

PROSPECTUS

**OPEN LEARNING
DIPLOMA IN
BUSINESS
ENTREPRENEURSHIP**

**Through correspondence
& personal counselling**

Offered by:



**Entrepreneurship Development Institute of India
Ahmedabad**

Sponsored by:

Friedrich -Naumann-Stiftung, Germany

Supported by:

**NSTEDB, Dept. Science & Technology, Govt. of India
NEDB, Dept. of SSI & ARI, Govt. of India**

THE INSTITUTE

Entrepreneurship Development Institute of India (EDI), an autonomous and not-for-profit institute set up in 1983, is sponsored by national financial institutions - the Industrial Development Bank of India (IDBI), Industrial Finance Corporation of India (IFCI), Industrial Credit and Investment Corporation of India (ICICI) and State Bank of India (SBI). The Government of Gujarat pledged 23 acres of land on which stands the sprawling EDI campus.

Through well-conceived training interventions and capacity building activities, over about two decades, EDI has equipped thousands of people with entrepreneurial skills. To pursue its mission further, EDI has helped set up twelve state level exclusive entrepreneurship development centres and institutes.

Realising that education is an apt medium to reach out to a wider section of society, the institute contributed by institutionalising entrepreneurship in formal business education. In view of EDI's expertise in formal business education. In view of EDI's expertise in entrepreneurship, Gujarat Text Book Board assigned to it the task of developing text books on entrepreneurship for 11th and 12th standards. The University Grant Commission had also assigned EDI the task of developing curriculum on entrepreneurship. In grooming students, summer camps for youth and children also play an important role in orienting students towards higher order achievements.

One of the more satisfying achievements of the institute, however, has been to take entrepreneurship training in the form of Faculty Development Programmes (FDPs) to a large number of schools, colleges, science and technology institutions and management schools in several states where entrepreneurship inputs have been included in the curriculum. Over 814 teachers trained by EDI are engaged in entrepreneurship development activities, motivating and guiding their students towards an entrepreneurial

career. Our linkages with these trained teachers and network of institutions are not only a strong advantage but also help in reinforcing our mission to provide a new impetus to enterprise creation.

It sectors specific and Growth-cum-Counsellors' programmes are addressed to existing entrepreneurs. Similarly thousands of existing entrepreneurs have been trained in its Performance Improvement Programmes. EDI has also conceptualised programme on Succession Planning for Entrepreneur Continuity (SPEC) to equip successors of family business with skills and competencies to run the business of forefathers successfully. The other target groups for whom the institute conducts programmes include women, rural potential entrepreneurs, trainers, students, government officers, bankers, teachers, managers, artisans and existing entrepreneurs.

The National Facility for Innovations, sponsored by the National Science and Technology Entrepreneurship Development Board (NSTEDB) set up at EDI, is yet another achievement. This Centre aims at evolution of technology-driven enterprises by making available information on new and advanced technology.

These successes and commitments have culminated in recognition of its achievements by the Government of India and the state governments. In the international arena, the entrepreneurship development efforts by sharing resources and organising training programmes have helped EDI earn accolades and support from the World Bank, Commonwealth Secretariat, UNIDO, ILO, FNSt, British Council, Ford Foundation, European Union and several other renowned agencies.

It is because of EDI's vast experience and success on the international front that the Ministry of External Affairs, Government of India has assigned to it the task of setting up Entrepreneurship Development Cells in Cambodia, Lao PDR, Myanmar & Vietnam (CLMV countries)

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

THE COURSE

Open Learning Diploma in Business Entrepreneurship:

This course has been specially designed by EDI in response to a countrywide need to expand entrepreneurship development activities. The conventional 'class room based' entrepreneurship training programmes cannot train more than 30 potential entrepreneurs at a time. The coverage of beneficiaries, thus, get restricted. Besides, reaching out to a large number of aspirants, particularly in the remote corners of our country, is a difficult proposition, both in terms of monetary burden as well as time and location constraints. Yet, without doubt, in the wake of opening up of the economy, there is a need for a new breed of entrepreneurs in our country - enterprising persons to set up business and create employment for a large number of people.

