



# DOING BUSINESS IN INDIA

A 1-week India Business Immersion program for international students

 K J Somaiya Institute of Management, Mumbai

# The India Growth Story



1.4 Billion Population

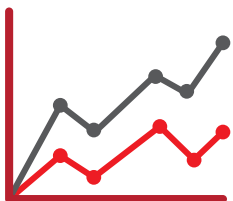
Large and Growing Market



5<sup>th</sup> Largest Economy



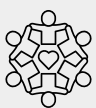
Rank #1



**Startup Ecosystem**

India ranks #1 in the Central & Southern Asia Region.

**DELIVERY zomato**



Sunrise Industries

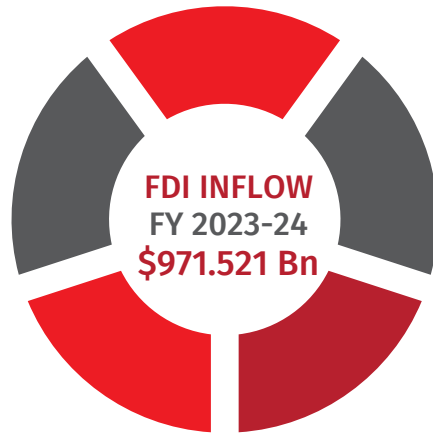
Automobile, Pharma and Digital in India



Cipla



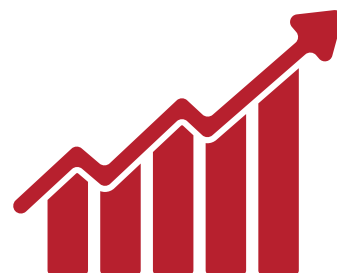
Investment-Friendly Policies



3<sup>rd</sup> Largest

**Young & Skilled Workforce**

India has the 3rd largest group of scientists and technicians in the world.



Government Initiatives & Reforms



# Objectives

A highly interactive program designed to achieve the following learning outcomes:



Understand the business environment in India



Develop an insight into how businesses in India operate



Appreciate the start-up ecosystem



Discover the diverse cultural fabric of India



Help participants leverage the India growth story through first hand experiences

**Language of Instruction: English**

## Program Design

Module 1 **India - An overview**

Module 2 **Understanding the overall structure of business in India**

Module 3 **Doing Business in India: An economic overview**

Module 4 **Insights into the Indian Consumer**

Module 5 **Role of culture in business in India**

Module 6 **Regulatory and governance compliance for doing business in India**

Module 7 **Investment in India: The start-up ecosystem**

Module 8 **Make in India - Government of India's initiative of doing business in India**

Module 9 **Lessons from success and failure stories - A case based approach**

Module 10 **Experiential learning through industrial visit**

For whom: International students who wish to gain an understanding of the Indian economy, culture, policy and business environment and be a part of the growth engine.

## How K J Somaiya Institute of Management's program is different?

This 2-week program is facilitated by expert faculty in various functional and industry domains

- Sessions are experiential learning and interactive
- Participants can experience a green campus in the heart of Mumbai, India's financial capital
- Participants will have the chance to interact with K J Somaiya's start up incubator Riidl
- Hands-on Live Project
- Daily Yoga and sports sessions
- Cultural immersion including a visit to a Bollywood set



### What is included in the fee?

- Academic course
- Accommodation for two weeks
- Mumbai airport pick-up and drop-off
- Breakfast and lunch on campus
- One welcome dinner
- One farewell dinner
- Two cultural experiences
- Visit to Bollywood
- Industry visits
- Access to Yoga and sports facilities on KJSIM Campus
- Welcome kit
- Certificate of attendance

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**Our Credentials**  
 KJSIM has successfully hosted students from Europe. Student testimonials are witness to their excellent experience.

**Dates:** 9th to 15th February, 2025

### Cost Structure

- USD 950 per person for 1 week in campus accommodation
- Please note travel to India, visa costs and other personal travel and living expenses are not included e.g. evening meals. We suggest that students should budget approximately. \$15-\$25 per day for additional food and drink.

## About KJSIM



Legacy of  
40+ years



Top 10 pvt  
B-schools in India



Experienced  
Faculty



14000+  
Global Alumni



Strong  
Industry Linkages



Financial Capital  
Mumbai

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