

## **EDII to offer Business Analytics & Information Systems**

Aims at specialization to 'wannapreneurs'

EOI CORRESPONDENT

**KOLKATA, JUNE 20/--**/Entrepreneurship Development Institute of India (EDII), an acknowledged national resource Institute for Entrepreneurship Education, Research, Training and Institution Building, will offer Business Analytics & Information Systems as a part of new electives in its flagship course Post Graduate Diploma in Management – Business Entrepreneurship (PGDM-BE). Social Entrepreneurship and Social Enterprise Management are other two specializations that the Institute will offer to students of its 2019-2021 batch.

Explaining the emphasis given on new specialization of Business Analytics & Information Systems, Dr. Satya Ranjan Acharya, Acting Chairperson, PG Programmes, EDII said, "India has seen plethora of start-ups coming up in technology field in last few years. However, not many of them have succeeded. The technology start-ups particularly Edtech, Healthtech and Foodtech are bridging the gap between rural and urban markets through innovative solutions that society deserves. EDII has decided to offer this specialization in order to ensure that technology start-ups do not fail and are able to address the critical society issues through sustainable business models." EDII pioneered full-time entrepreneurship programme in 1998 and got recognition from AICTE in 2008. Over the period, the Institute has nurtured around 1,600 entrepreneurs from across the country to fulfill their dream of starting their own venture. EDII provides an entrepreneurial ecosystem consisting of industry mentors, financiers, start-up entrepreneurs, students from various countries and business background, etc. Post PGDM, the students start their own business or join their family business. EDII also provides incubation facilities to selected deserving student ventures.

"Majority of the students who have graduated from EDII either has set-up their own enterprises or has contributed to diversification of family business. This is because, we also offer milestone-based learning to enable students to get practical exposure to every minute step that is required to set up a new business even while they are pursuing their studies," said Dr. Acharya.

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