

FELLOW PROGRAMME IN IN MANAGEMENT (FPM)

7th Batch 2020-2024

Offered by:

Entrepreneurship Development Institute of India,
Ahmedabad, Gujarat

EDII Governing Board

as on 23rd September 2019

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DR. SUNIL SHUKLA

Director General Entrepreneurship Development Institute of India Ahmedabad



MESSAGE FROM THE DIRECTOR GENERAL

Dear Aspirants,

It is widely accepted that the growth of any country is powered by great researchers. Creation and sharing of knowledge are considered to be the cornerstones of any successful endeavour; in research it acquires even more importance. Entrepreneurship research is gaining popularity on account of its impact in terms of deepening the roots of the discipline across sectors and sections and expanding the frontiers of entrepreneurship theories. Creating a cadre of well-equipped researchers is, therefore, important to give impetus to entrepreneurship.

The Fellow Programme in Management with emphasis on Entrepreneurship is a pioneering research programme which is leading to creation of a potent knowledge infrastructure in the domain. So far, 22 scholars have enrolled for the programme and are making rich contribution to the discipline.

In order to meet the highest standards of knowledge creation and dissemination, the faculty is committed to impart updated information, understanding and awareness through a well structured curriculum and pedagogy. The high academically charged environment of the institute further helps scholars develop and sharpen their research intellect.

Given these careful and concerted efforts, the scholars evolve as adept researchers with command over systematic approaches and style methodologies.

EDII welcomes inquisitive and keen minds who are passionate about researching and making a useful contribution to knowledge and awareness.

Best wishes

Sunil Shukla

About the Institute

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 began by conceptualising Entrepreneurship Development Programmes (EDPs), and subsequently launched a fine tuned and a tested training model for New Enterprise Creation, popularly known today as EDII-EDP model. EDII moved on to adopt the role of a National Resource Institute in the field, and today, together with three other exclusive national institutions, it is successfully backing about 12 state level entrepreneurship organizations by human resource development and by sharing research findings, new teaching techniques & learning material. Today this effort has also been broad-based internationally with Entrepreneurship Development Centres in Cambodia, Laos, Myanmar, Vietnam and Uzbekistan, in addition to efforts in the process, in select African countries and Uzbekistan.

So while the Institute evolved the first ever Entrepreneurship Development Programme (EDP), it also launched the first-of-its-kind structured educational post graduate programmes in entrepreneurship to train students in New Enterprise Creation, Family Business Management and Development Studies. To enhance the impact of EDPs, the Institute, over the years, introduced the several development models. While the informal sector was majorly brought into the ambit of activities, rural and urban poverty alleviation also became a priority with the models getting widely replicated. Today EDII designed integrated programme for start-ups (Village Entrepreneurship) is being replicated nationally. EDII conducts a variety of programmes and projects under the Departments of Entrepreneurship Education; Policy Advocacy, Knowledge and Research; Projects; Business Development Services & National Outreach and Developing Economy Engagement.



Fellow Programme in Management- An Overview:

Against the backdrop that the country needs entrepreneurs to ensure economic development and to create job opportunities, it is only prudent to introduce research programmes in entrepreneurship education to create scholars and thought leaders who can in turn, promote entrepreneurship widely. With this objective, EDII launched the first-of-its-kind, 'Fellow Programme in Management' with emphasis on entrepreneurship in year 2014. The Institute is announcing the seventh batch, i.e. 2020-24, of the said doctoral level programme. The programme is designed to address the gaps in the availability of trained educators, researchers, business consultants and resource persons in entrepreneurship at higher learning institutions/professional organisations/ government departments/industry in India. The cadre of academicians thus created will raise the standards of education and research, thereby ensuring wider acceptance of entrepreneurship as a career option in the society.

The FPM shall highlight on the following:

- ▶ Foundation of theoretical, empirical and applied aspects in major areas of Entrepreneurship.
- ▶ Professional ethics and intellectual honesty.
- ▶ Interdisciplinary research and training of high quality.
- ▶ Proficient activities and joint academic efforts.
- ▶ Networking with leading entrepreneurship and research institutions globally.

