

**26<sup>th</sup> BATCH**

AICTE Approved

**POST GRADUATE DIPLOMA  
IN MANAGEMENT -  
ENTREPRENEURSHIP**

A Two-Year, Full-Time Programme



**Entrepreneurship  
Development  
Institute of India  
Ahmedabad**

**PGDM-E**

**2023-2025**



**DREAM | DARE | DELIVER**

# WHY ENTREPRENEURSHIP

Several young potential entrepreneurs and ideators need a launch pad to develop their knowledge, skills and confidence to take the plunge as an entrepreneur. Know-how on entrepreneurship, legal, financial, technical and market related matters are important to sharpen business acumen and develop an understanding about the world of business. EDII is one such platform that not just gives would-be entrepreneurs the necessary learning but also handholds them to ensure that they get nurtured as efficient entrepreneurs. Distinctive, sustainable, viable and technology enabled businesses are what the future beckons.

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## POST GRADUATE DIPLOMA IN MANAGEMENT - ENTREPRENEURSHIP

A Two-Year, Full-Time Programme

**PGDM-E  
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The course, launched in 1998, trains students to develop entrepreneurial knowledge and competencies through a strategic mix of classroom training, experiential learning, internships, simulation exercises and interaction with achievers. The students aspiring to set up own business go through the entire New Enterprise Creation process from idea generation to preparation of a detailed bankable project report. Students wishing to contribute to the growth of family businesses learn to successfully implement practices that drive high performance. The programme, therefore, builds knowledge, skills and attitude 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



### KEY BENEFITS

- Acquire skills to generate, identify and develop new business ideas in the world of endless possibilities
- Gain hands-on experience through 8-10 weeks of Summer Internship
- Develop an eye for opportunity identification
- Learn how to augment your existing business venture to reach new heights
- Benefit from Seed Funding support for selected ventures
- Ace the dynamics of family business management through varied tools
- Learn the concept of building a strong team for driving your business
- Identify a social and impactful purpose and scale-up your venture

## IMPACT SO FAR



40

years of excellence  
in creating entrepreneurs



80+

successfully  
incubated start ups



1700+

successful  
alumni base



6

international  
centres established



1000+

family businesses  
strengthened

# 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 STREAM ELECTIVES

#### New Enterprise Creation

Builds necessary skills, knowledge & competencies to float new business

#### Family Business Management

Enables family successors to augment competitiveness and growth of family business

#### Social Entrepreneurship

Imparts skills to build sustainable Social Impact Ventures

### FUNCTIONAL ELECTIVES

The programme offers electives which enhance knowledge in functional areas of

#### Marketing

#### Finance

#### International Business

#### Human Resource Management

#### Startup

#### Business Analytics & Information Systems

## 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 Clinics

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.

# ENTREPRENEURIAL ECOSYSTEM

## Technology Business Incubator

CrAdLE (Centre for Advancing and Launching Enterprises), EDII's Technology Business Incubator set up with the support of Department of Science and Technology, Govt. of India, is focused on incubating startups in the potential areas of food / agri business, renewable energy and healthcare. Till date, 103 startups have been incubated and have raised Rs. 30+ crore fund.

## Faculty

Faculty and experts at EDII have niche specialization in their own respective fields and are a blend of prominent academicians, researchers, entrepreneurs, consultants and practitioners.

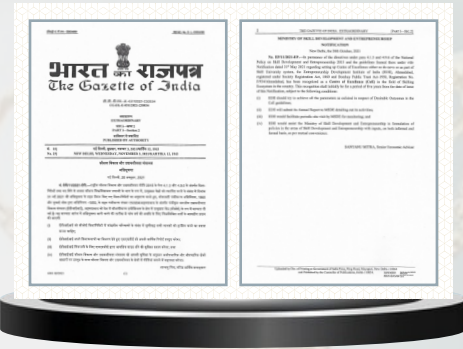
## Mentoring & Handholding

Understanding the importance of mentoring and handholding, budding entrepreneurs are provided support, guidance, and inspirational networking throughout the programme, until they reach a level where they are not only self-sufficient, but in turn are able to do business on their own. Programme facilitates networking with mentors, industry experts, business service providers, besides ensuring access to literature, library, faculty resources and facilities available at EDII for startup innovation and growth.

## Alumni Network

Alumni play an important role in networking and experience sharing. Entreplexus is one such platform where EDII Alumni establish a close connect with their alma mater and among themselves to leverage on each other's strengths. Collaborations, knowledge sharing, inspiration, guidance, and motivation are the outcomes of this platform.

# AWARDS & RECOGNITION



**Recognized as Centre of Excellence  
by Ministry of Skill Development  
& Entrepreneurship, Govt. of India**



**Ranked No. 1  
under General (Non-Technical) Category  
by Atal Ranking of Institutions on Innovation  
Achievements (ARIIA)-2021,  
Ministry of Education, Govt. of India**



**AICTE Lilavati Award 2020  
on Women Empowerment  
(First Runner-Up)**

# FEE STRUCTURE

For information on Fee structure, visit our website : [www.ediindia.ac.in](http://www.ediindia.ac.in)

# FELLOWSHIP SUPPORT

Fellowship: In an endeavour 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.

