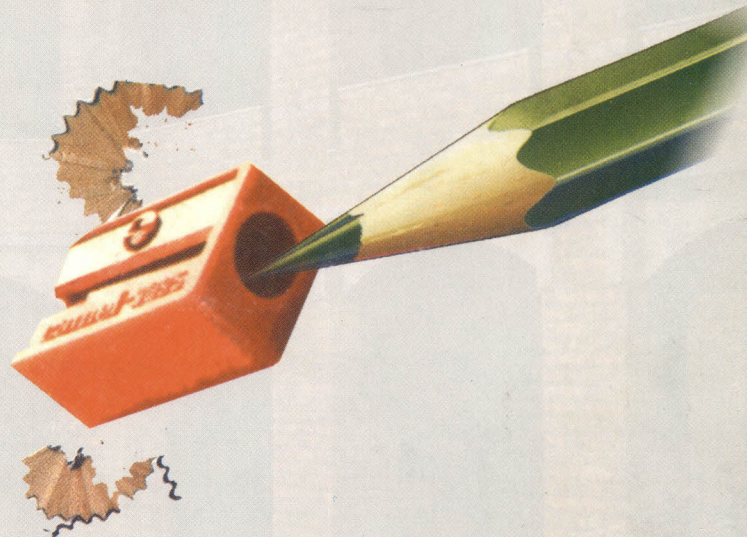


MANAGEMENT DEVELOPMENT PROGRAMME

An International Training Programme to help Managers and Executives
sharpen their professional skills & competencies

January 13 - February 21, 2003



Sponsored by :
Indian Technical and Economic Co-operation
Ministry of External Affairs
Government of India

Organised by:
Entrepreneurship Development Institute of India
Ahmedabad, Gujarat, India.



RATIONALE:

Empirical evidences reveal that developing countries have, by and large, produced successful entrepreneurs, thus setting an environment wherein entrepreneurial processes can be created and fostered. More than opportunities that a developing country offers, this is, however, contingent upon certain inherent talents and competitive advantages that entrepreneurs possess.

An entrepreneur's ability to identify, mobilise and manage resources as also other systems and structures in an organisation has direct influence on the performance of the organisation. Studies by eminent scholars have revealed that lack of development opportunities alter the growth plans of many successful organisations. This is due to the fact that, as organisations evolve, their approaches to management development become established, but at the same time rigid in operation. Also with "maturity", organisations often become too big, with too many management levels, which if not ably managed, lead to complications. Consequently, departments, functions, or divisions, do not interconnect well and decision making becomes poor, information stops getting communicated effectively, projects witness delay in implementation (and are usually over budgeted) and internal politics creeps in, resulting in formation of power bases and pressure groups. Ergo organisational paralysis, even chaos finds roots with problems and frustration setting in and performance reaching an ailing state. Within this confusion and organisational changes the manager's role becomes ambiguous and difficult to execute. Consequently they either leave or slide into oblivion and so the organisation becomes weakened, even unmanageable and may cease to function well.

Realising this and to intervene suitably, EDI has developed a **Management Development Programme** with a unique combination of classroom concepts and practical insights.

OBJECTIVE:

The objective of the programme is to provide Managers with essential skills and techniques to effectively and efficiently enhance individual and organisational performance in today's dynamic environment. The programme intends to draw to the fore the latent potential of participating managers so that the critical aspects of knowledge, skills and attitude are developed keeping in view the global economic scenario.

WHO CAN PARTICIPATE :

Managers and executives from the following organisations are eligible for the programme:

- Business Organisations
- Consultancy Organisations
- Developmental Bodies
- Government Institutions
- Non-Government / Voluntary Organisations
- Business Development Organisations

BENEFITS TO THE PARTICIPANTS:

Participants undergoing the programme will be ;

- equipped with knowledge, skills and attitude needed for self-learning
- able to improve morale, explore hidden talents and enhance productivity
- able to lead individuals into an empowered culture aimed at supporting organisational change and development
- enabled to become business strategists and agents for leading organisational growth.

COURSE CONTENT:

Keeping the objectives in view, the programme will have the following key inputs,

Module1:

GENERAL MANAGEMENT

- ☞ Business Strategy - Concepts
- ☞ Leadership Strategies & Implementation
- ☞ Managerial Relations - Tools and Techniques
- ☞ Managerial Functions - Planning & Decision Making, Organising, Leading and Controlling

Module2:

INDIVIDUAL PROCESSES

- ☞ Roles and Responsibilities of a Manager in the changing environment.
- ☞ Effective Communication & Presentation Skills
- ☞ Leadership
- ☞ Managing Performance & Stress
- ☞ Delegation & Empowerment

Module 3:

ORGANISATIONAL PROCESSES

- ☞ Motivation - Theories, Applicability & Morale
- ☞ Managing Interpersonal Behaviour and Conflicts
- ☞ Perceptual Processes, Social Perceptions
- ☞ Group Dynamics and Team Building
- ☞ Personality Predisposition & Managerial Effectiveness

Module 4:

A. BUSINESS FINANCE

- ☞ Financial Management - Concepts & Goals
- ☞ Cost & Management Accounting - Introduction
- ☞ Financial Statements
- ☞ Capital Budgeting - Cash Flow Determination and Techniques of evaluation
- ☞ Working Capital Management

B. MARKETING MANAGEMENT

- ☞ Marketing - Concepts
- ☞ Product Segmentation & Positioning
- ☞ Pricing
- ☞ Consumer Behaviour & Promotion
- ☞ Distribution & Planning
- ☞ Competitive Advantage and Strategies

LANGUAGE:

The programme will be conducted in English language. Nominated participants are expected to be fluent in both spoken and written English.