Objectives of the Programme:

The programme will be offered with the following objectives:

- 1. To groom potential scholars and make them competent and innovative researchers and educators in various facets of entrepreneurship;
- 2. To encourage inter-disciplinary high calibre research studies in entrepreneurship with policy implications;
- 3. To investigate synergy between theory and practice of entrepreneurship as relevant to the Indian context; and accordingly strengthen entrepreneurship education and research ecosystem in the country.
- 4. To fulfil the gaps in availability of indigenously trained educators, researchers and resource persons in entrepreneurship at higher learning institutions in India; and
- 5. To motivate scholars to take up theoretical and empirical research work leading to policy papers and publications in journals of repute.

Areas of Specialisation:

The course will promote rigorous and inter-disciplinary research in major areas of Entrepreneurship including,

- i. Entrepreneurship Education and Research
- ii. Innovation, Incubation, Clusters and Technology Entrepreneurship
- iii. Social Entrepreneurship
- iv. Corporate Entrepreneurship,
- v. Entrepreneurial Finance and Control
- vi. Entrepreneurial Marketing
- vii. Organisation Behaviour and Human Resources
- viii. Minority, Tribal and Dalit Entrepreneurship
- ix. Enterprise Creation and Growth
- x. Family Business Management
- xi. Law, Policy and Governance
- xii. International Entrepreneurship
- xiii. Women Entrepreneurship

FPM Eligibility:

Master's Degree or equivalent in Engineering/ Technology/ Management/ Economics/ Social Science/ Biological Science/ Pure Science/ Commerce/ Humanities with FIRST CLASS will be considered for admission to Fellowship Programme. Those appearing for their final examination in the respective discipline can also apply. Such students if selected will be provisionally admitted provided they complete all requirements obtaining their master's degree before July 2020.

The admission of these candidates will remain provisional until they produce the mark sheet proving that they satisfy the eligibility criteria. The deadline for submitting the final year mark sheet is 31st July 2020.

Admission & Selection:

The selection of the candidate in the FPM course is based on Entrepreneurship Research Aptitude Test (ERAT) of EDII, and following criteria:

- 1. Academic qualification and work experience
- 2. Tentative research proposal and its presentation, and
- 3. Personal interview and ERAT is scheduled during April-May 2020.

The decision of the Institute's FPM Selection Committee regarding admission shall be final. Communication will be sent only to the selected candidates. The Institute will not entertain any queries or correspondence in respect of those not selected.

How to apply:

Applicants can download application form available on Institute's website and can make online payment of Rs. 1000/- as the application fee. The required details are available on https://www.ediindia.org/academics/fpm.php

Programme Structure (2020-24):

In consistency with internationally renowned Indian and international higher learning institutions, the programme will comprise of four phases of course and thesis work. During the first two phases, the candidates will be expected to complete course work over a period not exceeding first two academic years. During the third and fourth phase the candidates will be involved in proposal development, data collection and thesis writing.

Candidates will go through coursework in 6 terms spread over two academic years, and complete 45 credits. The academic group that a candidate joins will be treated as the Major Area, while the candidate may additionally choose another academic group as a Minor Area of specialization. Each credit consists of 10 hours of classroom interaction.

First Year Courses Compulsory Core Course(s) will broadly constitute the following: (Appendix 1)

► Entrepreneurship Foundation (6.0 Credits)

► Management Foundation (18.0 Credits)

▶ Research Methods and Quantitative Techniques (4.5 Credits)

In the first year, candidates would be required to earn 28.5 credits through the courses mentioned above.

The Second Year Courses will be broadly on the following five categories:

A. Courses on Policy & Theories (CPT):

1.0 Credit Course on Business Policy (Appendix 2)

1.5 Credits Course on Advance in Entrepreneurship Theories (Appendix 2)

Courses on Business Policy and Advances in Entrepreneurship Theories are compulsory for every FPM student. The courses under Policy and Theories will be run as a lecture and seminar course.

B. Area-Specific Core Seminar Courses (ASCSC):

4.0 Credits courses in Major area (Appendix 3)

2.0 Credits courses in Minor area (Appendix 3)

The major and minor seminar courses are compulsory for all FPM students. The courses under major/minor areas will be run as a seminar course.

