

DOING BUSINESS IN INDIA – STUDY TRIP TO MUMBAI, BANGALORE, AND MYSORE

July 3- July 16, 2016



<http://www.unifr.ch/intman/teaching/current-semester/india>

India counts as one of the most promising emerging markets for the future. 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) on 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 course/study trip (4.5 ECTS) takes place from July 3-16, 2016. Students are going to have lectures by local professors at different universities in India. They will visit Swiss and Indian firms as well as cultural and natural heritage sites. The course also encompasses readings, a group assignment, and a final exam (July 27, 2016, in Fribourg).

There will be a course fee of CHF 1 250 (covering, for instance, course hours by local lecturers, bus trips, organization of the program by an external Indian expert). Accommodation and food (approximately CHF 100 per day) and the flight (about CHF 750) need to be paid separately.

The trip is offered in cooperation with Swiss Learning Exchange (SLX).

More detailed information on the course/ study trip "Doing Business in India" is available on <http://www.unifr.ch/intman/teaching/current-semester/india>.

Registration is possible until March 18. The maximum number of participants is 25. The trip is open to students from all faculties.

If you have questions, please feel free to contact Marie-Ann Betschinger (marie-ann.betschinger@unifr.ch) on academic matters and Satyadeep Rajan (satya@swisslearningexchange.com) for information on local partners and visits, trip planning, and the organization.