Entrepreneurship Development Institute of India
Ahmedabad

Dream • Dare • Deliver

AICTE Approved

POST GRADUATE DIPLOMA IN MANAGEMENT - ONLINE

PGDM - Online

Batch 2025-2027

DIRECTOR GENERAL'S MESSAGE

Entrepreneurship is no longer confined to traditional classrooms or specific age groups. In today's fast-paced, digitally connected world, the ability to learn at any age, from any place, and at any point in time is crucial. At EDII, we recognize this need and are proud to offer the Post Graduate Diploma in Management - Online (PGDM-ONLINE), a programme designed to empower working professionals, faculty members, and aspiring entrepreneurs to build their enterprises while they learn.

The PGDM-Online programme is tailored for those who seek to balance their professional commitments with their entrepreneurial aspirations. Whether you are a working professional looking to upskill, a faculty member aiming to deepen your understanding of entrepreneurship, or a startup enthusiast building your enterprise, this programme provides the flexibility and rigor you need to succeed.

With a curriculum combining theoretical knowledge with practical insights, the PGDM-Online programme ensures you can apply what you learn in real-time to your business or professional role. Our emphasis on self-paced learning, live sessions, and mentorship from industry experts ensure that you can learn at your convenience without compromising on quality.

At EDII, we believe that entrepreneurship is for everyone, and our PGDM-Online programme is a testament to this belief. Join us to transform your entrepreneurial journey and advance your career or business.

My best wishes to you!

Dr. Sunil Shukla

VISION

To Retain Global Leadership in Fostering and Developing Entrepreneurship.

MISSION

- Become a leading resource centre of knowledge management pertaining to various aspects of entrepreneurship.
- Promote entrepreneurship through education, training, applied research and institution-building.
- Augment the pool of entrepreneurs in different sectors and constituencies in accordance with national priorities and programmes.
- Help existing SMEs and family managed businesses improve their entrepreneurial competencies and develop cadres of trainers in entrepreneurship
- Facilitate interface with policymakers and foster networks with Central and State Governments, Entrepreneurship Development Institutions, Industry and other stakeholders.
- Assist in capacity building, training and institution in the field of entrepreneurship with focus on innovation, incubation and digitalization at national and international levels.

About the PGDM-Online Programme

Entrepreneurship is for everyone, and EDII has fulfilled this mission over the last 42 years. The AICTE-approved PGDM-Online programme extends this mission, ensuring entrepreneurship education and training reach every corner of the country. This programme benefits business owners (Micro, MSME), startup enthusiasts, family business successors, and graduate students with work experience who aspire to build or grow their own enterprises.

Programme Educational Objectives

- Impact comprehensive knowledge of entrepreneurial and managerial ecosystems.
- Develop first-generation entrepreneurs by building necessary skills and attitudes for initiating and growing an enterprise/start-up.
- Enable family business successors as change agents to augment competitiveness and growth.
- Build sustainable social impact ventures.
- Nurture intrapreneurial aspirations and compatible capabilities.

Programme Highlights

- Specialization in Entrepreneurship
- Unique elective subjects from Marketing, Finance, Human Resources, Business Analytics, and IT.
- Value-added certificate courses every semester to build expertise from Swayam.
- Integrated Learning Management Portal for easy access, anytime data availability, and monitoring.
- Top-class faculty sessions and pre-recorded content available 24/7 for self-paced learning.
- Be part of EDII's 42-year legacy and alumni network.
- Interact with specialist educators, mentors, and entrepreneurs during the programme.

Learning Outcomes

- Understand contemporary business practices as an entrepreneur.
- Understand the functions and responsibilities of various management disciplines in entrepreneurship.
- Learn how to contribute to family businesses and new enterprise creations.
- Develop entrepreneurship skills and attitudes for becoming potential entrepreneurs.

Who Should Apply?

This programme is ideal for:

- **Early-career professionals** looking to accelerate their managerial and entrepreneurial journey
- **Mid-level professionals** transitioning into leadership roles
- **Aspiring entrepreneurs** and business owners seeking structured knowledge and guidance
- **Corporate executives** wanting to enhance their business acumen in a flexible format

Eligibility Criteria

- A Bachelor's degree (minimum 3 years) with at least 50% marks or equivalent CGPA from a recognized university
- Candidates from any discipline with an entrepreneurial mindset are encouraged to apply
- Work experience is preferred but not mandatory