C. Compulsory Collaborative Academic Project (CCAP):

1.5 Credits Collaborative Academic Project 1 (Review Article) (Appendix 4)

1.5 Credits Collaborative Academic Project 2 (Empirical Paper) (Appendix 4)



Collaborative Academic projects are mandatory for every FPM student. The candidate has to review academic literature and develop article/empirical paper which can be submitted for the publication (Appendix 4). FPM candidates also have to contribute as a teaching assistant (in minimum two courses) with any faculty member during 2nd year of the program, on their preferred courses.

- D. Quantitative & Qualitative Techniques & Research Methodology Courses (QQTRMC):
 - 3.0 Credits Courses on Quantitative & Qualitative Techniques (Appendix 5).

Quantitative & Qualitative Techniques & Research Methodology Courses are compulsory for every FPM student. The courses will be run as lecture and seminar course.

E. Thesis and Academic Writing Course (TAWC):

1.0 Credit Course on from Thesis and Academic Writing (Appe

(Appendix 6)

Thesis and Academic Writing Course is compulsory for every FPM student. The course will be run as lecture and seminar course.

The third and fourth year course will be broadly on the following category:

Teaching Assistantship Assignment (TAA);

1.0 Credit in Teaching Assistantship Assignment

(Appendix 7)

The Teaching Assistantship is compulsory for every FPM student. The student has to choose the at least one full course (of minimum 3.0 Credit each) for teaching in Post Graduate during 3rd and 4th year. FPM Students are also encouraged to design and coordinate short term programmes/project.



Programme Fee, Accommodation And Fellowships:

A. Programme Fee:

The fee for the FPM (2020-24) is Rs. 8,37,555 (Rupees eight lakh thirty seven thousand five hundred fifty five only) from which Rs. 6,29,055 (Rupees six lakh twenty nine thousand and fifty five only) will be waived off.

After waiving off, the fee for the programme will be Rs. 2,08,500 (Rupees two lakh eight thousand and five hundred only) which has to be paid by student in 16 different instalments. This fee includes costs of tuition, library, basic teaching material, examination and use of computer laboratory, cost of admission form, refundable caution money and one time alumni fee.

B. Fellowship:

The Institute has provision of providing fellowship support (tuition-fee waiver and stipend) to selected candidates which covers stipend, contingency grants and tuition fee waiver. The costs of library, basic teaching material, examination and use of computer laboratory will be deducted from the candidates' stipend as per the norms of the Institute.

In addition, the fellowship candidates will also need to pay Rs. 1000 towards admission form and Rs. 10000 as refundable caution money.

C. Stipend & Contingency Grant for Candidates:

Selected students will be given a stipend that starts at Rs.25000 per month for the first two years, and will go up to Rs.30000 per month depending on the candidate's academic progress in the third and fourth year. In addition, deserving candidates can avail contingency grants of up to Rs.30000 in the first year of study, and up to Rs.20000 per year for subsequent three years. These grants can be used for buying books and personal computers, for field research, and for attending academic conferences. The stipend and contingency grants are given as per the norms of the Institute for four years of study, and can be extended for up to one more year if the candidate demonstrates satisfactory progress in thesis research.

D. Additional Financial Support for Candidates:

Additional financial support is available to students during their thesis phase, in the form of extra funds up to Rs.30,000, for field research (if needed). Candidates will also be eligible for

research grants of the Institute, to pursue field visits/contribute in academic research events, besides Teaching Assistantship.

E. Financial Grant to attend International/National Conferences (Domestic):

The Institute also provides financial support to candidates to attend national/international conferences within India from third year onwards. Every FPM student in his/her 3rd and 4th year will be supported with up to rupees fifty thousand (Rs.50,000, only) to present research paper(s). This grant includes conference's registration fees (if any), travel expense, local transport, room and board.

F. Teaching Assistantship (Compulsory):

The Institute encourages to FPM candidates to join as a teaching assistant with any faculty member during 2nd year of the program. Every FPM student in his/her 3rd and 4th year has to teach at least one course to the PG students in the institute. Apart from that, for additional course the reimbursement will be paid to FPM students as per institute norms.

