

# DOING BUSINESS IN INDIA (STUDY TRIP TO INDIA)

(SPRING/ SUMMER 2016)

ECTS: 4.5



## Course Content

India counts as one of the most promising emerging markets for the future. In 2016, it could even “edge out China” from its top spot in growth.

The study trip to Mumbai, Bangalore, and Mysore will offer students the opportunity to learn about doing business (in Tier I, Tier II and Tier III cities) in this fascinating market both from an Indian and foreign perspective. They will obtain insights into the strategies and practices of established players on the Indian markets and also learn about local start-ups. Moreover, the trip will offer “deep dives” into the infrastructure, manufacturing and services sectors of the economy.

The trip is offered in cooperation with Swiss Learning Exchange (SLX). The study trip has been designed by SLX and SLX will be responsible for all organization related to the trip.

## Learning Objectives

- Get insights into the general business environment in India.
- Gain insights into the ICT, pharma, infrastructure, and manufacturing industries in India.
- Learn about the start-up environment in India.
- Be able to discuss strategies of established players in India.
- Get insights into the functioning of Indian firms.
- Learn about the opportunities and challenges of doing business in India as a foreigner.

## Methods of Teaching

The following methods and forms of study are used:

- (Interactive) **Lectures** in India by local professors at different universities in Mumbai, Bangalore, and Mysore.
- **Local visits:**
  - Visits of Swiss and Indian firms and organizations in Mumbai, Bangalore, and Mysore.
  - Visits to cultural and natural heritage sites.
- **Group work:** Students have to develop a short business idea proposal during the trip in small groups. Information will be provided in due time.
- **Readings and Self-study:** Students will obtain a small reading package prior to the course to prepare for the trip and the classes. They are expected to read the package before departure.
- **Final Exam** on July 27 at 10 a.m.

## Modules

- The course is open to all modules (European Business, Strategic and General Management, etc.)
- The course can be attended by students from Bern, Neuchâtel and Fribourg (Benefri-Convention).

## Grading

The grade is based on a “business idea proposal” that the students work on during the trip (group work) (30%), and a final exam after the trip (70%). In order to pass the course, both the final exam grade and the accumulated course grade have to be at least 4.0.

## Schedule

We will have an **information meeting** on the course/ study trip **on 25 February 2016** (13h15-14h00) in room PER 21 G230 **for all students interested in the course**. If you cannot attend and have questions, please feel free to contact Marie-Ann Betschinger (marie-ann.betschinger@unifr.ch) for academic issues and Satyadeep Rajan (satya@swisslearningexchange.com) for information on local partners and visits, trip planning, and the organization.

**A pre-departure meeting with the registered participants** will be organised in Fribourg during the spring semester in order to prepare for the study trip and provide more detailed information on the readings to do before the travel, practical information (visa, vaccination, tips and advises) etc. The date for this meeting will be communicated later to the registered students.

**The course (study trip) takes place between July 3 - July 16, 2016 in India.** For program details, please see below.

**The exam is scheduled for July 27. The course will count for the exam session Summer 2016** (even though the exam will take place after the regular exam session).

## Registration

- As for all other courses at the faculty, the registration period will be from February 18 – March 18.
- The registration for this course also implies the registration to the assessment period.
- **Important: There is a course fee (1250 CHF) attached to this course. The registration for this course also implies that you agree on paying the course fee in due time.** For more detailed information on the course fee, please see below.
- **The maximum number of students** that can attend the course is 25.
- **In addition to registration on the Uni-FR portal, you will be required to register with SLX to submit additional information** such as emergency contact information etc. SLX will email you the required links once you have completed your University registration.

## Cost, Travel and Accommodations

**The course fee for this India Immersion trip is 1250 CHF and this amount should be paid to the SLX directly.**

This course fee includes the course hours by local lecturers, travel arrangement IN India (bus trips, flight Mumbai-Bengaluru), corporate and institutional visits and the organizational expenses in general.

This course fee does NOT include the travel TO and FROM India, food and accommodation arrangements.

**Travel to India:** Participants are invited to organize their own travel arrangements to India and back as long as their presence in India for the course is ensured. The reason for this is to allow for a more flexible schedule and leave the possibility to expand your stay in India and use it for vacations.

Note: Please notice that the official program of our study trip **starts in Mumbai and finishes in Bengaluru**. Therefore, if you are not traveling on your own before and after make sure that you book flights accordingly (i.e., to Mumbai and from Bengaluru). Direct flights to Mumbai are available from Zurich. The prices for the round trip to India are from 750 CHF up. Given that summer is a busy travel period you are strongly encouraged to book your tickets at the earliest to benefit from the best rates possible.

