

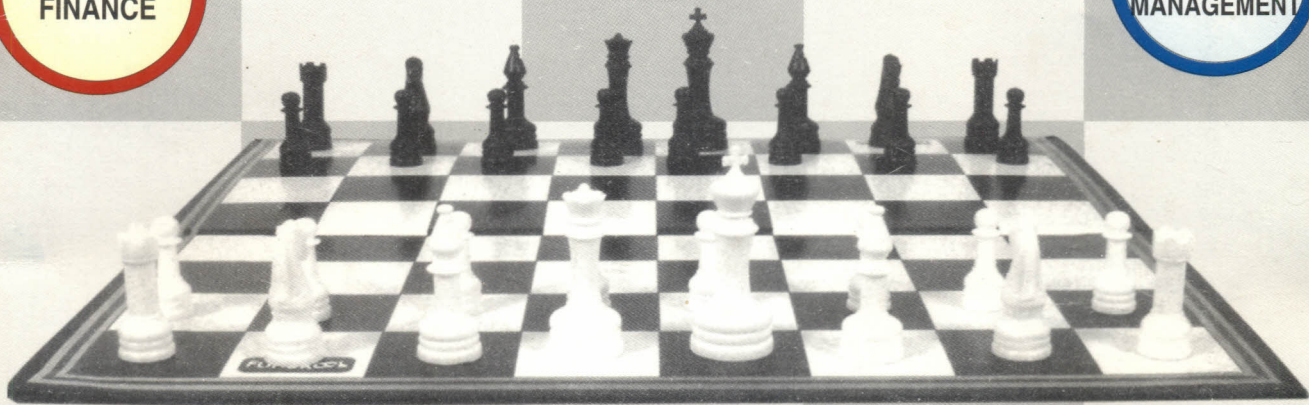
MANAGEMENT EDUCATION PROGRAMME

An International Programme to help Entrepreneurs and Entrepreneurial Managers sharpen their Skills and Competencies

November 3 - December 12 , 2003

BUSINESS
FINANCE

HUMAN
RESOURCE
MANAGEMENT



MARKETING
MANAGEMENT

OPERATIONS
MANAGEMENT

GENERAL
MANAGEMENT

BEHAVIOURAL
PROCESSES

ENTREPRE-
NEURSHIP

Organised by:



Entrepreneurship Development Institute of India
Ahmedabad, Gujarat,
India

Sponsored by :
Indian Technical & Economic Cooperation
(ITEC)
Ministry of External Affairs
Govt. of 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 this **Management Education Programme** with a unique combination of classroom concepts and practical insights.

OBJECTIVE

The objective of the programme is to provide participants 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.

WHO CAN PARTICIPATE

Entrepreneurs and entrepreneurial managers from any of the following organisations can participate:

- Business & Industry
- Management Associations, Chambers of Commerce & Industry
- Financial Institutions/Banks
- Consultancy Organisations
- Developmental Bodies
- Government Institutions
- Educational Establishments
- Business Development Organisations
- Non-Government/Voluntary Organisations

BENEFITS TO THE PARTICIPANTS

Participants undergoing the programme will be;

- equipped with knowledge, skills and attitude needed for self-learning,
- able to explore hidden managerial talents and enhance productivity
- able to lead a group of individuals into an empowered team for organisational change and development
- enabled to become business strategists and agents for leading organisational growth.

COURSE CONTENT

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

Module 1

GENERAL MANAGEMENT

- Business Strategies for Emerging Economies
- Leadership Strategies & Implementation
- Managerial Relations : Tools and Techniques
- Interlinking Managerial Functions
- Knowledge Management for Global Integration
- Recent Developments in Management

Module 2

BEHAVIOURAL PROCESSES

- Personality Predisposition
- Managerial Roles in Changing Environment
- Sustaining Employee Morale and Motivation
- Leadership, Delegation & Empowerment
- Interpersonal Behaviour, Conflict & Stress
- Perceptual Processes, Social Perceptions
- Group Dynamics and Team Building
- Business Communication & Presentations

Module 3

3 A. BUSINESS FINANCE

- Financial Management : Concepts & Goals
- Cost & Management Accounting
- Financial Statements
- Capital Budgeting - Cash Flow Determination & Techniques
- Working Capital Management
- Corporate Experiences in Financial Management

3 B. OPERATIONS MANAGEMENT

- Plant & Process Layout
- Location Selection
- New Project Planning & Management (PERT/CPM)
- Capacity, Inventory and Supply Chain - Planning & Control
- TQM & ISO