Programme Architecture

FIRST YEAR

SEMESTER I

S.No	Courses	Credit
Core-1	Entrepreneurship Theory & Practice	4
Core-2	Financial Reporting, Statements & Analysis	4
Core-3	Business Economics for Entrepreneurs	2
Core-4	Digital Marketing for Startups	4
Core-5	Management Concepts and Organizational Behavior	4
Core-6	Business Statistics & Analytics for Decision-Making	2
Core-7	Experiential Learning 1: Opportunity Mapping & Validation	2
Total Credit		**22**

Value-Added Course (VAC)	Art of Selling & Negotiation (Swayam)
Immersion Programme	Three Days Campus Immersion-1 (Ideation & Networking)

SEMESTER II

S.No	Courses	Credit
Core-1	Financial Management for Startups	4
Core-2	Human Resource Management for Entrepreneurs	4
Core-3	Quantitative Techniques for Market Research	4
Core-4	Costing and Pricing Strategies for Entrepreneurs	4
Core-5	Legal Aspects of Business & Intellectual Property Rights	2
Core-6	Effective Entrepreneurship: Scaling & Growth	2
Core-7	Experiential Learning 2: Customer Discovery & Validation	2
Total Credit		**22**

Value-Added Course (VAC)	Design Thinking (Swayam)
Immersion Programme	Three Days Campus Immersion-2 (Prototyping & Pitching)
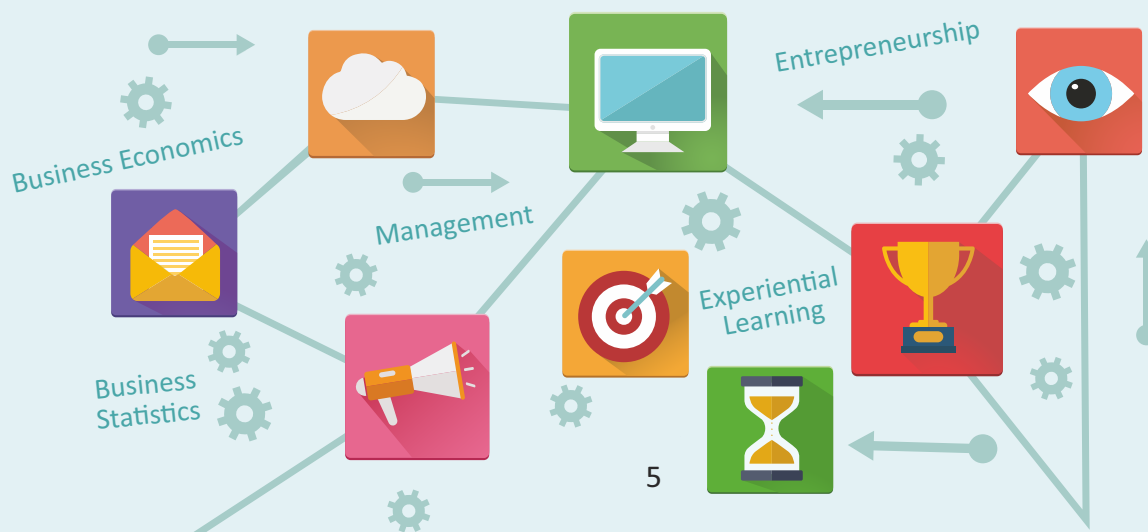
Programme Architecture

SECOND YEAR

SEMESTER III

S.No	Courses	Credit
Core-1	Strategic Management for Entrepreneurs	4
Core-2	Sustainability & Social Entrepreneurship	2
Core-3	Global Entrepreneurship & International Business	2
Total		**8**

Electives (4 Options)		**4*4**
Capstone Project	Detailed Project Report (DPR)/Business Plan	4
Total Credit		**28**

Value-Added Course (VAC)	Business Development: From Start to Scale (Swayam)
Immersion Programme	Three Days Campus Immersion-2 (Mentorship & Feedback)

SEMESTER IV

S.No	Courses	Credit
Core-1	Investor Pitching & Venture Funding	4
Core-2	Family Business Clinic & Succession Planning	2
Core-3	Business Taxation & Compliance for Entrepreneurs	2
Total		8

Electives (Choose 4 options)	**4*4**
Total Credit	24

Value-Added Course (VAC)	Digital Transformation: Theory and Applications (Swayam)
Immersion Programme	Three Days Campus Immersion-4 (Demo Day & Networking)

Electives & Specializations:

Students are required to select four electives either from the options provided by the institute or from the Swayam Online Platform to opt for a particular specialization. However, elective availability is subject to at least 40% of the class opting for the subject.

