



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

DOING BUSINESS IN INDIA

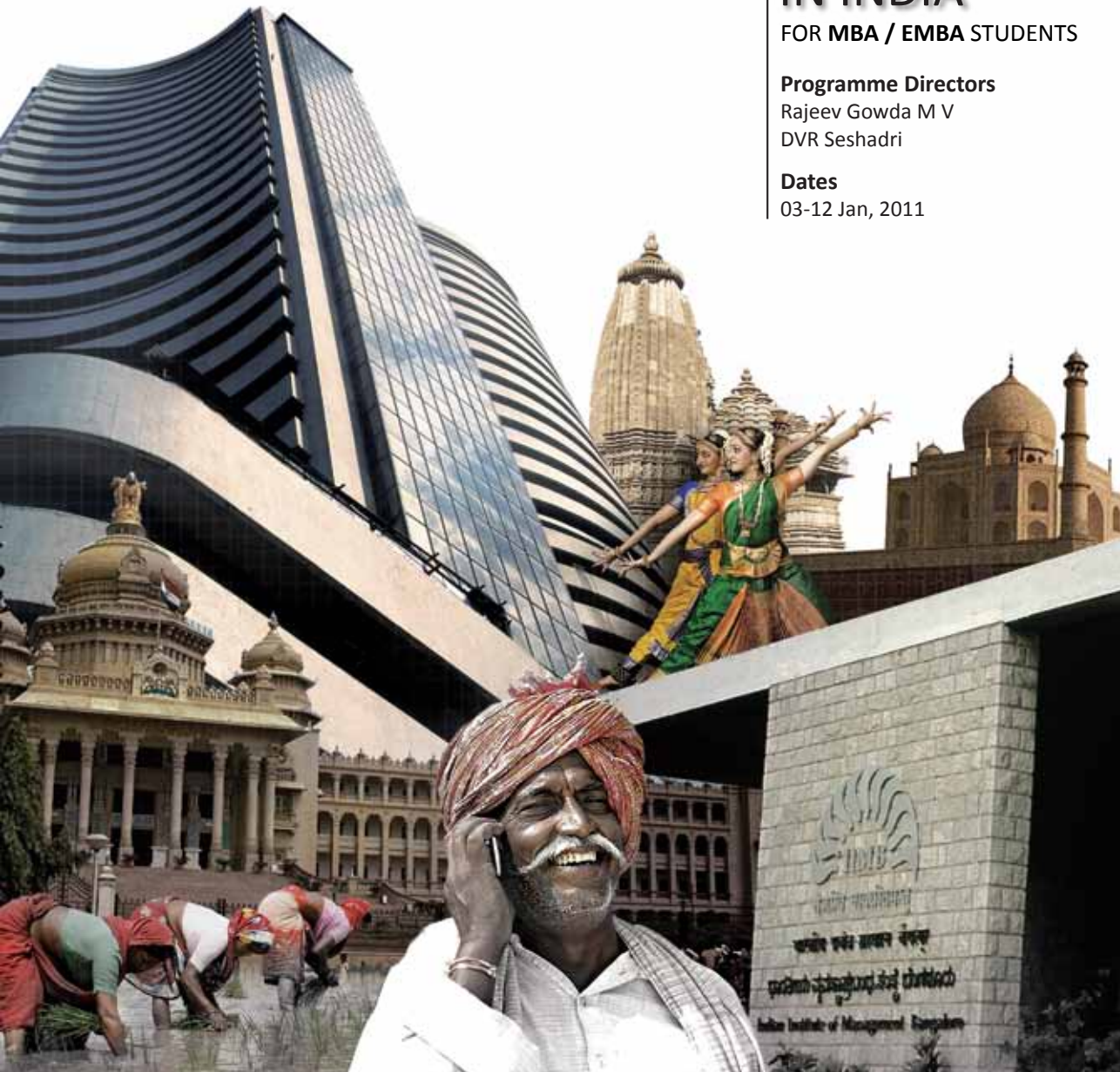
FOR MBA / EMBA STUDENTS

Programme Directors

Rajeev Gowda M V
DVR Seshadri

Dates

03-12 Jan, 2011



Welcome to India for an enriching experience!

