



Entrepreneurship
Development
Institute of India
Ahmedabad

International
Certificate Course in
Advanced Business Hindi
(August, 2017 – May, 2018)

“ An International Resource Center Promoting Entrepreneurship through Education, Research, Training & Institution Building at national and international levels ”





From the Director's Desk



I am happy that the two fastest growing large economies of the world have joined hands to skill people. EDII is glad to be associated in this drive. It is a pleasure for us to impart skills in Hindi to students from China as this initiative will strengthen bilateral relations between the

two countries. The students develop a keen sense of Indian business scenario. Besides, the students understand the culture and customs of India, and over the nine months of the training programme, I have seen them develop a sense of appreciation and adoration for India. Their association with students here help the Indians develop an appreciation and understanding of Chinese culture and business. This, I believe, is a great achievement and will benefit the two countries a great deal.

Dr. Sunil Shukla
Director - EDII

Rationale:

Most economies today are on a trajectory of change, transformation and development. Amidst these positive developments on their socio-economic landscape, integrated communication abilities at interpersonal and organizational levels become important. Global interaction is one significant area that cannot be escaped when these economies talk about change and development. And, the same cannot be achieved in the absence knowledge of language skills specific to the country that one is dealing with.

Every economy has different challenges, demands and opportunities. It is especially important for professionals to



tailor their communication to their business goals against the backdrop of country context and scenario. Most economies are today moving out of their national boundaries and are establishing newer markets. It, therefore, becomes urgent for professionals of these economies to understand and appreciate cultural nuances, consumer preferences across nations, regulatory and other requirements, and most importantly, acquire proficiency in the language of the country in focus, to not just strike a chord instantly but also to improve their business performance. In view of this need, EDII offers tailor-made courses in Business Hindi of different levels.

Objectives:

The courses would impart sound conceptual foundation and abilities in Business Hindi, to professionals, so that they emerge as credible communicators with skills to articulate their points, comprehend business systems and procedures, establish better trade relations, and thus lead better.

The Course:

These well researched programmes have been designed to enrich the participants with knowledge of Hindi language so as to facilitate its application in interpersonal relations and business communication. Focus would especially be placed on giving them all-encompassing knowledge on language mechanics. Participants would also learn about entrepreneurship and Indian culture and civilisation.

Course Code	Course Title	Level	Credits	Duration (months)
ICC 601	Basic Business Hindi Certificate	1	6	two
ICC 602	Business Hindi Certificate	2	18	Six
ICC 603	Advanced Business Hindi Certificate	3	27	Nine
ICC 604	Advanced Business Hindi Certificate	2	18	Six



Inputs/Subjects:

Course Description

ICC 601– Basic Business Hindi Certificate (Level 1, two months, 6 credit)

Course Description: Introduction to basic Hindi language skills with emphasis on fundamentals of written and verbal communication.

ICC 602– Business Hindi Certificate (Level 2, Six months, 18 credit)

Course Description: This course is designed to help students build upon their fundamental business communication skills. It imparts an understanding of the cultural context of the business environment. This course emphasizes on enhancing specific skills in the areas of reading, analytical and strategic thinking, discussion and oral presentation.

ICC 603– Advanced Business Hindi Certificate (Level 3, Nine months, 27credit)

Course Description: This course is designed to help students build upon their Hindi language communication skills by using professional and formal business tools such as letters, reports, and presentations in structured business environments supplemented with cultural understanding. It includes a three months internship. The students will develop skills needed to communicate successfully, make presentations, hold business dialogues and interpret situations and policies.

ICC 604– Business English Certificate (Level 2, Six months, 18 credit)

Course Description: This course is designed to help students build upon their fundamental English language communication skills and understand language structures to be able to communicate effectively. The students would be able to communicate successfully, having mastered principles of modern business English, organizational communication and verbal and non-verbal communication.



Module I: Elementary Linguistics

- Definition of language, Language Society and culture, literature and language.
- General classification of families of world language.
- History of Modern Hindi language.
- History of Nagari Script and numerals
- History of Hindi literature–characteristics, Features of the different ages of Hindi literature.
- Importance and scope of Hindi

Module II: Impact of Hindi on Indian Culture

- Hindi and Indian Culture: Hindi as - a common language; associating with people, business and life; association with traditions; support in literature; mode of conservation and upliftment of the culture and society
- Importance of Hindi language, the utility of learning language in modern life and in the integration of societies.
- Hindi in the Indian constitution and its impact and importance in business

Module III: Acquiring Perfection in Hindi Speaking

- Nouns: Nouns, Gender, number, case and its sign
- Pronouns: Personal, Demonstrative, Reflexive, Relative, indefinite, interrogative.
- Adjectives: Forms of adjective.
- Verbs: Forms of Verb, Voice, Mood, tense.
- Adverbs, Post- Positions, conjunctions and interjections



Module IV: Developing Reading and Listening Skills in Hindi

- Short Stories
- Poetry
- Idioms and proverbs
- Movies

Module V: Developing Speaking and Writing Skills in Hindi

- Letter writing, Essay
- Translation & Re-translation
- Letter writing
- Story writing
- Sector Specific terminology
- Vocabulary and Terminologies in Hindi with special reference to business

Module VI: Application of Hindi in Business

- Telephone skills in Hindi
- Letter writing in Hindi/English
- E-mail skills in Hindi/English
- Application of Hindi/English in Banking
- Sector specific terminology
- Negotiation and communication in Hindi/English
- Presentation skills in Hindi/English
- Application of Hindi/English in business across the world

Evaluation:

Students will be evaluated based on practical and written assessment designed to probe their understanding and application skills.