To respond to this need of the nation and develop expertise and skills, EDI evolved this Open Learning Programme in the year 1995. As of now, 50 batches have been completed and 6464 learners have been trained under this programme for new enterprise creation and management. Out of these, more than 1050 have already started their enterprises.

RATIONALE:

The rationale behind this programme is to:

- * provide training to potential learners to become job creators rather than job seekers;
- provide a cost effective mode of training in entrepreneurship to those living in remote areas and thus deprived of participating in conventional EDPs ;

- * provide flexibility to suit the needs and aspirations of different categories of learners;
- * provide the facility of learning in one's own environment, at own pace and convenience;
- * make sizeable contribution quantitatively and qualitatively to the task of strengthening entrepreneurship in the country.

HOW WOULD YOU BENEFIT

The course is so designed as to develop:

- entrepreneurial traits and motivation as well as the spirit of enterprise;
- decision- making capabilities required to set up a business venture;
- expertise to successfully manage an enterprise.

The programme inputs are both functional and developmental. The study material covers areas like: business opportunity identification and guidance, market assessment, project report preparation, small business management and sources of assistance to facilitate the learner in implementing the business.

DURATION

The duration of the course is one year. The course is divided into two stages: nine months of study and three months of follow up support to help set up the enterprise. Eleven units of study material will be sent in the first nine months.

The learning time and pace are flexible; however, it is advisable that the learner carefully plans the time he/she would like to spend on individual study of the inputs.

The aim of the learner should be to gain knowledge and skills from specially designed study material that would facilitate him/her in launching & successfully managing a business.

COURSE CONTENTS

The contents of the course are in the form of self instructional study material divided into 11 units:

Unit 1: All about Entrepreneurship:

- ◆ What is Entrepreneurship?
- ◆ Importance & Relevance of Entrepreneurship
- ◆ Charms of being an Entrepreneur
- ◆ Factors influencing Entrepreneurship

Unit 2: Information on Support System:

- ◆ Industrial Terminology
- ◆ Planning a Small Scale Enterprise
- ◆ Information on Sources of Support
- ◆ Important Financial Institutions
- ◆ Other Important Agencies

Unit 3: Business Opportunity Identification:

- ◆ Classification of Business
- ◆ Environment Scanning : Need Assessment
- ◆ Environment Scanning : Resource Assessment
- ◆ Environment Scanning : Sources of Supply : Analysis

- ◆ Environment Scanning : Policy/Economy Assessment
- ◆ Environment Scanning : Sources of Information
- ◆ Project Ideas : Part I
- ◆ Project Ideas : Part II
- ◆ Criteria for Selection of Business Opportunity
- ◆ Project Feasibility : Part I
- ◆ Project Feasibility : Part II
- ◆ Final Selection of Appropriate Business Opportunity

Unit 4: Market Assessment:

- ◆ Market Assessment : Need and Relevance
- ◆ Market Assessment : Tools and Techniques
- ◆ Method of Market Survey
- ◆ Sources of Market Information
- ◆ Preparation of Market Survey Report
- ◆ Use of Market Survey Report in Selecting the Product

Unit 5: Entrepreneurial Motivation:

- ◆ Entrepreneurial Motivation : Introduction
- ◆ Exploring Self
- ◆ Self Assessment – Part I
- ◆ Self Assessment – Part II
- ◆ Systematic Planning
- ◆ Entrepreneurial Competencies
- ◆ Goal Setting
- ◆ Team Building
- ◆ You Too Can Do It : Part I

- ◆ You Too Can Do It : Part II
- ◆ You Too Can Do It : Part III
- ◆ You Too Can Do It : Part IV
- ◆ You Too Can Do It : Part V