This century is expected to see the return of Asian economies, including India, as dominant economies. It is very important for global managers to understand how to do business with and in India. India's economy, with a GDP of more than a Trillion US\$, is expected to grow at the rate of 7- 9% annually over the foreseeable future. The importance of India as an emerging market and strategic sourcing site is gradually dawning on the rest of the world. With the increasing interest on this topic, Indian Institute of Management Bangalore (IIMB) has decided to offer a short duration Executive Education Programme: Doing Business in India. IIMB has conducted several customized programs on Doing Business in India for senior corporate executives and Executive MBA students from across the world.

Objectives

This program is intended to help participants from across the world gain a deeper understanding of what it takes to succeed in India. The program is of advantage to **students pursuing management education (MBA/ EMBA) from international universities across the world**, who wish to gain deeper awareness of the business opportunities in India; India's success in sectors like IT & software services; a deeper insight into Indian economic development and the consequent business opportunities in India; the paradox of modernity combined with the centuries old traditions of Indian society and culture; the Indian world view and its impact on business.

Contents

- India's social, economic and political climate
- Indian Entrepreneurship: success stories and opportunities
- Innovation in India
- The Indian Consumer
- The Information Technology Story

- Managing People: Understanding Indian Workforce in the Global Economy
- Financial Markets and Institutions
- Indian Philosophy and personal Mastery
- Macro-economy
- Sustainability

Beyond Closed Rooms

- Industrial Visits
- Interaction with CEOs/ Industry Leaders
- Cultural Evenings and Outings

Pedagogy

The programme pedagogy includes class room lectures and discussions by the Institute faculty, practicing executives and other experts, interspersed with visits to industrial and other settings to enable the participants gain a real-life feel of the Indian business, society and culture.

Target Participants Profile

Students pursuing management education (MBA/ EMBA) from international universities across the world who intend to develop better inter-cultural sensitivity and gain a deeper understanding of Indian business climate.

Venue

Indian Institute of Management Bangalore (IIMB) Campus

Evaluation and Grading

Students who would like to get academic credits towards their MBA programme will be evaluated using a variety of evaluation mechanisms like assignments, presentation, book reviews and will be awarded appropriate grade, subject to approval by their home institution.

A certificate of participation will be awarded to the participants by IIMB.

Programme Fee:

Residential Only:
USD 5005

Early Bird fee for those who register with payments on or before October 30, 2010:
USD 4900

Once the limited residency inside IIMB campus is full, accommodation will be arranged in a nearby good hotel.

(Please Note: Additionally, service tax at current rate may be applicable on the programme charges. Please write to us for clarifications, before sending your nominations)

Contact Information

Executive Education Programmes:
Administrative Officer
Indian Institute of Management Bangalore
Bannerghatta Road
Bangalore-560076
Telephone: +91-80-2699 3475/ 2699 3742
Email: edp@iimb.ernet.in;
openpro@iimb.ernet.in
Fax: +91-80-2658 4004 / 2658 1602

Programme Directors



Rajeev Gowda M V
Economics & Social
Sciences

Dr. Rajeev Gowda is Chair- person, Centre for Public Policy and Professor of Economics and Social Sciences at the Indian Institute of Management Bangalore. His education includes an MA in Economics from Fordham University and a PhD in Public Policy and Management from the Wharton School, University of Penn- sylvania. He has worked as

a Post-doctoral Fellow at the University of California, Berkeley, and as Associate Professor at the University of Oklahoma. He is also a Visiting Professor at WHU Business School in Germany.

Professor Gowda's core teaching at IIM Bangalore focuses on the course, "Business, Government, and Society," which provides MBAs an overview of the strategic context within which business operates. He conducts numerous executive progra- mmes, including for senior government officials, and India-immersion courses for international students and executives. He has served as the coordinator for the IIMB component of the International Master's for Practicing Managers programme.