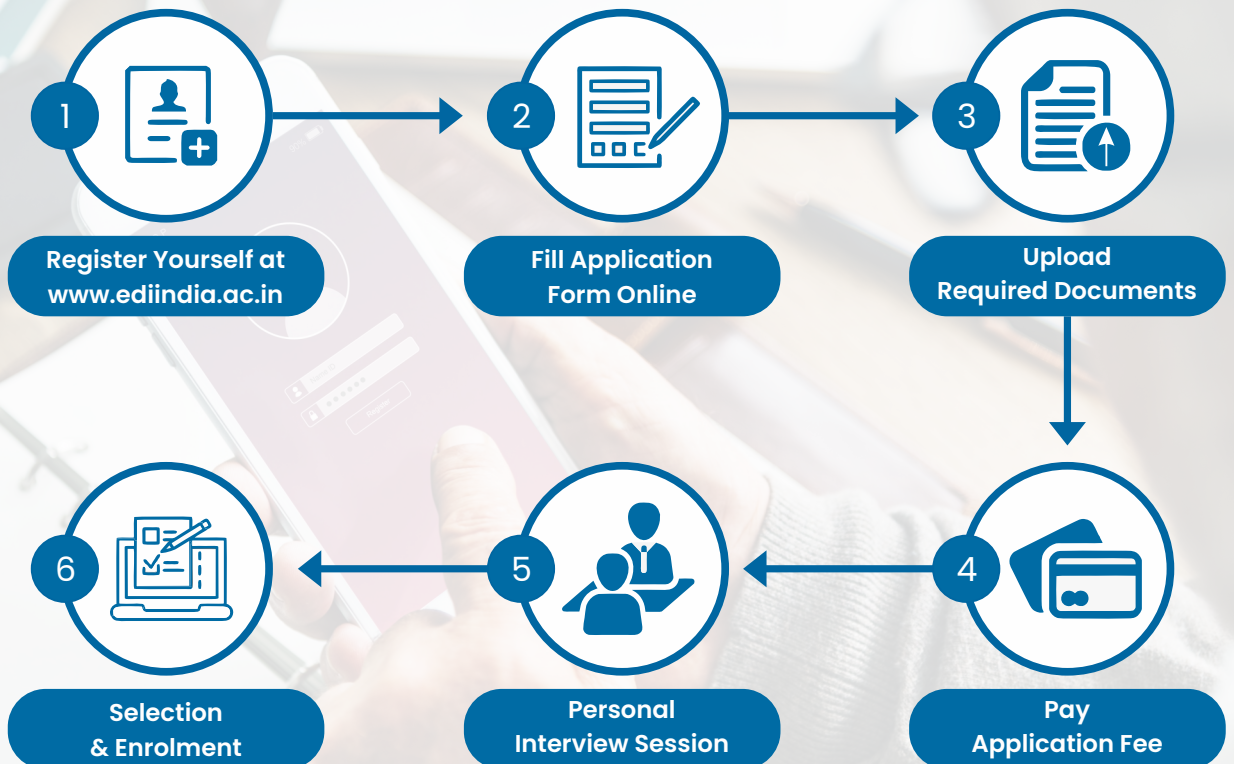
Project Startup Facilitation Grant: EDII provides limited financial assistance to enable students to initiate / start own ventures. Such support will be given to students having viable and feasible business ideas, and as recommended by the fellowship committee. Preference is given to women students and 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



## 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 has been recognized as the CENTRE OF EXCELLENCE by the Ministry of Skill Development and Entrepreneurship, Govt. of India. The Institute has also been ranked as No. 1 under General (Non-Technical Category) by Atal Ranking of Institutions on Innovation Achievements (ARIIA)-2021, Ministry of Education, Govt. of India.

EDII moved on to adopt the role of a National Resource Institute in Entrepreneurship, and facilitated 12 state governments in setting up Entrepreneurship Development Centres / Institutes. The Institute's efforts in entrepreneurship training, education, research, MSME development, innovations and institutional building have been broad-based nationally and internationally too, with the setting up of Entrepreneurship Development Centres in Cambodia, Laos, Myanmar, Vietnam, Uzbekistan and Rwanda.

In consonance with the emphasis on startups and innovations, EDII hosted the Technology Business Incubator, CrAdLE – Centre for Advancing and Launching Enterprises in the year 2016, with the support of NSTEDB, DST, Govt. of India.

EDII has successfully brought about a change in the way entrepreneurship is perceived. 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, minorities and the disadvantaged, existing entrepreneurs, incubation centre professionals, policy makers and venture capitalists. The Institute conducts a variety of programmes and projects through its 7 regional offices and 31 branch / project offices, under the Departments of Policy Advocacy, Knowledge and Research, Entrepreneurship Education; Projects (Government & Corporates); Business Development Services & National Outreach and Developing Economy Engagement.



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