Unit 6: Business Plan Preparation and Project Finance

- ◆ Business Plan : Need and Relevance
- ◆ Importance and Specification of a project
- ◆ Market Feasibility : Part I
- ◆ Market Feasibility : Part II
- ◆ Market Feasibility : Part III
- ◆ Market Feasibility : Part IV
- ◆ Technical Feasibility : Part I
- ◆ Technical Feasibility : Part II
- ◆ Technical Feasibility : Part III
- ◆ Technical Feasibility : Part IV
- ◆ Financial Viability: Part I
- ◆ Financial Viability : Part II
- ◆ Financial Viability : Part III
- ◆ Financial Viability: Part IV
- ◆ Strategic Planning: Part I & II
- ◆ Implementation Schedule
- ◆ Loan Application & Disbursement Formalities
- ◆ Other Relevant Procedures & Formalities

Unit 7: Small Business Management - Part I:

- ◆ Managerial Strategies for Small Business
- ◆ General Management in Small Business

- ◆ Managing External Environment
- ◆ Planning for Success in Small Business
- ◆ Crises Management in Small Business : Part I
- ◆ Crises Management in Small Business : Part II
- ◆ Crises Management in Small Business : Part III
- ◆ Crises Management in Small Business : Part IV
- ◆ Crises Management in Small Business : Part V
- ◆ Communication Skills
- ◆ Negotiation : Strategies & Tactics
- ◆ Problem Solving and Decision Making
- ◆ Economics for Small Business : Part I & II

Unit 8: Small Business Management - Part II

- ◆ Production Management in Small Business
- ◆ Quality Management in Small Business
- ◆ Time Management in Small Business
- ◆ Value Orientation in Management
- ◆ Personnel Recruitment in Small Business
- ◆ Personnel Management in Small Business
- ◆ Self Management in Small Business

Unit 9: Small Business Management: Part III

- ◆ Marketing Management in Small Business : Part I
- ◆ Marketing Management in Small Business : Part II
- ◆ Marketing Management in Small Business : Part III
- ◆ Marketing Management in Small Business : Part IV
- ◆ Marketing Management in Small Business : Part V

- ◆ Marketing Management in Small Business : Part VI
- ◆ Financial Management in Small Business : General
- ◆ Financial Management in Small Business : Book Keeping & Accounts
- ◆ Financial Management in Small Business : Balance Sheet and Profit & Loss Account
- ◆ Costing and Pricing in Small Business
- ◆ Assessment of Working Capital Requirement
- ◆ Management of Working Capital

Unit 10: Statutory Requirements:

- ◆ Labour Related Requirements
- ◆ Introduction of Commercial Laws
- ◆ Tax Related Requirements
- ◆ Industry Specific Requirements

Unit 11: Study Material on Current Business Aspects:

- ◆ Business Ethics
- ◆ Export Environment, Procedure & Documentation
- ◆ Venture Capital Financing
- ◆ Franchising
- ◆ Total Quality Management
- ◆ Intellectual Property Rights, Patents, Copyrights, Trademarks & GATT
- ◆ Strategic Planning
- ◆ Information Technology & New Modes of Communication
- ◆ Environment & Pollution Control
- ◆ Institutional Support & Sources of Information

- * The chapters indicated above are not necessarily the titles. They merely indicate the contents.

STUDY MATERIAL

The printed, attractive and easy-to-follow self instructional study material is divided into eleven units. At the end of each unit, there will be assignments which are to be duly completed and submitted for assessment to the assigned counsellors.

MEDIUM OF INSTRUCTION

The medium of instruction is English or Gujarati. However, personal counselling by a counsellor will be provided in regional language.

CONTACT SESSIONS

Recognising the need for personal counselling, this course also includes two contact sessions in a location near to that of the learner.

Each of these contact sessions is of three to four days duration.

A. The first contact session will focus on:

- * Business Opportunity Identification;
- * Entrepreneurial Motivation.

B. The second contact session will help learners to :

- * develop a detailed business plan;
- * learn about project appraisal systems of financial institutions/banks;
- * interact with successful entrepreneur.

Learners are encouraged to interact with their counsellors for support and advice. On registration, the learner will be informed about his/her counsellor/counselling centre. However, learners are also welcome to contact the Open Learning Division of EDI, Ahmedabad for any assistance, if needed.

