

PROPOSED SCHEDULE FOR
INTERNATIONAL BUSINESS IN INDIA

Introduction:

The course provides a view of international business that is particularly focused on India. The course is intended to give students an insight into how doing business internationally is different from operating in the US or other parts of the world. What are the implications of national differences in political economy? How do cultural differences and differences in the ethical and legal environments affect business operations? We will also explore how such differences impact cross-border trade and investment, with a special emphasis on India.

While one can read about, see pictures of, and watch videos about India, there is no denying that one just cannot comprehend the vast differences between any country and India until you see it with your own eyes, hear it, and smell it! The course will integrate basic concepts of international business, but place it in the particular “context” of India, the second most populous country in the world, with micro-economies that are completely different from one another, but when put together make up one of the largest and most diverse developing economies in the world. The course will involve visits to a number of companies, including companies headquartered in India and those who operate as subsidiaries or branches of global companies. Add to that the dramatic historic, religious and cultural differences between south Asian countries and the US and Europe, and you cannot help but be impacted by being in India as we explore a myriad of international business concepts. The key added value to the student in this course will be the opportunity to directly interact with business students and executives in India. The direct, interactive experience will aid intercultural competence more than just video-taped lectures.

By the end of the course, we hope that students will come away with a better understanding of the many facets of our global economy and today’s international business environment. Students will learn to appreciate the impact of cultural, geographical, and economic system differences on business operations. As future managers (or employees) it is imperative that students recognize, regardless of whether they are living/working in India or any part of the world, that globalization is having a significant effect on the way most businesses operate and compete.

Welcome to India! A representative from Institute of Management Technology Ghaziabad (IMT-G) will meet group at airport. Transport from the airport to accommodations will be provided. On reaching IMT check in at accommodations and spend the rest of the morning recovering from jet lag and relaxing.

Watch movies like “Outsourced,” “Gandhi” and the “Best Exotic Marigold Hotel,” 3 Idiots etc if you have time.

Evening: Welcome Dinner with IMT Ghaziabad students and staff

Day 1: Arrival, *Welcome and Introduction*

Day 2: lecture *Globalization of Business in the morning and industry visit/ practicum in the afternoon*

Day 3: Lecture on *A Brief History of India: delhi site seeing and lectures at various historical places*

Day 4: Lecture on *Cultural Differences cross cultural skills for Global Managers, industry visit in the evening and Delhi site seeing*

Today we will discuss the dramatic cultural differences that you will experience abroad in India.

Day 5: Lecture on *India’s Economy followed by industry visit in afternoon*

Day 6: *Movie Marathon (optional)*

This afternoon and evening we will be screening portions of several movies about India, including “Outsourced,” “Gandhi” and the “Best Exotic Marigold Hotel,” among others.

Day 7: *Exploration of Delhi*

The trip to Delhi will include visits to a variety places of historic, cultural and political importance, including: Red Fort, QutubMinar, Parliament House, Akshardham Temple, India Gate, Humayun Tomb, Lotus Temple, etc.

Departure: x:xx a.m.

Return: x:xx p.m.

Day 8: *Free Day*

Today, you will be free to explore Ghaziabad and its environs on your own, studying, or catching up on your assigned readings. You can visit some villages, small companies or involve in small project discussions with companies.

Breakfast (8:30-9:00)

Lunch (12:30-1:30)

Afternoon Excursion (1:45-5:30): Optional visit to shopping area.

Day 9: Trip to Agra and the TajMahal

Today we will visit the TajMahal, one of the seven “Wonders of the World,” located near Agra about xx miles from Delhi.

Day 10: Last Day of Class! Presentations at respective companies

Breakfast (8:30-9:00)

Morning (9:15-12:30) Final Presentations by Students

Lunch (12:30-1:30)

Afternoon(1:45-5:30)

Evening:Farewell Dinner

Day11: Depart

x:xx p.m.Meet in the lobby for transport to airport by chartered bus.

Flight departs at **x:xx a.m.** from Delhi airport

Readings:

- *Enjoying India: The Essential Handbook* by J.D. Viharini. Although there are numerous excellent travel guides to India, this one has received a great deal of praise for its easy-to-read style and accurate analysis of India from the perspective of an outsider. Please read the introduction prior to departure, and bring it with you for reading material on the plane. Although you will have some time to talk about what to expect, what to see, where to go, customs, etc., the better prepared you are, the better your experience will be. In addition to this guide some other excellent travel guides are:
 - ***DK Eyewitness Travel Guide: India.* DK Publishing**
 - ***DK Eyewitness Travel Guide: Delhi, Agra, Jaipur.* DK Publishing**
 - ***Lonely Planet India Country Travel Guide* by Sarina Singh, et al.**
 - ***Fodor's Essential India: with Delhi, Rajasthan, the Taj Mahal & Mumbai (Full-color Travel Guide)* by Fodor's**
 - ***Frommer's India (Frommer's Complete)* by Pippa de Bruyn, Niloufer Venkatraman, and Keith Bain**
 - ***India - Culture Smart!: a quick guide to customs and etiquette* by Nicki Grihault**
- Read the introductory information about India from the *Enjoying India* book and one or more of the travel guides above. This will help “set the stage” for what we will be experiencing while we are there.
- Read *The World is Flat*. This book, written by Minneapolis native Tom Friedman, was on the best seller list for business books for over a year.

- Read *India Unbound*. Again, the more you read before you leave, the easier it will be to relate the material from this book to your daily experiences in India, as you are expected to do.