G. Mandatory Program/Project Coordination:

The Institute provides opportunities to FPM candidate to work as an independent researcher, programme coordinator besides helping them becoming independent project coordinator. The FPM Students are encouraged to design and coordinate one programme/project during the FPM.

H. Accommodation:

- Participants selected for the FPM programme shall be provided with single room accommodation on Campus.
- Limited married students accommodation is available and shall be allotted on first-comefirst-serve basis.
- Student will be charged a nominal rent in accordance with institute norms.

The meal charges will be separate and payable by the candidates as per the rates decided by the Institute's administration.



Assessment:

- A. The Institute follows a system of continuous evaluation monthly and annually through multiple assessment methods to monitor candidate's academic performance. The aim of assessment exercise is to measure enhancement in candidate's knowledge, skills, and application based ability. Candidate understands of concepts, theories, business practices and applications and their decision making abilities are assessed through varied evaluation tools and methods.
- B. The student will present two seminars (one major and one minor) and based on feedback given by faculty group(s) will produce two working papers (one for major and minor). The working paper will be evaluated and suitable grades will be awarded.
- C. The Compulsory Collaborative Academic Project (CCAP) will be evaluated and suitable grades will be awarded to student based on the quality of review paper and empirical paper, submitted by the student.
- D. The assessment of the Teaching Assistantship Assignment (TAA) will be based on feedback given by PGP-Students.

Duration of the Programme:

Students are expected to complete the programme within four years. However, under special circumstances extension of one more year may be granted without any financial aid.

Exemption from Courses in First Year:

Candidates who have passed their two year management programme (MBA or PG Degree/Diploma in Management or Entrepreneurship) from an AICTE/UGC recognized Institute/University and have work experience of more than two years will have to pass the examination of compulsory papers, however they may be exempted from the classes in consultation with instructors in the first year.

Research Infrastructure:

From its own funds, EDII has established the **'Centre for Research in Entrepreneurship Education and Development'** (CREED) and shoulders the responsibility of serving as a bridge between academia, and training and consultancy in the field of entrepreneurship. Committed to promote research in the field, CREED aims at serving as a bridge between theory and practice in the field of Entrepreneurship. It has a strong tradition of theoretical and applied, in-house and sponsored research.

Biennial Research Conferences on **'Entrepreneurship'** are organized by the Institute, regularly since 1994, to provide a platform to researchers, academicians, planners and policy makers to come together to share their research findings and experiences that are of contemporary relevance and interest. In each conference about 250 academic papers are deliberated upon.

For the last two decades, the Institute has been publishing a prestigious and refereed bi-annual journal, the 'Journal of Entrepreneurship' (JoE), through Sage Publications which is rated as one of the top most journals in Entrepreneurship in the world.

The Centre also envisages to promote entrepreneurship by offering need based funding and academic assistance to researchers. The other research infrastructures on campus are mentioned below:

1. **EDII Library and Information Centre:** EDII Library and Information Centre (EDILIC) is equipped with Books (31763), Journals (145), Bound Volumes of Journals -Back Issues (2732) CDROMs/DVD/s (3110) and Newspapers (25). It is an institutional member of IIM-Ahmedabad, Indian Library Association (ILA), Indian Association of Special Libraries and Information Centres (IASLIC), Management Libraries Network (MANLIBNET) and The British Library, Ahmedabad. Apart from this, EDILIC regularly uses the services of the

Ahmedabad Library Network (ADINET) and Information and Library Network Centre (INFLIBNET).

EDILIC is enriched with updated information resources on Entrepreneurship and related subjects. The library functions from 08:00 a.m. to 12:00 a.m. (midnight) on all seven days. The Wi-Fi enabled EDILIC has been automated through Koha Software (open source software and digitalized using D-Space). Partially air-conditioned library can accommodate 110 users at a time.