Semester III Tentative Electives (4 Options to be selected)
1. Launching and Managing an Enterprise
2. Project Formulation & Feasibility Analysis
3. New Enterprise Financing & Appraisal
4. Family Business Dynamics & Governance
5. Business Risk Management & Mitigation
6. Technology Entrepreneurship & Innovation
7. Entrepreneurial Leadership & Team Building

Semester IV Tentative Electives (Choose 4)
Marketing Electives
1. Digital Marketing & Growth Hacking
2. Brand Building for Startups
3. Customer Experience & Retention Strategies

Finance Electives
1. Startup Valuation & Financial Modeling
2. Crowdfunding & Alternative Financing
3. Financial Planning for Entrepreneurs

HR Electives
1. Building High-Performance Teams
2. Talent Acquisition & Retention in Startups
3. Organizational Culture & Change Management

Tech & Analytics Electives
1. Data-Driven Decision-Making for Entrepreneurs
2. Blockchain & AI Applications in Business
3. Business Performance Metrics & Dashboards

Teaching Pedagogy
The teaching pedagogy will blend online and live lectures, mentoring, e-tutorials, e-content, case studies, live projects, quizzes, assignments, and self-study.

Programme Delivery
- Duration: 2 years (4 Semesters, 96 Credits, 2400 hours of learning)
- Schedule: Weekend Online Sessions (Saturday and Sunday, except public holidays)
- Delivery Mode: Sessions will be conducted online and can be accessed on desktops, laptops, tablets, or smartphones.

Admission Eligibility & Procedure
- **Eligibility:**
  o Bachelor's degree with at least 50% marks or equivalent CGPA in any discipline from a recognized university (45% for reserved categories).
  o Minimum 1 year of work experience preferred but not mandatory.

1 SSIP

Student Startup and Innovation Policy
Upto

INR **2.5 lakhs**

for development of POC

2 NODAL INSTITUTE GRANT

Scheme for Assistance for Startup/
Innovation under Gujarat Industrial Policy 2020

Assistance upto

INR **30 lakhs**
Seed Support

INR **20K** Per-Month for Startups (sustenance allowance)

INR **25K** Per-Month for Women led Startups (sustenance allowance)

