

TRANSFORM YOUR ENTREPRENEURIAL JOURNEY

11-Month Post Graduate
Program in Entrepreneurship &
Family Business

High-impact program designed for
aspiring entrepreneurs and family
business successors to scale and
innovate in today's dynamic
business world.

Jointly Offered by
IILM & EDII Ahmedabad

Empowering Future Entrepreneurs
& Family Business Leaders Twin
Campus Immersion – New Delhi &
Ahmedabad Industry Mentorship,
Real-World Projects and Global
Network

(limited seats, admission window may close if the seats are filled up)

PROGRAM OVERVIEW & BENEFITS

Why Choose This Program?



International Business, Startup Finance, Family Business & Governance

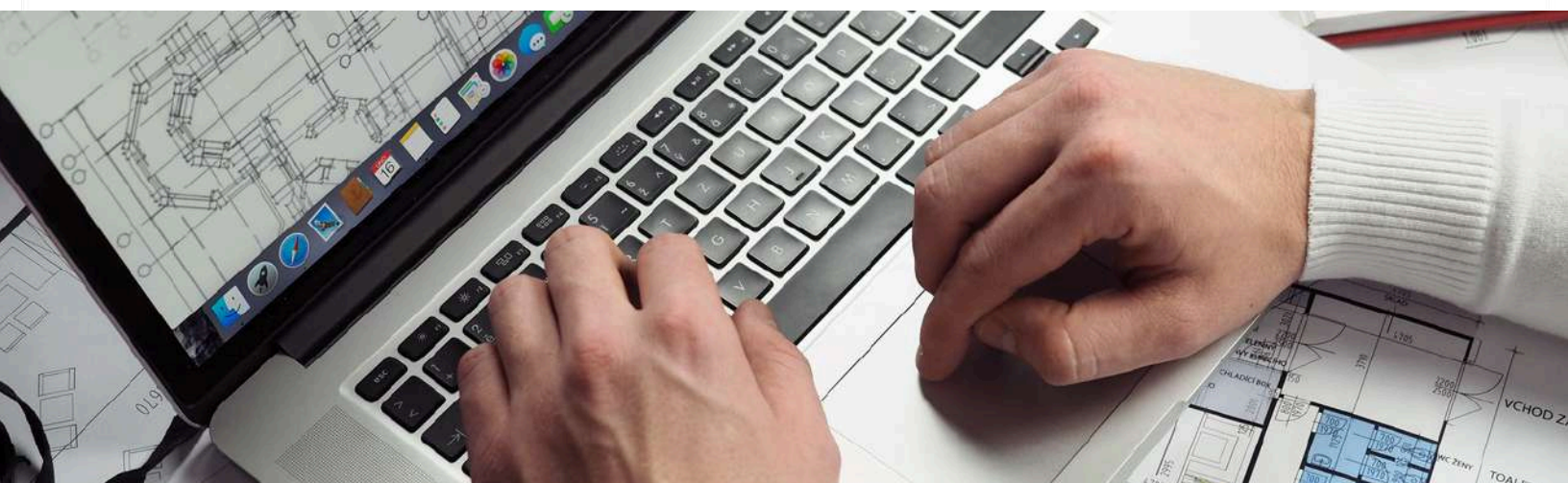
- Real-World Insights Guest Lectures from Industry Experts & Startup Founders
- Flexible Learning – Hybrid model with online & offline sessions Global & Local
- Networks – Access to alumni, investors & business leaders

Who Should Join?