- 2. **Online Journal Database:** Institute has rich database of following online journals:
 - **EBSCO-** Entrepreneurial Studies Source is an essential database for business students and researchers, providing the latest insights on entrepreneurship and small businesses topics. It offers full-text business journals, magazines, reference books, case studies and company profiles.
- **3. Research Databases and Web portals:** Institute has been subscribing the following online databases to strengthen institute's research outputs:
 - Crisil Research Services provides resource for data, information, analysis and outlook
 on the economy and across 87 industries with an understanding of the macro-economy
 and extensive sector coverage. It provides insights on micro-macro and cross-sectoral
 linkages.
 - **Prowess Database** (by Centre for Monitoring Indian Economy) contains a highly normalized database on over 17000 companies. The database is complemented with powerful analytical software tools to enable extensive querying and research.
 - **CapEx** is a database about the current investment projects in India that would create productive capacities in the future. It is a database of investment projects that involve the setting up of new capacities about the announcement of such projects, their implementation and their final culmination into new capacities.
 - **Indiastat.com** provides an oceanic depth of India-specific socio-economic statistical facts and figures.
 - **Turnitin** tool for K-12 and higher education that improve writing and prevent plagiarism. Turnitin's formative feedback and originality checking services promote critical thinking, ensure academic integrity, and help students become better writers.
 - MICA Indian Marketing Intelligence (MIMI) provides the secondary data for socioeconomic variables and market intelligence up to district level for all the States and Union Territories of India.

Documents requited for Application to FPM:

- 1. Prescribed Application Form with No-Objection Certificate from Employer (if employed).
- 2. Research Proposal (tentative research proposal)
- 3. Attested copies of certificates and grade-sheets (10th to Post-graduation).
- 4. Statement of Purpose.

ERAT and Personal Interviews at EDII

Format for ERAT: The written test is designed to test the analytical writing abilities. The candidate would be provided with a small case and would be expected to analyze it and answer two questions in about 90 minutes. This is just to test the ability of the aspirant to put down his/her thoughts in a structured manner.

Appendix 1: Compulsory Courses of Year-I

Trimester - I 1. Entrepreneurship Theory and Practice (3.0)2. Managerial Accounting and Control (3.0)3. Management Concepts and Organization Behaviour (3.0)4. Business Statistics & Analytics for Decision Making (QT-I) (1.5)5. **Business Economics** (3.0)Marketing Management (1.5)Trimester - II 1. Effective Entrepreneurship (1.5)2. Quantitative Techniques for Market Research (QT-II) (3.0)(1.5)3. Indian Economy and Policy 4. Financial Management (3.0)Trimester - III

1.	Legal Aspect of Business	(3.0)
2.	Creativity. Innovation and Entrepreneurship	(1.5)

Appendix 2: Courses on Policy & Theories (CPT) of Year - II

1. Business Policy (1.0)2. Advance in Entrepreneurship Theories (1.5)

Appendix 3: Area- specific Core Seminar Courses (AS-CSC) of Year - II

Compulsory and Elective Courses in Each (Major & Minor) Area: (4.0 Credit Major + 2.0 Credit Minor Courses)

Entrepreneurship Education and Research

- Dilemmas and Debates in Entrepreneurship
- **Evolution of Entrepreneurship Education**
- Entrepreneurship: Cross-Disciplinary
- **Interfaces Business History**
- Curriculum Design and Teaching Pedagogy
- Entrepreneurship Research
- **Experiential Learning: Tools and Techniques**
- Traits, Characteristics and Cognitive Style of Entrepreneurs

Innovation, Incubation, Clusters and **Technology Entrepreneurship**

- ♦ Nurturing Innovations
- Product, Service, Process Innovations
- Incubating Innovations Technology Business Incubation
- Technology Entrepreneurship
- Intellectual Property Rights and Commercialization
- Cluster Management and Development

03 Social Entrepreneurship

- ♦ Theories of Social Entrepreneurship
- ♦ Social Innovations and Ventures
- ♦ Social Enterprise Networking & Development
- ♦ Corporate Sector and Social Entrepreneurship
- ♦ Bottom of the Pyramid and Entrepreneurship
- ♦ Ethics and Entrepreneurship