**Food and Accommodations:** We expect about 100 CHF per person for the food and accommodation for one person per day.

- **Accommodation** will be organized in good and clean business hotels, but is not included in the course fee and has to be paid separately. The price range for this type of accommodation is about 50 CHF/night/person. For more detailed information on the likely hotel arrangements please see below.
- **Food:** The meals will be organised at the hotel, university cafeterias, as well as in local restaurants. However, the cost for food is not included in the course fee and has to be paid separately by the participants. For more detailed information on the restaurant arrangements please see below. The organisers will take an extra care to arrange meals that will allow exploring Indian famous culinary diversity, minimizing undesirable side effects (e.g. too spicy to eat and therefore causing digestive troubles). The welcome dinner at Khyber (on 4 July 2016) and the welcome dinner at UB City (on 7 July) will be hosted and paid by SLX.

## Important Dates

- 25 February 2016 (13h15-14h00) – Information meeting at the University of Fribourg in room PER 21 G230.
- 18 March 2016 – Registration deadline
- 31 March 2016 – first payment due (500 CHF)
- 31 May 2016 – last payment due (750 CHF)
- 03 July 2016 – start of the India immersion trip
- 16 July 2016 – end of the India immersion trip
- 27 July 2016 – exam
- 31 August 2016 (preliminary date)– retake exam

## Course - Study Trip Overview

City	Thematic	Academic lectures	Activity for the Day			
			Morning (9:00-12:00)	Lunch (12:00-14:00)	Afternoon (14:00 – 18:00)	Dinner (19:00 – 22:00)
Mumbai	Investment & Trade	8h	<b>Sunday, 3<sup>rd</sup> July – Travel to Mumbai</b> Flight ZRH-MUM, check-in			
			<b>Monday 4<sup>th</sup> July</b>			
			Lectures at partner University	Brown Bag	Visit to BSE, City Bus Tour	Welcome dinner hosted by SLX
			<b>Tuesday 5<sup>th</sup> July</b>			
			Lectures at partner University	Brown Bag	Company visit	Dinner hosted by Knowledge partner
			<b>Wednesday 6<sup>th</sup> July</b>			
			Company visit		Company visit	
Bengaluru	Innovation	4h	<b>Thursday 7<sup>th</sup> July</b>			
			Travel to Bangalore (90 min by Air)		Company visit	Welcome dinner hosted by SLX
			<b>Friday 8<sup>th</sup> July</b>			
			Lectures at partner University		Company visit	
<b>Saturday 9<sup>th</sup> July (Optional)</b>						

			Trip to cultural site		Shopping	
			<b>Sunday 10th July – Day off</b>			
Mysore	Culture	4h	<b>Monday 11<sup>th</sup> July</b>			
			travel to Mysore (4h by bus)		Company visit	
			<b>Tuesday 12<sup>th</sup> July</b>			
			Lectures at partner University	Lunch at partner University with students	Trip to Bylakuppe (2h by bus)	Wildlife Reserve
			<b>Wednesday 13<sup>th</sup> July</b>			
			Return to Mysore (2h by bus)		Visit to Cultural heritage site	Return to Bangalore by bus
Bengaluru	Startup Ecosystem	4h	<b>Thursday 14<sup>th</sup> July</b>			
			Lectures at Knowledge partner Company visit		Company visit	Dinner with Swiss interns hosted by Knowledge Partner
			<b>Friday 15<sup>th</sup> July</b>			
			Lectures at Knowledge partner, Company visit		Visit to Accelerators	Drop off to the Airport Bengaluru by 18:00 h
			<b>Saturday 16<sup>th</sup> July</b>			
			Return Flight – There are no direct flights from Bengaluru to Zurich. Best connections are Mumbai or the Middle East. Note: flights are departing during the night and are usually leaving for Switzerland very early in the morning, as from midnight (00:00 h). That would mean that the return ticket should be booked for Saturday 16 <sup>th</sup> July.			

\* The outlined program is preliminary and a subject to changes.



## About SLX

**SLX**

Swiss Learning Exchange

**SLX, Swiss Learning Exchange**  
([www.swisslearningexchange.com](http://www.swisslearningexchange.com))

SLX is a platform for learning exchange that brings the best of Swiss education to the world, additionally providing Swiss learners the opportunity to learn and engage with global markets. Its founder, Satyadeep Rajan (<https://ch.linkedin.com/in/satyadeeprajan>) - your host for the India study trip, brings over 20 years of business experience between India and Switzerland.