Professor Gowda's research focuses on how people and societies manage risk. At the theoretical level, he draws on behavioral decision theory and at the applied level, his research is in the domain of risk analysis and management. His edited books include "Judgments, Decisions, and Public Policy," published by Cambridge University Press.

After his return to India Professor Gowda is active in politics. He draws on his political "field work" for his publications on the Indian political process. He is also building the Resurgent India Trust that aims to empo- wer youth. An avid quizzer, Dr. Gowda was national runner-up on BBC TV's Mastermind India in 2001.



D V R Seshadri
Marketing

Professor Seshadri holds a B. Tech. (Mechanical Engineering) from IIT, Chennai (1978), M.S. (Engineering Sciences) from University of California, San Diego and a Fellow title (Doctorate) from IIM Ahmed- abad, with specialization in Production and Quantitative Methods. His areas of interest are: Business-to-business Marketing, Corporate Entrep- reneurship and Strategy.

Professor Seshadri has over 15 years of industrial exper- ience including a five-year stint at Madras Refineries Limited in the computer control and refinery

optimization areas. During this time, he led a team of eight engineers to Houston for one year, to develop the software for real time computer control in the refinery. This was followed by a three-year stint with a Chennai-based Drugs and Pharmaceuticals Group, where he was involved in setting up several medium-sized bulk drug and pharma- ceuticals projects. Subsequently he spent seven years as the Managing Director of a world-class Compact Disc manufacturing facility, where he was responsible for green- field implementation and subsequent operation of the unit. This company had exten- sive technical collaboration with a major Japanese company. Concurrently, he was also the Managing Director of a software company, involved in multimedia, animation and application software.

Professor Seshadri is a visiting faculty at IIM Bangalore as well as

IIM Ahmedabad. Over the last ten years, he has developed a number of case studies and authored a number of research papers in his areas of interest. He is also co-author of a book, 'Innovation Management,' with Professor. Shlomo Maital published by Sage India. His second book, 'Global Risk/Global Opportunity,' again with Prof. Shlomo Maital will be released by May 2010. He is also involved currently in adapting the book, 'Business Market Management' by James Anderson and James Narus, Pearson Publishing.

Professor Seshadri teaches extensively in various academic programmes and Executive Development Programmes at IIMB. He works closely with several companies, providing them training / consulting services in his areas of expertise. He is a highly rated teacher and trainer.

The Indian Institute of Management Bangalore (IIMB) was established in 1973 by the Government of India. Post independence the government had many areas to focus on and one of them was the intense need to establish management institutions of repute to augment management talent and resources.

Today, IIMB has carved a niche for itself among the top management schools in the world – an institute with international reputation for its post-graduate and doctoral level programmes, management research, consulting and executive education. IIMB's distinctive feature is its strong focus on leadership skills that are necessary to succeed in today's dynamic business environment and its credentials are recognized world-over.

IIMB has for the second consecutive year, been recognized as the #1 Business School in India, part of the Central Asia region, according to the 2009 worldwide business school ranking carried out by Eduniversal, a unit of the French consulting firm SMBG.

IIMB is located in Bangalore, the Silicon Valley of India at a distance of about 48kms from the International Airport and around 20kms from the Bangalore City Railway Station. The 100- acre, green campus offers an ideal setting for learning and reflection.

Registration

Please fill-up the nomination form and mail to:

edp@iimb.ernet.in
openpro@iimb.ernet.in

Please note: Once registration is accepted, cancellation /refund queries and requests will not be entertained

Travelling

Visas

Participants need Visas in order to travel to India. Participants can request for an invitation letter from IIMB which can be used to apply for a Visa at the Indian embassy located in your country, once the nominations are confirmed.

Insurance

Purchase of general insurance at your home countries which will cover your duration of stay in India is recommended.

Vaccinations

Participants are advised to visit the doctor/health centre in order to check whether they require vaccinations for typhoid, hepatitis A, polio, and a course of anti-malarial tablets.