05 Entrepreneurial Finance & Control

- Entrepreneurial Finance and Liquidity Management
- ♦ Financial Reporting and Analysis
- ♦ Financial Institutions and Markets
- ♦ Strategic Financial Management
- ♦ Management Control Systems
- ♦ Financial Innovations and Engineering
- ♦ Venture Funding and Angel Investors

07 Organisational Behaviour and Human Resources

- Personnel Competence and Capability Building Systems
- ♦ Organizational Diagnosis & Change
- ♦ Entrepreneurial Teams
- ♦ Organizational Structure and Culture
- ♦ Performance Evaluations and Management
- ♦ Interpersonal Relationships
- ♦ Industrial Relations and Labor Laws

09 Enterprise Creation and Growth

- ♦ Developing Successful Business Ideas
- ♦ Launching and Managing an Enterprise
- Opportunities & Strategies for Expansion, Diversification and Growth
- Project Formulation, Preparation and Appraisal
- Managing Adversities and Failures
 Serial Entrepreneurship
 Emerging Enterprise Consultancy

O4 Corporate Entrepreneurship

- ◆ Theories and Practice: Corporate Entrepreneurship
- ♦ Configuring Organizations for Corporate Entrepreneurship
- ♦ Intrapreneurial Behavior
- ♦ Entrepreneurial Leaders: Cases on Corporate Entrepreneurs
- ♦ Business Strategy and Corporate Entrepreneurship
- ♦ Public Sector Entrepreneurship

Entrepreneurial Marketing

- ♦ Theories and Evolution of Marketing
- ♦ Consumers, Consumption and Markets
- ♦ Creating Value and Differentiation
- ♦ Communicating and Delivering the Value
- ♦ Marketing Science
- Marketing and Internet
- ♦ Marketing Research and Decisions

Minority, Tribal and *Dalit* Entrepreneurship

- ♦ *Dalit* and *Minority* Empowerment
- Tribal Entrepreneurship and Corporate Social Responsibility
- Policies and Programmes for Minority, Tribal and Dalit
- ♦ Inclusive Growth and Support Institutions
- ◆ International perspectives on Entrepreneurship among Deprived Class
- ♦ Indigenous and Artisanal Clusters

10 Family Business Management

- ♦ Family Business Dynamics
- ♦ Managing and Growing Family Firms
- ♦ Family Managed Businesses in India
- ♦ Succession Planning for Entrepreneurial Continuity
- ♦ Transition Management in Family Business
- ♦ Dealing with Non-family Managers
- Growing, Preserving, and Sharing the Wealth

Law, Policy and Governance **International Entrepreneurship** ♦ Entrepreneurship around the World **Business Laws** ♦ Public Policy and Entrepreneurship Successful Models of globalizing Ventures Intellectual Property Rights and Venturing in Emerging Markets Commercialization Trade Barriers and Agreements **Business Governance Internationalization Process** Corporate Governance Cross-Cultural Negotiation and Networking **Immigrant Entrepreneurship** Regulatory Mechanism and Systems 13 **Women Entrepreneurship** Women Entrepreneurship and Economic Empowerment Gender Issues in Entrepreneurship Group Entrepreneurship and Women Women in Business Self Help Groups/ Neighborhood Groups and Microfinance Policies and Programmes to Develop Women Entrepreneurship Gender, Ethnicity and Entrepreneurship **Appendix 4: Academic Project Year-II** Compulsory Collaborative Academic project (CCAP): 1) Collaborative Academic Project 1 (Review Article) (1.5)2) Collaborative Academic Project 2 (Empirical Paper) (1.5)Appendix 5: QQTRMC of Year -II Quantitative & Qualitative Techniques & Research Methodology Courses (QQTRMC): 1) Quantitative Methods (1.5)2) Quantitative Methods (1.5)**Appendix 6: TAWC of Year-II** Thesis and Academic Writing Courses (TAWC): 1) Doctoral Writing: Authoring the Dissertation & (1.0)**Editing & Reviewing in Academic Contexts Appendix 7: TAPC of Year- III&IV Teaching Assistantship Assignment (TAA)** 1) Teaching Assistantship Assignment (1.0)



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