- ③ Graduation in any discipline with some work experience (preferable)
- ③ Entrepreneurs, Business Owners, and Startups members Family Business
- ③ Successors & Next-Gen Leaders Working Professionals transitioning to
- ③ Entrepreneurship

Career Outcomes

- ③ Start and Scale Your Own Venture Expand and
- ③ Innovate Your Family Business Lead High-Growth
- ③ Startups and Corporations Work as Business
- ③ Consultants & Advisors



PROGRAM STRUCTURE & CURRICULUM

Structured into 3 Terms + Internship

Term 1 (Aug - Oct) - Business Foundations (Delivered by IILM with EDII Faculty Contributions)

- Economics for Business Entrepreneurial Mindset Small
- Business Management (HR & Market Strategies)
- Leadership & Organizational Behavior Operations &
- Supply Chain Basics of Finance & Fundraising

Term 2 (Nov - Jan)- Advanced Business & Growth Strategies (Delivered by IILM with EDII Faculty Contributions)

- Manifestation of Entrepreneurship Design
- Thinking & Innovation Emerging Technologies (AI, IoT, SMAC)
- Data for Decision Making (Costing & Pricing)
- Managing Business Growth, Divestiture & Exit Small Business Management 2 (ERP & Accounting)

Internship (Feb - March) 100-Hour Incubation Experience

- Work with Startups, Family Business Firms, or
- Incubators Hands-on Business Development & Strategy Implementation

Term 3 (April - June) Specialization & Capstone Project (Delivered by EDII at Ahmedabad Campus)

- Managing Family-Owned Enterprises (Governance, Succession, Conflict Resolution)
- Leadership & Financial Growth Strategies Electives (Choose 2):
- Spin-off Ventures Business Diversification Internationalization Strategies

Final Business Project & Pitch to Investors

Post-Program Support & Career Services

- Business Mentorship & Incubation
- Support Access to Funding &
- Investment Networks Alumni
- Engagement & Continuous Learning

About IILM

We are a leading institution in Business Management Education located at Lodhi Road, New Delhi, with a heritage spanning over 30 years. Established in 1993, IILM has built a strong reputation, evolving from a modest start with 60 students to a prominent institution offering 180 seats in its flagship Post Graduate Diploma in Management (PGDM), approved by the All India Council for Technical Education (AICTE).



Our institution offers a highly conducive academic environment, featuring interactions with dedicated professors who bring a blend of industry and academic experience. Located near key industry strategists and practitioners in the service and manufacturing sectors, we provide students with valuable exposure to both domestic and international organizations.

Established in 1998, IILM Jaipur has been at the forefront of management education for over 27 years. The group runs various management institutes with the acronym "IILM" across the country, with campuses in Jaipur, New Delhi, Gurugram, Greater Noida and Lucknow. Our mission is to impart quality education and foster a culture of innovation, leadership, and lifelong learning. With a vision to develop globally responsible managers, we strive to create a niche of professionals who make meaningful contributions to business and society.

What sets us apart is our dedication to cultivating an Inspirational Learning Environment that not only builds strong foundational knowledge but also prepares students for the disruptive and dynamic changes in the global business ecosystem.

Our pedagogy encourages critical thinking, innovation, and adaptability—qualities that are vital in today's rapidly evolving industries. IILM's Global Connect initiative enables students to experience diverse cultures and global business practices. With partnerships worldwide, IILM offers programmes that expand horizons, enhance global perspectives, and prepare students to excel in a globalised world. Students attend Conferences, Seminars & international events to have corporate learnings, networking for better visibility.





About EDII

Launched in 1983, EDII is a National Resource Institute in entrepreneurship education, research, training, capacity building, institution building, MSME growth, innovations and 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 stands on the belief that 'Entrepreneurs are not just born but can also be created by training and well-conceived interventions.'

Over last more than four decades, through strategic PAN India interventions, EDII has successfully established the credibility of entrepreneurship as a development tool. EDII has been recognized as the CENTRE OF EXCELLENCE by the Ministry of Skill Development and Entrepreneurship, Govt. of India. . This effort was broad-based internationally too, with the setting up of Entrepreneurship Development Centres in Cambodia, Laos, Myanmar, Vietnam, Uzbekistan and Rwanda.

