

ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

**DIPLOMA IN ENTREPRENEURSHIP
AND BUSINESS MANAGEMENT**

**Weekend Study Program
2 Days a Month - 9 Month Program**

Entrepreneurship Development Institute of India (EDI), Ahmedabad is a premier entrepreneur development organization of India.

EDI has specially designed a **part-time** 'Diploma in Entrepreneurship and Business Management' with **hands-on guidance to start a business**. Week-end program has **14 days of face-to-face teaching in Dubai** by faculty from India, 7 days teaching in Ahmedabad. EDI specialists will give hands-on guidance to actually start the business. Program duration is 9 months.

Successful participants will be awarded the EDI Diploma at the convocation in Ahmedabad.

UNIQUE FEATURES

- | Program designed for **Entrepreneurs and Managers**
- | Opportunity to **start a new business or grow an existing business with support from teachers, counselors and advisors** while learning
- | Facility of **learning in Dubai at your own pace and convenience**
- | Obtain a Diploma from EDI.

SmartGlobal
The Executive Education Company

For Information, Brochure & Registration, please contact:

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Diploma in Entrepreneurship and Business Management

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Startup your business

(Hands-on step-by-step counseling from experts from India and Dubai)

Offered by:

Entrepreneurship Development Institute of India, Ahmedabad

In

Dubai

Brought to you by:

SmartGlobal FZ LLC and The Business Startup Company

THE INSTITUTE

Entrepreneurship Development Institute of India (EDI) is an autonomous and not-for-profit institute that was established in 1983. Over nearly three decades EDI has equipped thousands of people with entrepreneurial skills through well-conceived training interventions and capacity building activities. EDI has helped establish twelve entrepreneurship development centers and institutes in different Indian States. For more details about EDI please refer to the site www.ediindia.org/ and www.ediindia.ac.in

THE COURSE

EDI is bringing its 'Diploma in Entrepreneurship and Business Management' to Dubai. This course has been specially designed by EDI for Dubai. EDI has used its distance education model, added 21 days of face-to-face teaching by faculty from India (14 days on in Dubai (7 weekends over seven months) and 7 days in Ahmedabad), and hands-on guidance to start the business. Program duration is 9 months. Successful participants will be awarded the EDI Diploma at the convocation in Ahmedabad in 2012.

SmartGlobal will assist participants to do a lean startup and test the business with The Business Startup Company www.thebusinessstartupcompany.com.

PROGRAM BENEFITS - THREE OPPORTUNITIES IN ONE PROGRAM

The EDI Diploma program in Dubai offers a unique opportunity to study, test the business idea, and acquire a diploma:

- It offers an opportunity to realize your dream of **become entrepreneurs while working**;
- Provides the facility of **learning in Dubai at own pace and convenience**;
- Provides an **opportunity to test the business idea with support from teachers, counselors, and advisors while learning**, and
- Obtaining a **Diploma from EDI, while working**.

The program is also designed as to develop:

- Enkindle the spirit of enterprise by nurturing entrepreneurial traits and motivation;
- Execution and decision-making capabilities required to set up a business venture; and
- The expertise to successfully manage a new business.

The study material covers areas like: business opportunity identification, market assessment, feasibility and business plan preparation, assistance to facilitate the learner in implementing the business and small business management.

DURATION

The duration of the program in Dubai is nine months. There will be 21 days of face-to-face teaching by EDI faculty. Faculty will visit Dubai for 7 weekends every month (Friday and Saturday)

starting November 2011 and ending May 2012. There will be a 7 days of teaching in the EDI campus in Ahmedabad).

Hands-on guidance to start the business will be available from The Business Startup Company throughout the period of study to develop a business website, meet customers, suppliers, and develop a business plan based on a real business.

The program is intensive. The learner has to gain knowledge and skills from specially designed study material that will facilitate him/her in launching and successfully managing a business. The learning time and pace are flexible, and will be driven by the participant.

Since the program runs concurrently with work, it is advisable that participants carefully plan the time he/she would like to spend on individual study of the inputs.

PROGRAM CONTENTS

The course will be in the form of lectures based on study material. The course and self-instructional study material are divided into following units. The bullets are the contents of the units.