Assistance Upto

INR **10L** Social Impact Grant

3 SISFS

Startup India Seed Fund Scheme
Assistance Upto

INR **50 lakhs**

Grant-in-aid upto

INR **20 lakhs**

Per Idea

4 MSMEs

MSME Innovative Scheme
Grant-in-aid upto

INR **15 lakhs**

Per Idea
For development and
nurturing of Idea

Highlights

High ROI

Skill Upgrade

Entrepreneurship
Network Upgrade

Funding Support

5 ASIIM*

Ambedkar Social Innovation
and Incubation Mission

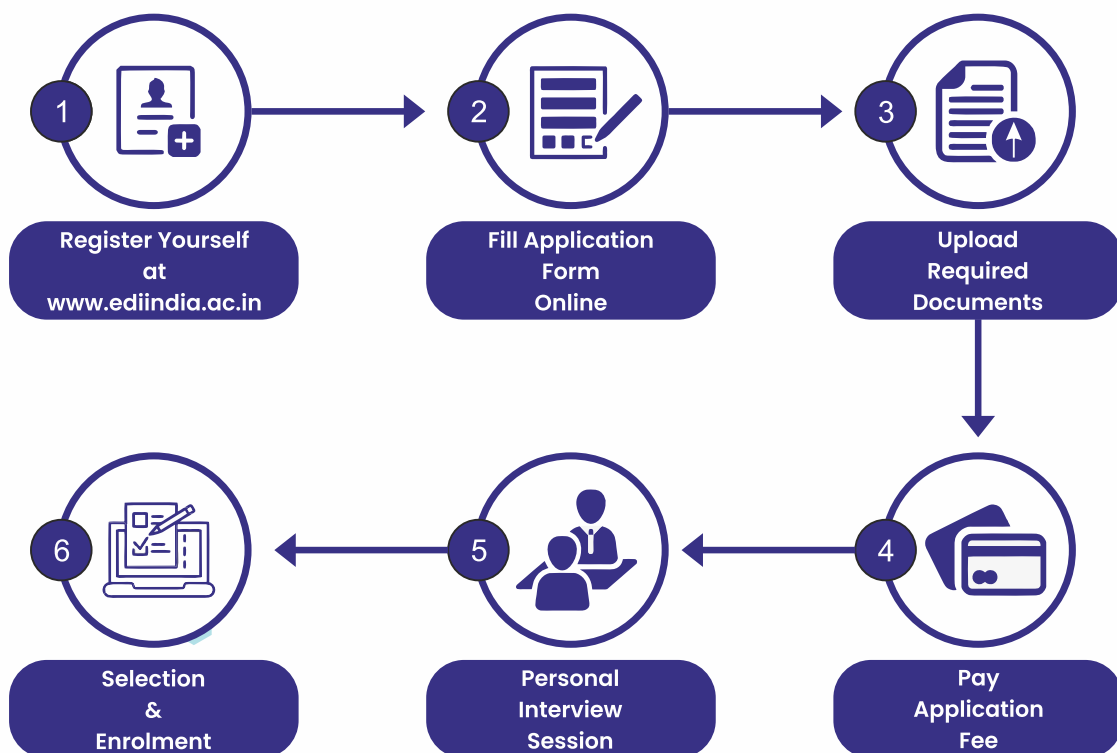INR **30 lakhs**
Over 3 Years

Venture Funding

INR **15 Cr**

For Successful Ventures
*For SC Category

7 Connecting with various Angel Networks and
Venture Capital for fundraising

8 Support to fund the startup through
SME IPO

How to Apply

1 Register Yourself at www.ediindia.ac.in	**2** Fill Application Form Online	**3** Upload Required Documents
6 Selection & Enrolment	**5** Personal Interview Session	**4** Pay Application Fee

Programme Fee

- **Application Fee:** Rs. 1,500/- (Rs. 1,000/- for female candidates & reserved category)
- **Programme Fee:** Rs. 1,75,000/- (excluding application fee)
- **Payment Schedule:**
  o   Installment I: Rs. 50,000 (at the time of admission)
  o   Installment II: Rs. 50,000 (Semester-II Registration)
  o   Installment III: Rs. 50,000 (Semester-III Registration)
  o   Installment IV: Rs. 25,000 (Semester-IV Registration)

Admission Process

1. **Application Submission:** Fill out the online application form with the required details
2. **Personal Interview:** Shortlisted candidates will undergo an online interview
3. **Admission Offer:** Selected candidates will receive an offer letter
4. **Enrollment & Fee Payment:** Secure your seat by completing the admission process

Programme Faculty & Mentorship

Learn from renowned faculty and industry experts with extensive experience in business, technology, and entrepreneurship. The programme also provides mentorship opportunities with successful entrepreneurs and industry leaders.

Alumni Network & EDII's Support

- **Lifelong Access:** Join an extensive network of EDII alumni across industries
- **Startup Incubation:** Leverage EDII's incubation support for entrepreneurs
- **Networking Events:** Participate in exclusive alumni events, masterclasses, and mentorship sessions

ABOUT EDII

Launched in 1983, EDII is a National Resource Institute in entrepreneurship education, research, training, capacity building, institution-building, MSME growth and startup incubation. The Institute has been set up with the support of premier financial institutions, viz; the IDBI Bank Ltd; ICICI Ltd; IFCI Ltd; State Bank of India and with the backing of the Government of Gujarat. EDII is recognized as the CENTRE OF EXCELLENCE by the Ministry of Skill Development and Entrepreneurship, Govt. of India.

EDII activities and projects have been categorised under the Departments of Policy Advocacy, Knowledge and Research, Entrepreneurship Education; Government Projects; CSR Partnerships; Innovation and Technology (DIT); International Outreach (DIO) and SME Development Business. Institute's Technology Incubation Centre, CrAdLE (Centre for Advancing and Launching Enterprises), set up with the support of Department of Science and Technology, Govt. of India, is focused on incubating innovative start-ups.

The Institute also undertook the task of institution building by setting up entrepreneurship development centres in several states of the country including the newly set up states/UTs of Goa, Uttarakhand, Chhattisgarh, Ladakh etc. This effort was broad-based internationally too, with the setting up of Entrepreneurship Development Centres in Cambodia, Laos, Myanmar, Vietnam, Uzbekistan and Rwanda.

Today EDII works in a collaborative mode with noted corporates as well as Government Ministries / Departments in implementing mega projects with resounding results in terms of New Enterprise Creation and generation of livelihood options. The Institute is committed to the goal of boosting entrepreneurship across segments and sectors through innovative models, projects and programmes, thus effectively leading the country towards the mandate of Viksit Bharat.

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Ahmedabad

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RECOGNIZED AS THE
CENTRE OF EXCELLENCE
BY THE
MINISTRY OF SKILL DEVELOPMENT & ENTREPRENEURSHIP
GOVT. OF INDIA

United States Association
for Small Business and
Entrepreneurship
(USASBE) Outstanding
Entrepreneurship Program
Abroad Award 2014

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