Institute's Business 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 start-ups in the potential areas of food/agri business, renewable energy and healthcare. Today EDII works in a collaborative mode with noted corporates, Government Ministries / Departments and regulatory bodies in implementing mega PAN India projects, with focus on policy advocacy & research; entrepreneurship education; New Venture Creation; growth of existing enterprises; SME growth & Business Development Services; sustainable livelihoods & global entrepreneurship Development interventions.



Program Design constructs:

This PG program is jointly offered by IILM and Entrepreneurship Development Institute (EDI), Ahmedabad, for an aspiring leader within a family business or an entrepreneurial-minded individual looking to create and develop new ventures. The programme intends to equip participants with the necessary skills to start a venture or take the family business to the next level in today's volatile, complex, and disruptive business environment.



IILM
UNIVERSITY



**Entrepreneurship
Development
Institute of India
Ahmedabad**

Duration: 11-months The program is **divided into three terms with two months of immersion** for family business, new enterprise/ start-ups. **Term -1 (Sept-Nov)**

- Economics environment for business (Macro Micro and competitiveness)
- The entrepreneurial Mindset
- Small Business Management 1
- Market and HR Management, leadership and Operations
- Basics of finance, fundraising

Term 2 (Feb-March)

- Manifestation of Entrepreneurship
- Design Thinking and Innovation
- Emerging Technology, (including AI for entrepreneurship, SMAC, IOT Etc)
- Data for decision-making (including Product costing and pricing)
- Managing business growth divesture and exit Small Business
- Management 2
- Accounting and Technology (including ERP)

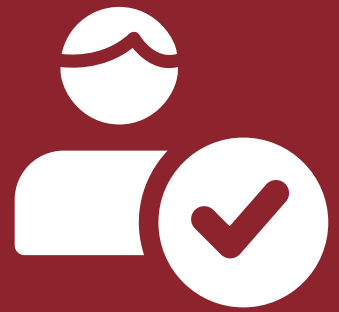
The first two terms will include foundation courses in management, family business, and entrepreneurship. This will be followed by a two-month internship, and the electives will be offered in the final term. There are five pathways:

- Technology and Innovation
- AI and Data Analytics
- International Business (Exports)
- Start-up Finance
- Family business, and governance.

All courses will be 30 hours long and will be of 3 credits each (20 hrs +10, Theory and Practical).

Admission Eligibility and Criteria:

The eligibility criteria include graduation in any discipline or an equivalent qualification. People with entrepreneurship experience and/or corporates with minimum 3 years of experience, are also eligible to apply for this programme.



Selection process - about entrance exam conducted by EDII followed by PI

Online Application: Applicants should complete the online application form with a non-refundable admission processing fee of Rs. 1,500/- (Rs. 1,000/- for female candidates & reserved category). The payment should be made online by credit card/debit card/net banking. All communications with regard to admission will be done through electronic mails and therefore the candidates are advised to keep track of their email provided in application form.

Entrepreneurial Aptitude Test & Personal Interview: Applicants must take the Entrepreneurial Aptitude Test (EAT), a psychometric assessment designed to evaluate their entrepreneurial mindset, motivation, and related traits. Additionally, they must attend a Personal Interview (PI), conducted either online or offline.

International immersion program in China & Spain EDII emphasizes providing students with a global entrepreneurial perspective through its International Immersion Program. It offers opportunities to explore international entrepreneurial ecosystems in China & Spain.

For the Spain immersion, EDII has collaborated with **INSA Business, Marketing & Communication School in Barcelona** to provide participants with access to global mentors, workshops, and networking opportunities.



For the China immersion, EDII provides an opportunity of 10-days visit to attend the Canton Fair in China. Through these programs, students engage with peers from diverse cultural backgrounds, gain exposure to global best practices, and study innovative business models.



Seed fund scheme for startups

EDII provides small financial assistance for enabling deserving students in initiating/starting own ventures. Such support will be given to students who have feasible, viable, and impactful projects and who have progressed in implementing the project besides fulfilling other eligibility criteria. Preference will be given to women students and first-generation entrepreneurs. Some of the funds apart from Angel & Other Investments/VC are.

