University of Miami – School of Business Administration
BUS 624 – Doing Business in India (2 credits)
Global Immersion Elective Course (MBA) - Spring 2016

Trip to India
Departure – Feb 27, 2016
Arrival – March 10, 2016
Pre-Trip Class Meetings – Feb, 2016
Post-Trip Class Meetings – March, 2016

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Trip Highlights
➢ This course provides an introduction to doing business in India, and aims at analyzing and describing the key strategic and managerial challenges for international and multinational firms in India.

➢ Students will get a better understanding of governmental policies and procedures when they visit the National Capital of India - Delhi.

➢ Students will have an opportunity to interact with leaders of global businesses and societies who are adept at making strategic decisions and implementing effective, integrated solutions. Students will also learn how to apply models and techniques for global business decision making, planning and execution.

Who should sign up for this course?
All students who have enrolled in the MBA (one year and two year) program and students who are enrolled in the specialized master’s programs.
Course Introduction

India is a story of tremendous growth and opportunity and has emerged as a major player in the global economy with her resources, English speaking talent and emerging market. In most major newspapers and business magazines around the world, not many days go by without a major article on India’s attractiveness for doing business. It is shaping up as one of the world’s most important markets of the 21st century. With a steady growing GDP that is anticipated to be an average of 9% over the next two decades, India represents a domestic market with a huge volume and high growth potential. A McKinsey report called India the "bird of gold" as income is expected to triple over the next two decades as the country is predicted to become the world’s fifth largest consumer market by 2025. Goldman Sachs has predicted that BRIC countries will be emerging as world powers – India has emerged as a favorite destination for business managers. U.S. is among the first country in the world to capitalize on India’s abundant talent and resources.

Hence it has become important for global managers to get a clear idea about the business opportunities in India, the macroeconomic environment and the changes in governmental policies. In order to formulate appropriate business strategies, managers need to scan, assess and forecast the business environment. It is obvious that future managers in the U.S. must be familiar with the opportunities and challenges of doing business in India.

Global Immersion Electives form an integral part of the MBA academic curriculum and are designed to develop the three critical components of what experts call "global savvy." Specifically, it is the combination of personal characteristics, knowledge and skills which the business leaders of the future will need in order to succeed in the global business arena. This is accomplished through a series of activities culminating in a short but intensive visit to a country or region to learn first-hand about that country or region's business and cultural environment and to better understand the business challenges and opportunities it offers.

Course Objectives

The objective of this 2 credit course is to provide students with a rigorous first-hand exposure to the cultural, economic and political dimensions of doing business in India. This course is designed to provide students with the opportunity to have an immersion experience on what it takes for organizations to succeed in India and how Indian firms are shaping global business. This course will provide students with a truly transformational learning experience.
The focus of this study tour will be the current economic, industrial and cultural developments in India. Recent trends in the influx of manufacturing, IT and other knowledge-based companies into India are also investigated. Students interested in an international career in management, including work for U.S.-based multinational corporations, will benefit immensely from this trip. It will include visits to Agra, the house of the Taj Mahal (one of the seven wonders in the world), Chennai, the Detroit of South Asia, Mumbai, the Financial Hub of India, Delhi, the country’s capital and Jaipur, known as the pink city in India. Additionally, this course will also include study tours of both Indian and multinational companies.

By the end of the course, you will have:

- Greater self-awareness on the personal traits that have been associated with success in the global business environment.
- A deeper knowledge of the business environment in a region of the world.
- Practices along with critical skills you will need to exhibit as a global manager and leader.
- Learn the history of India, including major turning points in its development and how business is conducted in India.
- Become familiar with the Indian culture and customs, from cuisine to behavior to family structure.

The program will explore the following themes:

- Entrepreneurial and business growth opportunities in India
- The experience of MNCs and American companies doing business in India
- Visit Production and distribution facilities in India
- Social Entrepreneurship & Karma Yoga (Social Service) – visiting a local village and taking part in day long activities
- Rise of knowledge and service sectors – specifically in the financial services, automotive and information technology sectors

Participants will visit various businesses and cultural sites in India covering three major regions (South, North and West India):

- Chennai – The Automotive Capital
- Mumbai – The Financial Capital
- New Delhi – the Political Capital (including a visit to Taj Mahal in the historic city of Agra)
Presentations will be provided by local business leaders, professionals and academics. As part of the tour, we will visit manufacturing, financial services and IT firms – this will include company visits and meetings with business and government leaders and tours of significant cultural and historical sites. These visits will help students understand the intricate details of how business is conducted in India and how various cultures have dealt with common business challenges, often in ways that are quite unique to a culture. A significant aspect of the learning will be through the participants’ own experiences of exploration and discovery during this visit. Additionally, the hosts in India will also share their personal experiences, perspectives and insights.

**Learning Outcomes**

On completing this course, you should be able to:

- Gain an understanding of the culture, social norms and business practices of the industries covered in the program which will enhance your capability to manage in a global dynamic business environment
- Develop an appreciation of the business, economic, political, social and cultural climates within India and thereby broadening your global perspectives
- Gain knowledge in new and unfamiliar circumstances through an experiential and conceptual understanding of the complexities of conducting business in a globalized, rapidly changing environment
- Develop integrative and critical thinking skills to solve problems relevant to global business
- Develop competencies to work more effectively in teams through the completion of a group project relating to the Indian Business context
- Develop cultural and ethical awareness in an international context through the tour component.