PROGRAMME DURATION:

The duration of the programme is six weeks; it includes four weeks of classroom inputs and two weeks of study visits. The programme is scheduled during **13th January to 21st February, 2003** (including both the days). Last date for receiving nomination forms is **13th December, 2002**.

VENUE:

The programme will be organised at EDI campus located in a serene and pleasant environment, 5 Kms away from the Ahmedabad International Airport on the Gandhinagar Highway. Ahmedabad is well connected by air and rail with the commercial hubcentre - Mumbai and the capital city - New Delhi.

FELLOWSHIP SUPPORT:

The programme is supported by the **Indian Technical and Economic Cooperation (ITEC), Ministry of External Affairs, Government of India**. Fellowship support covers the following,

- Tuition Fee & Cost of Programme Material
- Board / Lodging expenses at EDI Campus
- Air Travel (Economy Class) to Ahmedabad by shortest route.

HOW TO APPLY:

For availing fellowship support and submitting nomination forms, participants are requested to contact the concerned Indian Embassy or Mission located in their vicinity.

Participants are also requested to mark a copy of the nomination forms to

Dr. Sunil Shukla - Programme Director - MDP at EDI Head Office Address

E-mail: sunilshukla@ediindia.org

C. OPERATIONS MANAGEMENT

- ☞ Design Products, Services & Operations
- ☞ Plant & Process Layout
- ☞ Location Selection, New Project Planning & Management (PERT/CPM)
- ☞ Capacity, Inventory and Supply Chain- Planning & Control
- ☞ MRP, JIT, TQM

D. HUMAN RESOURCE MANAGEMENT:

- ☞ Functions
- ☞ External Influences
- ☞ Challenges Ahead

Module 5:

ENTREPRENEURSHIP

- ☞ Entrepreneur, Entrepreneurship & Enterprise
- ☞ Entrepreneurial Competencies
- ☞ Entrepreneurial Strategies & Ventures
- ☞ Creating Entrepreneurial Climate

Module 6:

STUDY VISITS

- ☞ Study visits to selected institutions in and around the state of Gujarat

ABOUT THE INSTITUTE

The Entrepreneurship Development Institute of India (EDI), set up in 1983, is an autonomous institution registered under the Societies Registration Act and sponsored by all India financial institutions viz., Industrial Development Bank of India (IDBI), Industrial Credit and Investment Corporation of India Ltd. (ICICI), Industrial Finance Corporation of India Ltd. (IFCI) and State Bank of India (SBI) with active support of the Government of Gujarat.

The Institute is a National Resource Centre governed by its own board. Committed to education, research and training, it has earned a great deal of national and international recognition for its efforts as reflected in the support it has received from the World Bank, International Labour Organization, UNIDO, Commonwealth Secretariat and several other international agencies. The Institute is a National Facility for Science & Technology based Entrepreneurial Innovations sponsored by National Science and Technology Entrepreneurship Development Board (NSTEDB), Department of Science and Technology, Government of India.

The EDI has been spearheading entrepreneurship movement throughout the nation with a belief that entrepreneurs need not necessarily be born, but can be developed through well-conceived and well-directed training. This in turn has led to the design of several training programmes like New Enterprise Creation, Performance Improvement of Existing Enterprises, Succession Planning, etc. Besides organising some other programmes for existing entrepreneurs like 'Intrapreneurship Development', 'Growth Strategies' etc. to help entrepreneurs examine their enterprises in an objective manner and plan for improvement and growth, the Institute has also contributed towards introducing entrepreneurship-oriented curricula in schools in various parts of the country.

As a partner in the European Union - India Economic Cross-Cultural Exchange Programme (ECCP), EDI is responsible for removing cultural barriers and information asymmetries between India and west European Entrepreneurs. In collaboration with partner institutions from UK, Germany and Austria, EDI attempts to establish networks among European and Indian enterprises through forging a variety of linkages.

Through a variety of projects and programmes, EDI has progressively focussed towards holistic and sustained growth of existing entrepreneurs. The Institute has also been conducting In-Company programmes on developing intrapreneurial managers. As of now, the institute has conducted 30 programmes on Intrapreneurship for various corporate houses, thus imparting training to around 700 officials.

ABOUT ITEC

Indian Technical and Economic Co-operation Programme, popularly known as 'ITEC', was launched in 1964 as a bilateral programme of assistance of the Government of India. ITEC is the flag bearer of the Indian Government's technical co-operation efforts not only because of its wide geographical coverage but also for the innovative forms of technical co-operation in which it has manifested. Under the ITEC and its corollary SCAAP (a programme of assistance meant for Commonwealth Countries in Africa) about 141 countries in Asia, Africa, East Europe and Latin America have been invited to get an exposure to the Indian development experience.

The ITEC has four components :

- Training;
- Projects and Project related activities such as; supply of equipment, feasibility studies and consultancy services
- Deputation of experts, and
- Study visits

India spends about Rs. 250 million annually on ITEC activities. Since 1964, India has provided nearly US \$ 2 billion worth of technical assistance to developing countries, including neighbouring countries (assistance to whom is administered separately from ITEC)

ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

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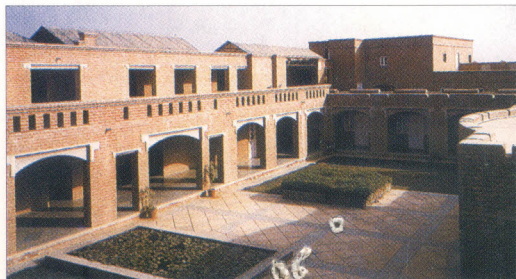
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