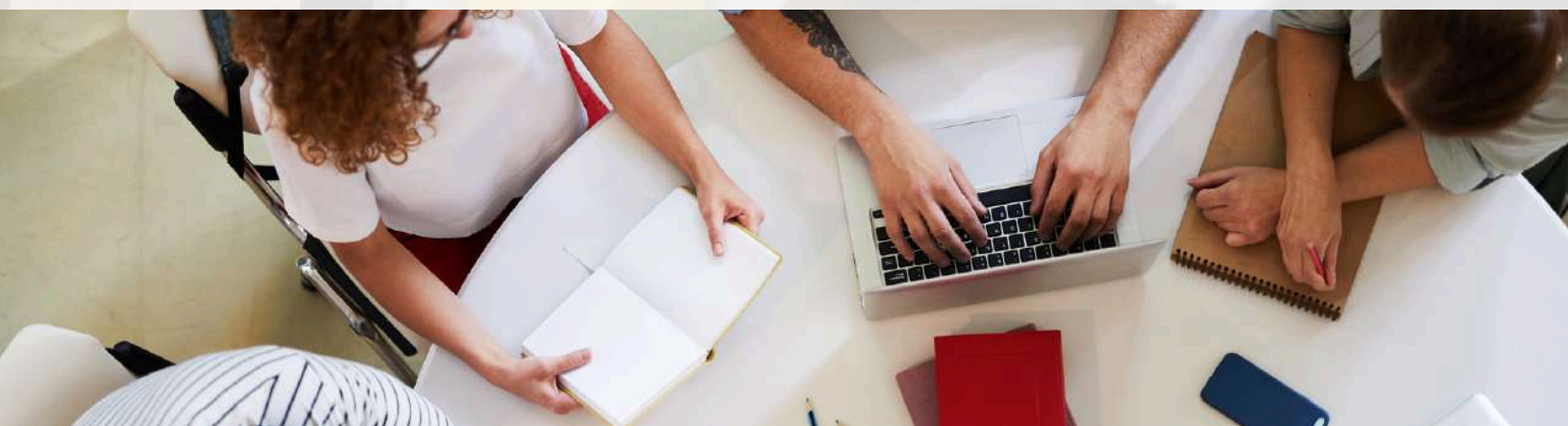


Faculty

Expert faculties from IILM and EDII have niche specialization in their own respective fields and are a blend of prominent academicians, researchers, entrepreneurs, consultants and practitioners. The course will be delivered by experienced and renowned faculty members of IILM and EDII. Industry entrepreneurs, Startup founders will be regularly invited to interact with all the participants.

Program Uniqueness:

- Jointly offered by IILM and EDII Ahmedabad providing potential access to expertise and network.
- Focus on both entrepreneurship and family business management. Inclusion of an internship for practical experience.
- **Renowned faculty and Industry experts:** The course will be delivered by experienced and renowned faculty from IILM and EDII. Industry entrepreneurs, Startup founders will be regularly invited to interact
- **Experiential Learning focus:** using case studies, simulations, guest lectures from successful entrepreneurs and family business leaders, and live projects with family businesses.
- **Mentorship Program:** Participants in small groups will be paired with experienced entrepreneurs or family business owners for guidance and support.
- **Practical Skills acquisition:** we would endeavor to ingrain practical skills such as financial modelling, business plan development, negotiation, and communication and technology adoption. Participants will be studying first term at IILM and the second term at EDII campus during the program duration and get a feel of two world-class campuses.



