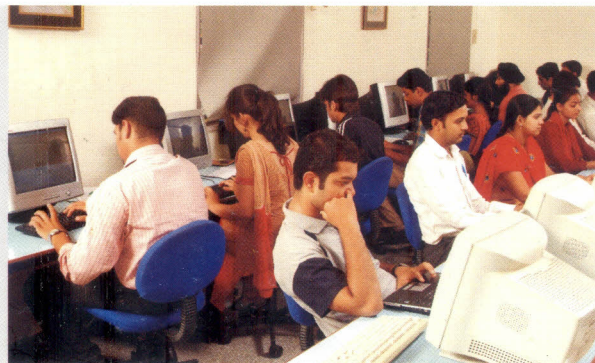
In order to broaden the frontiers of Entrepreneurship Research, EDI has established a Centre for Research in Entrepreneurship Education and Development (CREED), to investigate into a range of issues surrounding small and medium enterprise sector, and establish a network of researchers and trainers by conducting a biennial seminar on entrepreneurship education and research.

These successes and commitments have culminated in the recognition of its achievements by the Government of India and the State Governments. 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 assigned project of setting up Entrepreneurship Development Centers in Cambodia, Lao PDR, Myanmar and Vietnam is progressing in full swing. The already commissioned centres at Lao PDR, Cambodia and Vietnam have started reaping rewards.

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 BRANCH OFFICES :

### Central : Bhopal

19, Chhatrapati Shivaji Colony,
Chuna Bhatti, Kolar Road, **Bhopal - 462 016.**
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### North : Lucknow

265, Chandralok Colony,
Aliganj, **Lucknow - 226 024.**
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### North-East : Guwahati

House No: 36, Near DGP Office,
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**Guwahati - 781 007.**
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E-mail  : edinero@india.com

### South : Bangalore

102, 70$^{th}$ Cross, 17$^{th}$ 'A' Main Road,
5$^{th}$ Block, Rajajinagar,
**Bangalore - 560 010.**
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### Thrissur

KILA Campus,
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**Thrissur - 680 581.**
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## EDI PROJECT OFFICES :

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## 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)

### TO BE ESTABLISHED

UZBEKISTAN - INDIA ENTREPRENEURSHIP DEVELOPMENT CENTRE (UIEDC)

# ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

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