Arriving

From Bangalore International airport to the Indian Institute of Management Bangalore, Bannerghatta Road:

As you emerge from immigration and baggage claim into the airport building at Bangalore International Airport, you will see a couple of taxi counters. Book your taxi to the Indian Institute of Management Bangalore or IIMB, Bannerghatta Road which is 48kms from the International airport. The counter gives you a number for your

booked taxi and you meet your driver and car outside the building. A reasonable charge for this commute will be approximately around Rs.1000/- (USD 20). You will need cash to pay for your taxi. Currency exchange facilities are available at Bangalore airport and open when international flights arrive, even during the night. Remember to carry some small denominations for tipping and other small transactions.

Check-in and accommodation

Management Development Centre (MDC) at IIMB campus comprises 118 fully air-conditioned rooms and provides round-the-clock comfort. This is for exclusive residency of participants of Executive Education Programmes. Participants' food and accommodation will be booked in advance for the participants.

Participants may check-in on the previous night/day of the program.

Facilities inside IIMB campus

- Post Office (08:30 am to 04:30 pm), State Bank of Mysore counter situated inside the campus for your basic requirements like foreign currency exchange, withdrawal of money etc (10:30 am. to 02:30 pm) with ATM facility

- IIMB Store with IIMB souvenirs / mementos
- Departmental /grocery store
- Book Shop (Surya Infotainment Product Pvt. Ltd.)
- Health Centre for primary medical care (09:00 am-05:00 pm)
- Library and Computer Center are open to the participants around the clock (24 hours) and the several parts of the campus are wifi-connected
- Sports (Billiards, Table Tennis, and Shuttle Badminton) and fitness centre which may be used during specified timings
- A morning stroll and an evening walk will add to the pleasure of your stay in our campus. Joggers will enjoy the roads and paths on campus, or may prefer to experience the varied sights in town

Dress code

Temperature in the mornings can be cool and daytime highs may range from 21°C to 28°C. Business casuals are appropriate to be worn during classroom sessions and industrial visits. Participants are expected to be punctual and attend all the sessions.



INDIAN INSTITUTE OF MANAGEMENT BANGALORE

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E-mail: edp@iimb.ernet.in; openpro@iimb.ernet.in

www.iimb.ernet.in



PARTICIPANTS DETAILS

Name : Mr./Ms./Mrs./Dr.

(as in the Passport) (Last Name)

(First Name)

Name of the University/B-School studying in:

Qualification:

Work Experience, if any: ☐ Middle ☐ Senior ☐ Top Management Total no years

Address for Communication:

Phone: ()

Hand Phone:

Email:

JOINING INFORMATION

Accommodation: ☐ Required ☐ Not Required

Course Fee: by wire transfer details provided below

Fee Receipt in the name of: ☐ University/ Organisation ☐ Self

Date:

Signature of the Participant

Signature of the Sponsoring Authority

Please return the completed form to:

The Administrative Officer (EEP), Indian Institute of Management Bangalore, Bannerghatta Road, Bangalore- 560 076
Ph:+91+80-2699 3475/2699 3742 Fax: +91+80-2658 4004 /2658 4050 Email: openpro@iimb.ernet.in OR edp@iimb.ernet.in
Website: <http://www.iimb.ernet.in/executive-education/EE>

Remittance Details for routing funds through HDFC Bank :(inward remittances)

Please give reference as **"DBI-S Jan 2011, followed by your name"** while making the wire transfer

Details	USD	GBP	Euro
Please transfer funds to	J P Morgan Chase New York Swift Code: CHASUS33	J P Morgan Chase Manhattan Bank London, U K Swift Code: CHASGB2L	J P Morgan Chase Manhattan Bank Frankfurt Swift Code: CHASDEFX
For further credit to HDFC Bank Ltd. Swift Code: HDFCINBB A/c No.	0011406717	11135191	6231602308

For credit to SB A/c No. 01331450000019 of Indian Institute of Management Bangalore
with HDFC Bank Ltd., J P Nagar Branch , Bangalore.