Batch Size: 20 (one batch starting in Sept and another in Feb)

Program Fees: 5.5 lakhs + GST (if applicable)

Scholarship Financial support is available to ensure that there are no deterrents for deserving participants. These include:

- Merit-based Scholarship
- 10% Tuition Fees Waiver (TFW) Scheme
- Special Scholarships for female participants



Program Objectives:

- To equip participants with the knowledge, skills, and mindset necessary to successfully launch and manage new ventures, or to lead and grow existing family businesses.
- To develop entrepreneurial leadership capabilities, including strategic thinking, innovation, problem-solving, and decision-making.
- To provide a comprehensive understanding of the unique challenges and opportunities associated with family businesses, including governance, succession planning, and intergenerational wealth transfer.
- To foster a strong network of peers, mentors, and industry professionals in the entrepreneurship and family business ecosystem.
- To instil a sense of ethical and social responsibility in business practices.

Specific Learning Outcomes:

Knowledge & Understanding:

- Understand core business principles across functional areas like finance, marketing, operations, and strategy.
- Grasp the specific dynamics and complexities of family businesses, including family systems, ownership structures, and intergenerational relationships.
- Learn about various entrepreneurial pathways, from bootstrapping startups to scaling established businesses.
- Gain knowledge of different business models, innovation processes, and technology trends.
- Understand the legal and regulatory environment relevant to startups and family businesses.
- Develop an understanding of financial management, including raising capital, managing cash flow, and financial reporting.

Skills & Abilities:

- Develop the ability to identify and evaluate business opportunities. Create and implement a comprehensive business plan.
- Master the skills needed to manage and grow a business, including marketing, sales, operations, and human resources.
- Learn to lead and motivate teams, build strong relationships, and communicate effectively.
- Develop problem-solving and decision-making skills in complex and ambiguous situations.
- Acquire negotiation and conflict resolution skills, particularly relevant in family business contexts.
- Learn how to manage innovation and drive growth in a dynamic business environment.

Mindset & Attitudes:

- Cultivate an entrepreneurial mindset characterized by proactiveness, resilience, and a willingness to take calculated risks.
- Develop a strong work ethic, a commitment to excellence, and a passion for creating value.
- Foster a sense of ethical and social responsibility in business practices.
- Develop an appreciation for the importance of family values and legacy in family businesses.
- Build confidence in their ability to lead and manage businesses effectively. Develop a growth mindset and a commitment to continuous learning.

Career Outcomes:

- Launch and manage their own startups.
- Lead and grow their family businesses. Secure leadership positions in established companies.
- Work as consultants or advisors in the entrepreneurship and family business domain.
- Contribute to the development of the entrepreneurial ecosystem.

For Family Business Specific Outcomes:

- Understand the history and evolution of their family business. Learn about the roles and responsibilities of family members in the business.
- Develop skills in family governance, including creating a family constitution and managing family meetings.
- Understand the process of succession planning and how to ensure a smooth transition of leadership.
- Learn about the importance of aligning family values with business strategy.
- Develop skills in managing intergenerational relationships and resolving conflicts within the family business.

ADMISSIONS, FEES & CONTACT INFO

Admission Process

Eligibility: Graduates with an entrepreneurial mindset (No prior business background required) **Application:** Online Application & Statement of Purpose **Selection process**

EDI administered Entrance test Online mode Submission of 500 words statement of purpose as to why the candidate wishes to join the program

Personal Interview (Online /Offline options available) BatchSize: First batch limited to 50 Participants

Program Fee

INR 5.5 Lakhs + GST (Flexible Payment Installments Available) Scholarships & Financial Aid Merit-Based & Need-Based Scholarships Available

***Join a Transformational
Learning Experience & Build Your
Entrepreneurial Legacy!***



35/95, Kumbha Marg, Sector 10, Sector 6, Pratap Nagar, Jaipur,
Rajasthan 302033



efbmjaipur@iilm.ac.in



[https://iilmjaipur.ac.in/pg-program-in-entrepreneurship-
and-family-business-pgp-efbm/](https://iilmjaipur.ac.in/pg-program-in-entrepreneurship-and-family-business-pgp-efbm/)



+91 95605 37773