SLX, Swiss Learning Exchange  
c/o blueFACTORY  
Passage du Cardinal 1  
1700 Fribourg  
Switzerland  
+41 (0)26 422 16 28  
+41 (0)78 884 64 26

## Academic Partners in India

SLX has partnered three prominent academic institutions in Mumbai, Bangalore and Mysore; excelling in the domains of design & innovation, development studies and business education providing you with different perspectives on India's growth. Students will follow interactive lectures given by some of the top faculty members in these domains.

## Company Visits

### **Mumbai**

Mumbai is one of the world's top 10 centres of commerce in terms of global financial flow and the world's 29th largest city by GDP. It is a home to a number of Indian Financial Institutions, as well as numerous Indian and international companies. Students will be able to visit and learn more about India's economic institutions, trade and investment between India and Switzerland.

### **Bangalore**

Bangalore is known as the "Silicon Valley of India" (or "IT capital of India") because of its role as the nation's leading information technology (IT) exporter. A demographically diverse city and the second fastest-growing major metropolis in India, Bangalore is home to many educational and research institutions in India.

## **MYSORE**

Mysore has traditionally been home to industries such as weaving, sandalwood carving, bronze work and the production of lime and salt. The growth of the information technology industry in the first decade of the 21st century has resulted in the city emerging as the second largest software exporter in Karnataka, next to Bangalore. The city contributed Rs. 1363 crore (US\$275 million) to Karnataka's IT exports.

## Accelerators

The last few years have seen a dramatic growth in number of accelerators and incubators on India. The trip will take you to some of the leading accelerators where you can meet some of the exciting start-ups. Here you can meet and interact with the entrepreneurs and gain insights in to how you too could start-up in India!

## Knowledge partners

### **Swiss-India business hub**

(<http://www.s-ge.com/en>)

Swiss-India business hub works all over the world to support entrepreneurs and promote Switzerland as a business location. Their role as a center of excellence for internationalization is to foster exports, imports and investments, to help clients develop new potential for their international businesses and to strengthen Switzerland as an economic hub. They are a strong and trusted partner for their clients, the cantons and the Swiss government, with a global network of experienced advisers and experts.

### **swissnex India**

(<http://www.swissnexindia.org/>)

swissnex India connects Switzerland and India in the fields of science, education, art and innovation. An initiative of the Swiss State Secretariat for Education and Research and Innovation (SERI) in association with the Swiss Federal Department of Foreign Affairs, swissnex India functions as an annex of the Consulate General of Switzerland in Bangalore.

## Cultural and natural heritage sites visits

India traces its history and culture to well over five thousand years. Over time it has had various influences from both east and west and modern day India is a cultural melting pot with an enormous diversity in language, religion and customs. A visit to some of the heritage sites gives you a unique perspective into this rich history and helps you better understand India's worldview.

## Food

Visiting India would not be a full experience without tasting a wide variety of regional cuisines native to India. To welcome you, SLX has carefully selected few restaurants that serve great local but also international food:

### **Khyber**

<http://www.khyberrestaurant.com/>

Khyber is an iconic restaurant located in the art & heritage district of the city of Mumbai. Frequently patronized by local & international celebrities, distinguished personalities and even royalty, Khyber has successfully maintained utmost consistency in its hospitality as well as food quality & taste for over five decades. Today the brand enjoys an enviable position in the premium segment cuisine of the North-West Frontier Province and has created a niche for itself as one of the internationally acclaimed fine-dining restaurant of the world.

### **UB city**

<http://www.ubcitybangalore.in/>

The Collection at UB City has evolved into one of Bangalore's finest dining hubs, with a range of 15 different cuisines to choose from, presenting to the avid foodaholic a plethora of options. Be it authentic Rajasthani vegetarian food available at Rasovara or the mouth-watering Mexican delicacies at Sanchos, the options are truly vast and enchanting. The complete global-cuisine list reads American, Continental, European, French, Indian, Italian, Japanese, Mediterranean, Mexican and Pan Asian; guaranteed to not leave any food enthusiast disappointed.

## Hotels

Economy range business hotels from top hospitality groups that SLX is suggesting (these hotels would be equivalent to type of Ibis budget hotel in Europe):

### **Ginger hotel**

(<http://www.gingerhotels.com/mumbai-hotels/budget-hotels-in-andheri>),

### **Lemon tree hotel**

(<http://www.lemontreehotels.com/>)