FOLLOW-UP SUPPORT

Support for preparing a detailed project report and assistance with regard to procedures and formalities shall be provided to those who intend to launch their projects soon after completion of the course. Counsellors assigned to learners would be available for the purpose for a period of three months immediately after completion of the course.

WHO CAN JOIN

Since a basic objective of this course is to provide education in entrepreneurship to potential entrepreneurs through cost effective means, the course is open to:

- 1) Graduate
- 2) Three-year diploma holders
- 3) H.S.C. pass students with three years of work experience;
- 4) Executive, Professionals and Employees;
- 5) Technocrats and Traders
- 6) Prematurely retired personnel/Ex-servicemen;
- 7) Enterprising women (women candidates are exempted from work experience)

FEE STRUCTURE:

The fee for the course is Rs. 5,000/-.

TIME TABLE

The Open Learning Diploma in Business Entrepreneurship, as the name suggests, is flexible. The course begins every quarter starting from January. The learner has the option to enroll in January, April, July or October.

To successfully complete the course, a learner has to fulfill the following requirements:

- * submission of assignments
- * project report preparation
- * final examination

ASSESSMENT PROCESS

Assessment will be done in three stages:

Stage I: Submission of Assignments

Submission of unit based assignments is compulsory; the objective is to enable the learner to have a better understanding of various aspects of entrepreneurship. The learner is required to regularly submit his/her assignments for assessment to the nodal agency/counsellor with whom he/she is attached.

Stage II: Detailed Project Report (DPR)

The learners have to submit his/her DPR for evaluation to his/her counsellor. This is essential since the objective of the course is to prepare a learner for launching own enterprise.

Stage III: Final Examination

The learner has to appear for final examination at the nodal centre on completion of the course. If a learner is unable to appear in the final examination, he/she can appear in the examination being held for the forth-coming batch. However, he/she will be granted an extension on payment of a late fee of Rs. 500/-. It is, however, compulsory for the learner to complete the course within 2 years.

SUBMISSION OF APPLICATION FORM

The enclosed application form must be duly filled in and submitted along with two passport size photographs and a demand draft for Rs.5000/- drawn in favour of EDI, Ahmedabad.

The applicants must submit the proof of their educational qualifications & experience along with the application form.

AWARD OF DIPLOMA

The learner will be awarded a “Open Learning Diploma in Business Entrepreneurship” on obtaining a minimum of 50% marks in Detailed Project Report and the Final Examination.

ABOUT FRIEDRICH-NAUMANN STIFTUNG (FNSt)

The Friedrich-Naumann Stiftung (FNSt), Germany, founded in 1958 is a non-profit organisation for public benefit. The FNSt is the foundation for ideas on liberty and training in freedom. The Foundation promotes the liberal principle of Freedom in Human Dignity in all sectors of society, both nationally as well as internationally, in industrialised countries as well as developing countries. The Foundation is active in more than 75 countries. Its work in the South Asian Region comprising the SAARC countries encompasses projects of applied research and policy relevance in the fields of:

1. Promotion of human rights and civic education;
2. Environment protection;
3. Fostering free market economies through economic liberalisation and regional economic co-operation, promotion of small and medium scale industries and of consumer advocacy.

The activities of the Foundation in South Asia are directed from the Regional Office in New Delhi.

ABOUT NSTEDB

The National Science & Technology Entrepreneurship Development Board (NSTEDB), Department of Science and Technology was established by the Govt. of India in 1982 with a view to promoting self-employment in the country & linking S&T manpower with institutional credit facilities. One of the major objectives of the board is to promote & develop entrepreneurship through the use of Science & Technology. To achieve this and other related objectives, NSTEDB has set up Science & Technology Entrepreneurs' Parks (STEPS), Entrepreneurship Development Cells (EDCs) in S&T institutions and Science & Technology Entrepreneurship Development (STED) projects in different parts of the country.

EDI CONTACT POINTS

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