3 C. MARKETING MANAGEMENT

- Product Segmentation & Positioning
- Pricing and Costing
- Market Information and Research
- Consumer Behaviour & Promotion
- Distribution & Planning
- Competitive Advantage and Strategies

3 D. HUMAN RESOURCE MANAGEMENT:

- Tapping the Human Resource Potential
- Linking Corporate and HR Strategies
- Cross Cultural Practices
- Quality of Work Life
- HR Audit

Module 4

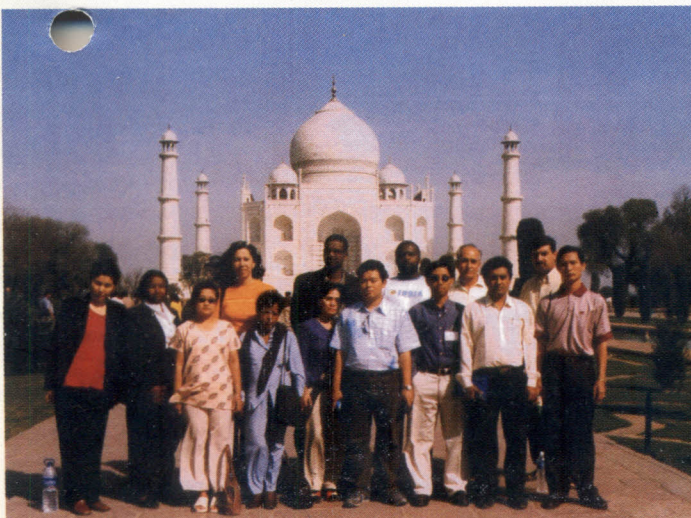
ENTREPRENEURSHIP

- Entrepreneurship and Economic Development
- Entrepreneurial Competencies:
- Awareness & Assessment
- Risks and Rewards
- Forms of Businesses
- Business Opportunity Perception
- Business Plan Preparation
- Support Environment and Networks
- Business Crises
- Entrepreneurial Management (Intrapreneurship)
- Creating Entrepreneurial Climate

Module 5

STUDY VISITS

Intensive study visits to industrial organisations and institutions of repute including places of historical importance.



Participants of ITEC sponsored international MEP (January 13 - February 7, 2003) on a study visit to Agra



Participants of the programme on a study visit to Shree Cement Ltd., Rajasthan

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 **3rd November 2003 to 12th December 2003 (Including both days)**. **Last date for receiving nomination forms is 3rd October, 2003.**

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 Ahmedabad-Gandhinagar Highway. Ahmedabad is well connected by air and rail with the commercial hub centre - Mumbai and the capital city - New Delhi.

FELLOWSHIP SUPPORT

The Indian Technical and Economic Cooperation (ITEC), Ministry of External Affairs, Government of India supports the programme by offering fellowships to cover 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 specifying their office and residence telephone nos. with ISD Codes and e-mail address to,

Dr. Sunil Shukla
Programme Director MEP ,
EDI Head Office
E-mail: sunilshukla@ediindia.org

FEEDBACK OF PARTICIPANTS OF THE LAST PROGRAMME.

“The management programme has provided very relevant and useful inputs for practising managers.”

Faiz Mizher Hummadi, IRAQ

“Module based learning and development of action plan has immensely benefited me.”

Anil Kumar Prasad, FIJI

“I propose to organise a similar training programme for the members of the Chamber of Commerce so that the managerial inputs can reach a wider section of the business.”

Win Naing, MYANMAR

“The serene environment of the Institute and the experiential style of programme inputs has gone above my expectations.”

Luis Diego Martinez Cuthrell, COSTA RICA

“My understanding of human resources has undergone a transformation, now I shall strive to implement the nuances of human resources to benefit my department.”

Manu Longi, TONGA

“The integration of management with entrepreneurship has helped us develop a new dimension of entrepreneurial managers, especially in the context of global changes.”

Teshome Berhe, ETHIOPIA

THE INSTITUTE

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 from Government of Gujarat. Committed to education, research and training, EDI 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. As a partner in the European Union - India Economic Cross-Cultural Exchange Programme (ECCP), the Institute 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. The Institute has been conducting several programmes for developing managerial talent. As of now, through about 40 such programmes, the Institute has developed more than 1000 managers and executives of corporate houses and other organisations.

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 140 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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