NYU Stern School of Business &
Indian Institute of Management Bangalore (IIMB)

Doing Business in INDIA

B86.3310.0A

Bangalore, India
January 2011
**Dates**

- Thursday, December 2, 2011 (5:00-5:45 p.m.)
  - Mandatory Pre-Departure Class Session at Stern
- Monday, January, 03, 2011 – Wednesday, January, 12, 2011(9:00 am-5:15 pm)
  - 10-day program, including 8 days of academia and 2 days of non-academic programming (including one free day)

**Course Description**

This course gives an overview of Doing Business in India, including an introduction to India’s economy, history and culture. Lectures and seminars on a wide range of functional areas draw out some differences between this region and other regions. The course includes lectures, case studies, guest lectures, company visits, assignments, projects and a cultural event.

**Course Requirements**

- Attend the Stern Pre-Departure meeting
- Attend all lectures, presentations and site visits in Bangalore, India during the academic program.
- Actively participate in class debates and cases. *Students are expected to be prepared for each activity and participate in all discussions.*
- Complete the Minor Assignment.
- Complete the Major Project.
- Complete the Bangalore field observation assignment

**Grading**

IIMB Professors will grade the students based on the following:

- 30% pre-trip project assignment (group)
- 50% final project (group)
- 20% Bangalore field observation assignment (group)

*Attendance is required at all mandatory sessions noted on the final Course Schedule.*

DBi courses are developed by Stern in collaboration with the partner school. As such, DBi courses follow the same grading policies of all Stern courses. Letter grades are given and recorded on the student’s Stern transcript. The final grade is calculated into the Stern GPA. All course requirements stated on the syllabus must be met to receive a passing letter grade. Assignments are graded by the host school faculty. Final credit will be awarded once the official transcript is received from the school abroad.

Students who fail a DBi course will not receive credit and must make up these credits through additional coursework at Stern.
IIMB professors will grade the students based on the following STERN grading system:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Score</th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>4</td>
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<tr>
<td>A-</td>
<td>3.7</td>
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<tr>
<td>B+</td>
<td>3.3</td>
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<tr>
<td>B</td>
<td>3.0</td>
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<tr>
<td>B-</td>
<td>2.7</td>
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<tr>
<td>C+</td>
<td>2.3</td>
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<tr>
<td>C</td>
<td>2.0</td>
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<tr>
<td>C-</td>
<td>1.7</td>
</tr>
<tr>
<td>D</td>
<td>1.0</td>
</tr>
<tr>
<td>F</td>
<td>0.0 (Failure)</td>
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</tbody>
</table>

Attendance at all required events: Please be advised that attendance is mandatory at all classroom lectures and corporate visits. Not attending a required session will result in a failing grade.

Mandatory Pre-Departure Class Session

A mandatory pre-departure class session will be held on **Thursday, December 2, 2010 from 5:00-5:45PM at Stern in KMC (room to be determined)** to meet in study groups, review logistics, and discuss pre-trip work. Room for session will be emailed to enrolled students prior to date. Students that are unable to attend the pre-departure meeting will not be permitted to participate in the DBi India Program.

Course Deliverables

**Pre-Class Assignment:** This assignment involves student groups working on a research project on some aspects of India’s business environment. Guidelines will be provided separately. This project’s results need to be presented to the class on the second afternoon of the program.

For the pre-trip assignment, groups will email their work to the IIMB course director and MBA International Programs (**intl@stern.nyu.edu**) by December 24, 2010.

**Bangalore Field Assignment:** This assignment involves small groups of students branching out to different parts of Bangalore, making field observations, taking pictures, talking to people, making movies, and presenting their conclusions on India’s economy and society on the second afternoon of the program.

**Major Group Assignment:** This assignment involves a research project on a chosen sector of India’s economy. Guidelines will be provided separately. This final research project’s results will be presented on the last day of the program.
Academic and Classroom Information

Course Materials

Materials will consist of articles and case studies which will be provided to students either in advance of the course start date or upon arrival as deemed necessary by faculty.

Study Groups

Study groups and any pre-trip assignment topics will be pre-assigned in groups of 4 students (at the discretion of the Partner School) before the December 2010 Pre-Departure Meeting.

Laptop and Wireless Handheld Devices Policy

While students are encouraged to bring their laptops to work on their presentation, laptops are not allowed in the classrooms. Wireless Handheld Devices (Blackberry, Palm, Cell Phones, etc.) are not permitted in the classrooms. Please respect the professors and the partner school by adhering to this policy.

Access to computer labs, library and research facilities

During the program, students will have full access to all facilities including computer labs, the school’s wireless network, library and library databases. The school will ensure students have access to computers during the evenings to allow for completion of project work.

