

Post Graduate Programme for Certificate in Entrepreneurship Management (PGP-CEM) 2014-15 (Full-time: Residential): Admission Brochure

MESSAGE FROM THE DIRECTOR



Promotion of entrepreneurship and social consciousness is a part of XLRI's mission. It is against this background that a new initiative in the form of the Post Graduate Programme for Certificate in Entrepreneurship Management (PGP-CEM) was designed by the Institute's Entrepreneurship Development Centre (EDC) in 2009 in order to provide competency-based education to eligible candidates with a view to promoting entrepreneurship in Jharkhand and rest of the country.

Four batches of the programme have by now graduated. I note with great satisfaction that a vast majority of those who have gone through the programme, have turned out to be successful entrepreneurs in various sectors of the economy across different parts of the country. We in XLRI therefore feel good that our desire to promote entrepreneurship among the youth through launching of PGP-CEM has largely been realized.

We are now at the threshold of commencing the fifth round of this innovative programme on Entrepreneurship Management. I welcome all those interested to become conscientious entrepreneurs to join the Post Graduate Programme for Certificate in Entrepreneurship Management (PGP-CEM) 2014-15 of XLRI.

Fr E. Abraham, SJ, PhD
Director, XLRI

MESSAGE OF THE EDC CHAIRPERSON



Our objective in launching the Post Graduate Programme for Certificate in Entrepreneurship Management (PGP-CEM) has been to generate a breed of entrepreneurs who are equipped with conceptual as well operational skills required for translating an idea into a venture and to carry it out successfully.

The courses included in the curriculum of PGP-CEM have therefore been carefully designed so as to build within the graduates the foundation of an entrepreneurial orientation and to instill in them skills and insights necessary to address the challenges faced in course of operating an entrepreneurial venture.

We note with satisfaction that a vast majority of those who have gone through the programme so far, have turned out to be successful entrepreneurs.

We would like to continue with the efforts to carry forward our mission to promote entrepreneurship in the country through the subsequent rounds of PGP-CEM. We would therefore welcome all those who have a dream to launch entrepreneurial ventures and create wealth for themselves as well as the society, to join the Post Graduate Programme for Certificate in Entrepreneurship Management 2014-15 of XLRI.

Prof. Prabal K. Sen
Chairperson,
Entrepreneurship Development Centre (EDC),
XLRI Jamshedpur

PGP-CEM 2014-15: Admission Announcement

The Entrepreneurship Development Centre (EDC) of XLRI, Jamshedpur invites applications for admission into the 5th batch of its full-time 6-month Post Graduate Programme for Certificate in Entrepreneurship Management (PGP-CEM). The salient features of the programme and the procedure of admission are indicated below.

Programme Objective

PGP-CEM has been designed to provide competency-based education to the eligible candidates with a view to promoting entrepreneurship in Jharkhand and rest of the country. The programme will be pursued in such a manner as to encourage critical and lateral thinking and integrate theory with practice.

Pedagogy

The *modus operandi* to be adopted for achieving the programme objective will consist of

- (i) Class lectures, which may draw upon Indian and global cases wherever necessary.
- (ii) Individual and group assignments,
- (iii) Project formulation exercise to be carried out under the mentorship of a faculty member

Curriculum

Apart from a project formulation component, which will constitute an integral part of the Programme, a number of courses covering conceptual and operational aspects related to execution of entrepreneurial ventures (totalling around 360 contact hours) will be included in the curriculum. The courses currently constituting the curriculum are as under:

S.No	Courses
1	Fundamentals of Entrepreneurship
2	Competitive Advantage and Strategic Management
3	Communication
4	Social Entrepreneurship
5	Managerial Economics
6	Setting Up and Managing Production
7	Leadership and Business Development
8	Banking Policy for Enterprise Development & Microfinance
9	Human Resource Management
10	Accounting in Business
11	Macroeconomic Environment of Business
12	Scaling-up Ventures
13	Marketing Research

14	Entrepreneurial Marketing including CRM
15	Agripreneurship
16	Enviropreneurship
17	Family Business
18	Legal Aspects of Business
19	Mobilization and Management of Finance
20	Business Planning, Appraisal and Implementation
21	Advertising
22	Technopreneurship
23	Management of Service Sector Enterprises
24	Networking and Negotiation

The details of the curriculum and the number of contact hours involved may be modified if and when such modification is considered necessary for making the Programme operationally more efficacious.

Assessment, Evaluation and Certification

Method of assessment and evaluation of performance of candidates in any given course will be decided by the faculty member conducting the respective course. On successful completion of the Programme and based on the overall performance across courses, the Post Graduate Certificate in Entrepreneurship Management (PGCEM) will be awarded by XLRI to the eligible candidates.