**Leadership Experiential Project (LEP)- Karma Yoga**

“*Karma Yoga is the attaining of that freedom, through unselfish work, which is the ultimate goal of all human nature*” – Swami Vivekananda

Trying to learn leadership in a classroom is like trying to learn swimming in a classroom. Just as a swimming pool is required to learn swimming, a live setting with actual potential followers is needed to learn leadership. **KARMA-YOGA**, a Leadership Experiential Project (LEP) is an integral part of this Global Immersion Elective.
The project is a unique medium for students to connect with ground realities and experientially learn transformational leadership. The LEP creates a mutual win-win situation for both the students and the villages. While the villages get the budding managers to enable the villagers to elevate themselves, the students acquire a first-hand understanding of what it means to become leaders by learning to inspire people to follow.

**Course Requirements**

- Attend all pre-departure classes (Mandatory) – **Feb, 2016**
- Complete the pre-departure assignments
  - Read a set of articles that will be provided by the instructor to gain a better understanding and knowledge of India
  - Read a book that is posted on my blackboard web course site – *In spite of the gods, Edward Luce.*
  - Make 3 group presentations *(30%)*:
    - **First presentation**
      Each group will be assigned one book chapter from the book. The group will summarize some of the key learning from the assigned chapter and make a presentation – you must approach the assignment in a holistic manner, taking into account all aspects – economic, social, political and strategic – of doing business in India.
      The presentation will be accompanied by a two page report for the trip book (this will be posted on the blackboard for all students to view).
    - **Second presentation**
      Each group will be assigned one case study to analyze. The group will make a presentation of some of the key-takeaways from the assigned case study.
      A two page report of their recommendations should also be provided to the instructor who will post this for the trip book.
- **Third presentation**
  Each group will be assigned a firm or an organization in India that we will be visiting on this trip. The group will do all the required research on this company and will present their key findings in the class.

  Additionally, a two page report of the company should also be provided to the instructor who will post this for the trip book.

- Attend all lectures, presentations and site visits in India during the duration of the program (10%)
- Keep a BLOG (reflective journal) that needs to be submitted after the trip (20%)
- **Post tour assignments** *(March, 2016)*
  - Each group will make a 20 minute presentation which will be followed by 10 minutes of Q&A and answer the following questions – “*Since attending this course, how has your perspective on doing business in India changed?*” You can highlight some of the key similarities and differences in the business environment and practices between India and the US. (30%)
  - Submit your field observations – pictures, discussion with people, videos – present your conclusion on a chosen sector of India’s economy (Individual report) (10%)

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**Textbooks and Reading Material**

**Required:** View the six-part PBS series on *The Story of India* ([www.pbs.org/thestoryofIndia/](http://www.pbs.org/thestoryofIndia/)).

**Required:** Edward Luce. *In spite of the gods – The strange rise of modern India.*

**Required:** Articles posted on Blackboard.

**Optional:** Friedman, Thomas L. *World is flat – Brief history of the twenty-first century* (Hardcover).


### Course Evaluation

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<tr>
<th>Assignment</th>
<th>Weight</th>
<th>Collaboration</th>
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<tbody>
<tr>
<td>Pre-trip Assignments</td>
<td>30%</td>
<td>Group work</td>
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<tr>
<td>BLOG/Reflective journal</td>
<td>20%</td>
<td>Individual</td>
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<tr>
<td>Post-trip Presentation</td>
<td>20%</td>
<td>Group</td>
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<tr>
<td>Post-tour Project feasibility analysis</td>
<td>10%</td>
<td>Group</td>
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<tr>
<td>Post-tour observations</td>
<td>10%</td>
<td>Individual</td>
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<tr>
<td>Participation/Professionalism</td>
<td>10%</td>
<td>Individual</td>
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**Participation during study tour:** Punctuality and respectfulness are paramount. Students are expected to be inquisitive, attentive and participatory during all business visits. Failure to behave in the appropriate manner will result in a failing grade in the course. Further, the class will develop its own ground rules for non-performance of class norms and will follow the buddy system to look out for their class members.

**BLOG/Study-tour reflective journal:** Each student must keep a daily journal during the study tour. You can use it as a place to track your trip in terms of chronology, geography, etc. You can also use it to keep track of your cultural experiences and use it as an outlet to describe new experiences and your thoughts with regard to them. You may also want to use it as a “scrapbook” to keep such mementos as museum, castle, tram, etc., tickets and possibly other souvenirs. In addition, you should incorporate notes from various lectures and business visits.
The purpose of the journal is to record not only what you do and see, but also what you feel and think about it, and your introspection is primarily what will be graded. When complete, the journal will provide your instructor with an excellent overview of your experiences and thoughts during your program. The journal must be turned in on the last class meeting, but will be returned after grading has been completed. It is expected that students will begin to keep the journal after each class experience beginning with the first class. No one except the course instructor will ever see your journals.

Post-tour debriefing and discussion: The group will meet after returning to Miami to discuss the learning that occurred during the travel portion of the course. The discussions will be student-driven, based upon the ideas they have formed in their study tour journals. Again, participation is required and graded.

Attendance Policy
All students must attend all required sessions including lectures, speaker sessions and company visits. Students are also expected to be prepared for each activity and participate in all discussions. The professor would provide information on all the company visits that would occur during the trip. Each student is responsible to have read up information that is available for each company from its website and participate in all discussions during the company visits. Active and professional/thoughtful participation is a key and integral part for your participation evaluation component.

Program Costs
1. Program fee for visit to India includes:
   a. Boarding and lodging with double occupancy
   b. Industrial visits
   c. Group trips for cultural and sightseeing visits (transportation and tickets)
   d. All breakfast and Dinner.
   e. Cultural events

2. Additional expense to be covered by Student
   a. Airfare from Miami – India
   b. Visa fees (it is your responsibility to determine the requirements)
c. Entertainment

d. Personal expenses

e. Meals other than the ones that are covered by the program.