Honor code/Code of Conduct

It is a requirement that students adhere to the MBA Honor Code and Code of Conduct. Every student is obligated to report to the Program Director in charge on the DBI India program any suspected violation of the code that he or she has observed. http://w4.stern.nyu.edu/scorp/committee.cfm?doc_id=4797 Code of Conduct violations will be reported to and handled by the MBA Judiciary Committee upon return to Stern.

Student with disabilities

If you have a qualified disability and will require academic accommodation during this course, please contact the Moses Center for Students with Disabilities (CSD, 998-4980) and provide MBA International Programs with a letter from them verifying your registration and outlining the accommodations they recommend. If you will need to take an exam at the CSD, you must submit a completed Exam Accommodations Form to them at least one week prior to the scheduled exam time to be guaranteed accommodation.

Please Review All DBI Program Policies

Please review all of the DBI Program policies and procedures posted online at the MBA International Programs’ website at: http://www.stern.nyu.edu/mba/international/DBI_Program/DBI_Overview.htm
Cost Breakdown

Costs for Program

1. Stern tuition for 3 Credits
2. DBI Program Fee for India = US $2470 per student (based on minimum 20 students)
   Includes:
   - IIMB expenses inclusive of boarding and lodging with single occupancy for 10 nights
   - 6 Industrial visits with transportation and field coordinators
   - 2 group trips with transportation
   - 1 special off-campus dinner
   - 1 cultural event

3. Additional Expenses to be Covered by Student (EXCLUDED from DBI Program Fee)
   - Airfare
   - Transport to/from airports
   - 3-4 meals (during industrial visits and group trips)
   - Public transportation fare (unless otherwise noted)
   - Entertainment
   - Personal expenses

Accommodations

Lodging and boarding is included in the DBI program fee for all program days. Student accommodation will be at Management Development Centre, IIMB, with double occupancy accommodation (family accommodation will not be provided). Lodging is for arrival on January, 03, 2011 and for departure on the morning of January, 13, 2011. Accommodation details will be mentioned in the joining letters which will be sent to participants by e-mails.

Meals

Breakfast, lunch and dinner along with Juice/ coffee/ tea breaks are provided by IIMB accommodation on all program days. Expenses of other meals/snacks are to be borne by the participants as they are not included in the DBI program fee and are readily available for students to buy in the surrounding area. IIMB is a tobacco / alcohol free site.

Group Events

Transportation for the city tour and cultural excursions are included in the DBI program fee.
ACCOMMODATION
Accommodation for STERN participants will be arranged in our Management Development Centre (MDC), IIMB campus. This exclusive accommodation for Executive Education participants has all the rooms air-conditioned and will be on single occupancy basis.

ROOM FACILITIES
Each room is provided with facilities to prepare coffee/tea, a telephone connection and network connectivity for your lap-tops/ computers. There is no television in the room. It is expected that participants spend the evening preparing for the sessions or interact amongst themselves so that attention to the study materials given by the faculty members are not diluted.

CLASSROOM/DRESS CODE
It is necessary that every participant attends the sessions, including the introductory and valedictory, without fail. Late coming and early leaving will not be encouraged. Business casuals are appropriate to be worn during classroom sessions. Participants are expected to wear business casuals or business suits during industrial visits.

FOOD & REFRESHMENTS
Your stay facility is inclusive of breakfast, lunch, refreshments & dinner. Room service facilities are not available. The cuisine is predominantly Indian. However efforts are made to offer as much variety as possible.

TELEPHONE
Local phone calls can be made from MDC free of charge.

LAUNDRY
Out-sourced mechanized laundry facility is available on payment basis at the Institute approved rates. Please inform the reception about your laundry service requirements. Kindly avoid washing your personal garments in the room.

JOURNALS & TV
An English newspaper will be provided to your room everyday. A range of journals, newspapers, magazines, multi-channel TV are provided in the MDC lounge as a common facility.

LEISURE & RELAXATION
Sports (Table Tennis, Billiards, Shuttle Badminton) and gym facilities are available at the Centre, subject to restricted timings. The campus is spread more than 100 acres. We recommend an early jog and an evening walk around.

LIBRARY
There is a separate Library block in the campus and the participants are encouraged to use the same.

COMPUTER CONNECTIVITY
The Computer Centre will be open round-the-clock. We have the wired and wireless network connection to the MDC. You may bring your laptops (windows XP/Vista/windows 7, Ethernet card, / internet explorer Ver. 7/Mozilla firebox 3.0). Institute will provide the cables and will help for the wireless configurations in case required.

OTHER FACILITIES
The facilities at IIMB Campus include
- Post Office (08.30 am to 04.30 pm), State Bank of Mysore extension counter situated inside the campus (10.30 am. to 02.30 pm) with facility of currency exchange
- IIMB Store with IIMB souvenirs /merchandise
- Departmental /grocery store (Athika Stores)
- Book Shop (Surya Infotainment Product Pvt. Ltd.)
- Health Centre for primary medical care (09.00 am to 05.00 pm)
Travel Information

Transportation to/from Host City

Students must arrange and pay for their transportation to/from City, Country and to/from the airport. Students must arrive at the Management Development Centre at IIMB Campus on Monday, January, 03, 2011 and plan to depart from the program on the morning of on Thursday, January, 13, 2011. Students are free to travel independently before or after the course at their own expense.