Faculty for the Programme

The courses included in the Programme will be conducted by XLRI's faculty known for their research and/or hands-on professional experience in relevant areas and disciplines. Guest Lecturers from the industry/profession may be invited in certain cases to sharpen the focus of the Centre on bringing inputs from the ground to bear on the Programme.

Classroom & Hostel

Classroom and hostel are located in the state-of-the-art campus of XLRI's Entrepreneurship Development Centre (EDC), constructed recently within the premises of XITE, Gamharia.

Eligibility

To be eligible to apply for admission into the Programme, the candidates should

- (i) be at least Graduates from any recognized University
- (ii) have interest in entrepreneurship-social or commercial- even though currently not functioning as entrepreneurs
- (iii) possess basic computer literacy
- (iv) Although no age bar has been stipulated, it is expected that the candidates applying for PGP-CEM are physically and mentally fit to

- go through the rigour of a typical XLRI programme
- (v) Eligible applicants will be subject to a process of Personal Interview and, if necessary, Group Discussion, for final selection of candidates for admission into the Programme
 - (vi) Being called for Personal Interview and Group Discussions etc., will not necessarily entitle a candidate to admission into the Programme

Reservation

50 % of seats will be reserved for candidates from Jharkhand. For this category of candidates, reservation norms stipulated by the Government will apply.

Fee Structure

Programme (Course) Fee has been fixed at Rs 65,000, which will be payable in two equal installments. A sum of of Rs 15,000 for **books & other reading materials**, and a **Caution Money** of Rs 6,000 (refundable on completion of the programme after necessary adjustment) will be payable by each student at the time of admission into the programme along with the first installment of the programme (course) fee.

Hostel Fee including a Mess Advance by way of board charges of Rs 28,000 only is expected to be around Rs 50,000 only for those opting for twin-sharing rooms and Rs 53,000 only for those opting for single-seated rooms will be payable for the entire period of the programme. Service Tax and Education Cess etc. will be applicable to the Mess Advance part as per extant rules of the Government.

Allotment of Rooms in the EDC Hostel

On application, both male and female students will be provided with accommodation in the EDC Hostel. Twin-sharing rooms will be allotted by way of rule. Single-seated rooms may be allotted in a few deserving cases, if applied for by the respective students in time, subject to availability, though provision of single seated accommodation cannot be claimed as a matter of right.

Scholarships

Limited number of scholarships may be available for meritorious but poor students from among the SC/ST candidates based on criteria to be decided by the Institute.

Application Procedure

To apply for admission into PGP-CEM, candidates are required to submit the application first online and then through hard copy along with a recently taken Passport-size Photograph pasted on the completed Application Form accompanied by a Registration Fee of Rs 750 only (which is inclusive of Service Tax and Education Cess etc.) payable by a Demand Draft drawn in favour of “XLRI, Jamshedpur” on any scheduled bank, at Jamshedpur. Alternatively, online payment of the Registration Fee of Rs 750 only may be made as per following details:

Bank	Account Name	Account No.	RTGS/IFSC code	Branch	Account Type	Swift code
IDBI Bank Ltd.	XLRI PROGRAMMES-CASH	0017104000363563	IBKL0000017	Bistupur, Jamshedpur	Savings	IBKLINBB017

Details of Demand Draft (DD) or Transaction ID (In case of online payment) are required to be furnished online in order to complete the registration process.

To register for online application, the candidates are to visit the website **www.xlri.ac.in/edc** and click on “Apply for Registration”. On completion of online registration, a login ID (called CEM ID) will be generated. **The login ID so generated (called CEM ID) along with the Password need to be preserved by the candidates carefully.**

The last date for Online Registration will be **May 31, 2014.**

The completed application form (hard copy) along with a recently taken Passport-size Photograph of the candidate and a Demand Draft for Rs 750 only should reach following address within June 7, 2014. Name of the candidate and Login ID (CEM ID) are required to be mentioned on the reverse of the Demand Draft. The envelope in which the hard copy of the completed Application Form is sent to EDC Office of XLRI should be superscribed with “Application for Admission: PGP-CEM 2014-15.” Proof of educational qualifications, work experience, domicile and Caste/Tribe affiliation etc., if applicable, are **not** required to be enclosed with the Application. These will be verified at the time of Interview /Group Discussions and the final admission.

EDC Office,
XLRI-Jamshedpur, Circuit House
Area (East), Jamshedpur-831 001.

For clarification, if needed, candidates may contact EDC Office, preferably through e-mail (edcadmission@xlri.ac.in), failing which over telephone during Office hours at: 0657-3983333/0657-6653333. Candidates are required to refer to their CEM ID and the Password, while corresponding with XLRI by e-mail or otherwise, in connexion with admission into PGP-CEM 2014-15. Office hours at XLRI are as under:

8.30 AM to 12.30 PM and 1.30 PM to 4.30 PM (on week days i.e., from Monday to Friday); and
8.30 AM to 12.30 PM on Saturdays.