Faculty:

The course involves in-house faculty, language experts, visiting faculty, leading academicians, achievers and researchers.

Who Can Join?

The programme is open to all with passion for language and having completed or pursuing their bachelor's degree.



Benefits to Participants:

Participants undergoing the course will be

- equipped with knowledge about the origin, history, concepts, structure, skills and business related terminology.
- equipped with tenets of business communication to be able to articulate their points for business and related purposes.
- able to lead better in their profession, with enhanced written and verbal communications skills.
- able to expand their work territory on account of skills in comprehending contemporary business systems and procedures.
- equipped with knowledge, skills & attitude needed for self development and growth.

Fee:

Fees includes tuition fees (teaching material, library and computer lab charges) and boarding and lodging. Participants shall be accommodated in the hostel on EDII campus in separate A.C. rooms for boys and girls, on twin sharing basis. However, for other courses payment has to be made before the commencement of the course.

Sr. No.	Course Code	Course Title	Level	Credits	Duration (months)	Fees in US \$		
						Tuition	Boarding and Lodging	Total
1	ICC 601	Basic Business Hindi Certificate	1	6	two	800	500	1300
2	ICC 602	Business Hindi Certificate	2	18	Six	2040	1560	3600
3	ICC 603	Advanced Business Hindi Certificate	3	27	Nine	2790	2160	4950
4	ICC 604	Advanced Business Hindi Certificate	2	18	Six	2040	1560	3600

Faculty



Dr. Babita Gupta,
M.A.(Hindi) from
Jami a Millia Islamia University
Ph.D. (Education) from JJT University

Experience: 15 years at various levels
teaching Hindi

- Taught B.Ed and M.Ed classes
- Teaching Hindi at EDI to foreign students
in certificate programme
- Teaching Hindi at higher secondary level



Prof. Sunit Mishra

M.A. in Hindi - Allahabad University
M.Phil, Ph.D. - Gujarat Central University



EDII Campus & Facilities



EDII campus claims accolades and has won the prestigious Aga Khan Award for its architecture and design. The campus is green, eco-friendly and beautifully located just 7 kms from the Ahmedabad airport on the way to Gandhinagar. The campus offers accommodation to all outstation students with different hostels for boys and girls. Each hostel is managed by a respective gents and ladies warden, and the facilities are looked after by the Estate Manager who lives on campus. Food services have been outsourced to a reputed caterer and students have the liberty to choose their representatives to decide the menu in the canteen.

Good sports facilities are available on the campus including gymnasium, table tennis, volley ball, lawn tennis, cricket, foot-ball and basketball. A qualified medical practitioner is available on campus for specific hours to provide medical advice to students and faculty. EDII inculcates progressive growth among its students through cultural and recreational activities organized from time to time. It is also important to note that EDII is:

- ◆ Winner of ADFIAP International Award for Human Capital Development
- ◆ Honoured with the Dewang Mehta B-School Leadership Award (National)
- ◆ Felicitated as India's Best B-School Leadership Award by ET-NOW
- ◆ Dainik Bhaskar National Education Leadership Award
- ◆ Ranked one of the top four B-Schools for Entrepreneurship in India (as per magazine 'Entrepreneur')

EDII has an excellent library which supports teaching and research programmes of the Institute. The library services are fully automated; the LibSys software is used for searching, reporting, circulation and various other functions. EDII library boasts of more than 20,000 books and over 160 print periodicals/journals. A huge collection of video films are also available. EDII also subscribes to 30 Newspapers published within the country.

EDII has 24 hour Wi-Fi connectivity with well-equipped computer lab offering more than 120 students access to computer facility at a time. EDII students and faculty are also connected through intranet to facilitate effective administration of academic functions.



For further details, contact:



Dr. Avdhesh Jha
Programme Director (India)

Mobile: +91 922 757 6835
Email: avdhesh@ediindia.org



Dr. Ranvijay Sinha
Programme Director (China)

Sino-India Entrepreneurship Development Centre
EDI Kunming Office: # 1012, Hong Dao Building B Block
No. Yuhua Pianqu, Chenggong, Kunming
Yunnan Minzu University, PIN 650500
Phone: (0871)65910028, Fax: (0871) 65910035,
Mobile: +86-13759591251

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About EDII

An acknowledged National Resource Institute for Entrepreneurship Education, Research, Training & Institution Building.

Entrepreneurship Development Institute of India (EDII), an autonomous and not-for-profit institute, set up in 1983, is sponsored by apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and the State Bank of India (SBI). The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDII campus. To pursue its mission, EDII has helped set up twelve state-level 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 EDII's expertise in Entrepreneurship, the University Grants Commission had also assigned EDII the task of developing curriculum on Entrepreneurship and the Gujarat Textbook Board assigned to it the task of developing textbooks on Entrepreneurship for 11th & 12th standards.

In order to broaden the frontiers of Entrepreneurship Research, EDII 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.

In the international arena, efforts to develop entrepreneurship by way of sharing resources and organising training programmes, have helped EDII 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, Govt. of India assigned EDII to set up Entrepreneurship Development Centers in Cambodia, Lao PDR, Myanmar and Vietnam. One such Centre in Uzbekistan and five such centres in African region will be established very soon.

In recognition of its international achievements, the United Nations Economic & Social Commission for Asia and Pacific (UN-ESCAP), Bangkok, Thailand, has declared EDII as a 'Center of Excellence'.



**Entrepreneurship
Development
Institute of India**

P.O. Bhat 382 428, Dist. Gandhinagar, Gujarat, India

Tel : +91-79-23969159, 161, 163

Fax : +91-79-23969164 E-mail : info@ediindia.org

Website : www.ediindia.org / www.ediindia.ac.in