

[CEIBS] Elective

Opportunities and Challenges for Doing Business in India



Overview

With a civilization that dates back at least 5000 years, a population of 1.2 billion inhabitants, 22 official languages and 1,625 dialects, India is a fascinating country to visit. Its economy is large, with a GDP (adjusted for purchasing power parity) of 10.505 trillion US\$ (ranked 3rd in the world), and has been growing at an average rate of 7.1% in the 20-year period from 1999 to 2018.

Broadly, there are two types of opportunities you can pursue in India: market seeking opportunities and efficiency seeking opportunities. The first consists of exploiting India's large and growing market to sell your products or services. The second consists of leveraging India's low cost and high quality resources to strengthen your market position in your home country and the rest of the world.

The Elective Module is conducted in partnership with two Indian business schools: the Indian Institute of Management in Bangalore (IIMB) and the Indian School of Management and Entrepreneurship in Mumbai (ISME). It aims to provide participants with insights into the country, its culture, economy, and how to overcome the challenges involved in exploiting both market seeking and efficiency seeking opportunities. It will take an in-depth look at how business is done in India.

Module will take place in two cities, Bangalore and Mumbai:

- *Bangalore*: It is considered the high tech capital of India and is home to many global IT firms, international companies, global R&D labs, India's space research organization, central and state government units, research and development institutes and defense establishments. The city, with more than 8 million inhabitants, is a leading destination for FDI from MNCs, is the start-up capital of India and has become a constant fixture of the itinerary of global leaders and business delegates.
- *Mumbai (formerly Bombay)*: It is considered the financial and business capital of India, with the headquarters of many of the largest Indian conglomerates such as the Tata Group, the Aditya Vikram Birla Group, Reliance Industries, Godrej, Vedanta and many others. The central bank of the country, called the Reserve Bank of India, is located in Mumbai. The city is also famous for Bollywood. Ancient yet modern, fabulously rich yet achingly poor, Mumbai is India in microcosm. Today it is a teeming metropolis, commercial hub of an old civilization seeking to find its place in the New World Order.

More than twenty million people live in Mumbai - wealthy industrialists, flashy film stars, internationally acclaimed artists, workers, teachers and clerks - all existing cheek by jowl in soaring skyscrapers and sprawling slums. They come from diverse ethnic backgrounds and speak over a dozen tongues adding color, flavor and texture to the Great Mumbai Melting Pot.

Content

This Elective will be led by [S. Ramakrishna \(Rama\) Velamuri](#), Professor of Entrepreneurship at CEIBS. During the post-residential period (consolidation), participants will be required to work on a group project that encompasses all subjects covered during the elective week.

Participants will attend class sessions and listen to eminent guest speakers from diverse fields such as corporations, NGOs and public administration. Case studies will focus on Indian companies and interactive sessions will cover market access procedures, the process of selecting local partners, human resources management and cultural issues, and many other topics. Visits to leading Indian companies will be organized with a view to enhancing and complementing the classroom sessions.

Learning Outcomes

- Acquire an understanding of the recent history, structure and future prospects of the Indian economy.
- Understand the opportunities and challenges of doing business in India, both to exploit the market potential as well as to leverage the resources of the country.
- Understand the culture and traditions of India and how they can affect business activities.
- Understand key sectors of strength of India – IT, pharmaceutical, movies, automotive and others.