Unit 1: About Entrepreneurship:

- What is Entrepreneurship?
- Charms of being an Entrepreneur
- Factors influencing Entrepreneurship

Unit 2: Information on Support Systems to start businesses:

- Starting a business in Dubai, UAE
- Starting a business in India

Unit 3: Business Opportunity Identification:

- Classification of Business
- Environment Scanning - that comprises of need assessment, resource assessment, analysis of sources of supply, policy/economy assessment, and sources of information
- Project Ideas
- Selection of Business Opportunity
- Project Feasibility
- Final Selection of Appropriate Business Opportunity

Unit 4: Market Assessment:

- Market Assessment - need and relevance, 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
- Exploring Self
- Self-Assessment
- Systematic Planning
- Entrepreneurial Competencies
- Goal Setting
- Team Building
- You Too Can Do It

Unit 6: Business Plan Preparation and Project Finance

- Business Plan: Need and Relevance
- Importance and Specification of a project
- Market Feasibility
- Technical Feasibility
- Financial Viability
- Strategic Planning
- Implementation Schedule
- Accessing capital
- Making a pitch presentation (Dubai) / access to loans (India)
- Startup 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
- Communication Skills
- Negotiation - Strategies & Tactics
- Problem Solving and Decision Making
- Economics for Small Business

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
- Self-Management in Small Business

Unit 9: Small Business Management part – III:

- Marketing Management in Small Business
- Financial Management in Small Business
- Costing and Pricing in Small Business
- Assessment of Working Capital Requirement
- Management of Working Capital

Unit 10: Statutory Requirements:

- Labor Related Requirements (India and UAE)
- Introduction of Commercial Laws (India and UAE)
- Tax Related Requirements (India)
- Industry Specific Requirements (India and UAE)

Unit 11: Study Material on Current Business Aspects:

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

STUDY MATERIAL

The printed 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 counselors.

The material relevant for Dubai, UAE will be taught by guest lecturers and additional e-material will be distributed.

MEDIUM OF INSTRUCTION

The medium of instruction is English.

CONTACT SESSIONS

The Dubai program has 21 days of contact sessions detailed below:

14 days in Dubai - 2 days each month in Dubai starting November 2011 through May 2012

7 days in EDI Ahmedabad – June or July 2012

Recognizing the need for personal counseling, the program includes contact sessions in Dubai provided by The Business Startup Company. As a part of the program each participant will need to make a website of the business, contact real customers, and meet suppliers to develop a business model as a part of preparing the business plan.

FOLLOW-UP SUPPORT

Support for preparing a business plan and assistance with regard to procedures and formalities shall be provided to those who intend to launch their businesses soon after completion of the course. Counselors would be available for the purpose for a period of three months after completion of the course.

WHO CAN JOIN

Everyone has potential to become an entrepreneur. History has shown that school dropouts and PhDs can become entrepreneurs. The basic objective of this course is to provide education in entrepreneurship to potential entrepreneurs, the course is open to:

- 1) School graduates, diploma holders, and college graduates,
- 2) Business executives, professionals, and technocrats (IT and other)
- 3) Members of the business community

All with a 3-5 year minimum work experience

FEE STRUCTURE

The fee for the EDI Diploma program is AED 16,500.

For starting up your business, with support of The Business Startup Company an additional AED 3,500.

TIME TABLE

The program begins in November 2011 and ends in July 2012.

ASSESSMENT PROCESS

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

- Submission of assignments
- Project report preparation
- final examination

Assessment will be done in three stages:

Stage I: Submission of Assignments

Submission of assignments is compulsory; the objective is to enable the learner to have a better understanding of various aspects of entrepreneurship.

Stage II: Detailed Business Plan

The learners have to submit his/her Business Plan for evaluation. 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 EDI Ahmedabad.

In addition to the above, the learner will have to take online quizzes as a part of continuous evaluation. The online quizzes will be based on the modules of the course.

SUBMISSION OF APPLICATION FORM

Please submit the application form on www.smartglobalme.com. The applicants will need to submit proof of their educational qualifications and experience at a later time before start of the program.

AWARD OF DIPLOMA

The learner will be awarded an EDI “Diploma in Entrepreneurship and Business Management” on obtaining a minimum of 50% marks in Business Plan and the Final Examination.

SMARTGLOBAL - EDI CONTACT IN DUBAI

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