- **To Corporate Visits:** Transportation to and from all corporate presentations is included in the DBI program fee.
- **To Group Events:** Group program activities include transportation, and it is included in the DBI program fee.
- **To Personal Activities:** Not included in the DBI program fee. At student’s expense.

Hotel to Airport

A reasonable charge for this commute will be Rs.800/- (US$ 18). Book your taxi to the Indian Institute of Management Bangalore or IIMB, Bannerghatta Road which is around 48kms from the international airport and it involves around 2 hours of commute.

Visa

Participants need Visas in order to travel to India. Participants will receive an invitation letter from IIMB which can be used to apply for a Visa (for attending the program at IIMB, two days prior and later included).

**Note:** It is the student’s responsibility to apply and receive the appropriate visas for their passports in a timely manner for the course. Refunds are not provided for those students who fail to secure their visas.

International Students

International students must contact OISS regarding their travel plans and must attend an OISS “Travel Workshop.” Also, visit the OISS website “Immigration & Employment”: http://www.nyu.edu/osl/oiss/immigrationEmploy/travelInstructions.html

IIMB will provide descriptions for the following 30 days prior to the date of visit:

1. Events/Lectures/Visits Description
2. Faculty Speakers: separate document
3. Cultural events: separate document
4. Suggestions for restaurants/meals near school/hotel for meals not included.
# Schedule: Doing Business in India 2011

<table>
<thead>
<tr>
<th>Mon, Jan 3</th>
<th>Tue, Jan 4</th>
<th>Wed, Jan 5</th>
<th>Thurs, Jan 6</th>
<th>Fri, Jan 7</th>
<th>Sat, Jan 8</th>
<th>Sun, Jan 9</th>
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<tbody>
<tr>
<td><strong>Morning</strong></td>
<td>Students arrive at the School by 2pm.</td>
<td>Class: India’s social and political climate (9-12) Rajeev Gowda</td>
<td>Class: Innovation in India (9-1030) Rishi Krishnan Class: Entrepreneurship (11-1230) K. Kumar</td>
<td><strong>Industry Visit 1:</strong> Infosys Narayana Hrudayalaya</td>
<td>Class: The Indian Consumer (9-1030) Ramanujam Sridhar Class: India’s Retail Explosion (11-1230) Bijou Kurien -CEO</td>
<td>Visit to Mysore</td>
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<tr>
<td>Lunch</td>
<td>Lunch (12-2)</td>
<td>Lunch (1230-2)</td>
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<tr>
<td><strong>Afternoon</strong></td>
<td>Welcome Tour of Bangalore (3-6 pm)</td>
<td>Introduction: Minor and Bangalore assignments presentation (2:00-5:00) DVR Seshadri Rajeev Gowda</td>
<td>Class: IT (2-330) Sourav Mukherji Class: Corporate Entrepreneurship (4-530) DVR Seshadri</td>
<td>Biocon Whole Day Mandatory</td>
<td>Class: Indian Banking Sector (2-330) PC Narayan Class: Microfinance (4-530) Samit Ghosh -CEO</td>
<td>Visit to Mysore</td>
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<tr>
<td><strong>Evening</strong></td>
<td>Welcome : CEO Talk and Dinner (7pm) Mandatory</td>
<td>Free</td>
<td>Free</td>
<td>Cultural Evening Mandatory</td>
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<td>Mon, Jan 10</td>
<td>Tue, Jan 11</td>
<td>Wed, Jan 12</td>
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<tr>
<td><strong>Morning</strong></td>
<td>Class: Managing People (9-1030) Vasanth Srinivasan Class: Philosophy (11-1230) Manohar Reddy</td>
<td>Industry Visit 2: Parikrama Bangalore International Airport (PPP)</td>
<td>Free</td>
<td>Departure from School – Independent travel in India or back to New York.</td>
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<tr>
<td>Lunch</td>
<td>Lunch (1230-2)</td>
<td>Lunch (1230-2)</td>
<td>Lunch (1230-2)</td>
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<tr>
<td><strong>Afternoon</strong></td>
<td>Class: India’s Macroeconomy (2-330) Shyamal Roy Class: Sustainability (4-530) PD Jose</td>
<td>Microsoft Research Whole Day Mandatory</td>
<td>Project presentations (2-5) Rajeev Gowda DVR Seshadri</td>
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<tr>
<td><strong>Evening</strong></td>
<td>Farewell Dinner (6pm)</td>
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