

To learn more about a  
growing economy, you'd  
much rather experience one.

The Inside India Programme  
Indian School of Business





“We had a real taste of India and its business environment in a wide range of scope – from big multinationals to local dabbawalas”  
 ESADE Inside India programme participant

“I was a bit sceptical about ‘discovering’ a country in one week, but was pleasantly surprised”  
 Inside India participant

### Inside India

The dramatic rise of India as an economic superpower has been one of the most significant results of globalisation. With a strong knowledge workforce, rising income level, an open regulatory environment and a consistent GDP growth, India is now positioned to be at the fore-front of both supply-side efficiency as well as new market opportunities.

If you are geared towards a leadership role in the post-globalisation era, you have to look for new markets, innovative business models, and identify new sources of efficiency in emerging markets

The Inside India portfolio of programmes gives you an insider's view to the dynamic markets of India, its business environment, socio-cultural norms, and emerging opportunities. With a well-designed action learning project incorporated in each programme, you will apply your learning in real-time, and thus gaining actionable strategic insights about the workings of emerging economies



### Programme Objectives

A programme customised as per your organisational needs, Inside India will provide you with the right learning needed to enter the Indian market, harness the efficiency of the Indian economy, use India-centric innovation as a key differentiator, and apply your learning to emerging market situations in general. An integrated action learning project will ensure that at the end of the programme, you are ready to create action-oriented implementation plans in your organisation.

Specifically, you will be better prepared to:

- Assess the growth opportunity that India offers to your business
- Appreciate the business environment, consumer mindset and market realities in India
- Understand the socio-cultural norms and management principles that work in India
- Develop innovative business models for your organisation tailored for emerging markets
- Negotiate favourable deals for your company while dealing with Indian parties
- Assess how India-centric innovation can be a key differentiation for your organisation
- Apply your learning to other emerging markets

### Pedagogy

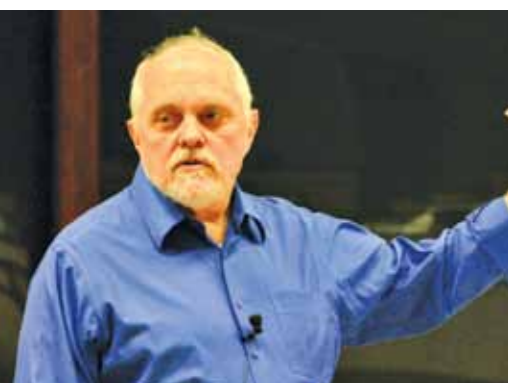
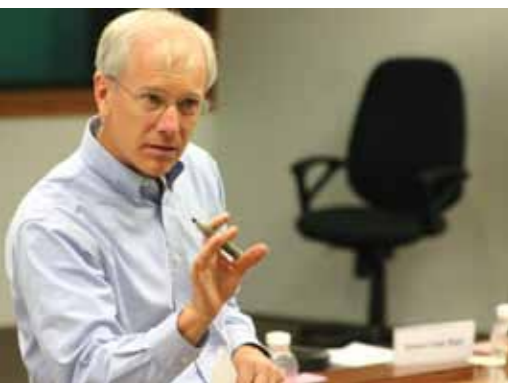
The Inside India programme is specifically designed to impart a holistic learning through the right balance of academic lectures, India-centric case studies, classroom exercises, field visits, cultural visits and interaction with leaders from both corporate and government sectors. While the actual programme will be customised based on your organisational need, a sample of topics are given below to elucidate the depth of the programme.

#### Understanding Indian Business Environment

- Understanding Indian political system and its impact on business
- Analysing Indian economic growth drivers and identify challenges and opportunities
- Appreciating Indian culture, attitudes, norms and social trends and how that effects business management
- Knowing Indian legal system including tax laws, consumer laws, regulations etc.
- Appreciating how Information Technology, R&D and innovative processes are transforming the business landscape

#### Appreciating Indian Market Realities

- Getting into the Indian consumer psyche by understanding what they value, how they make choices and what are the influences
- Understanding Indian managerial practices, people processes and operational challenges
- Getting an insider's view into the working of the Indian multinationals – how are they playing at the global level by leveraging their local strengths
- Knowing how the global companies are localising their models for the Indian market
- Appreciating Indian SMEs as a source of disruptive innovations and business models



“It was a lot about India, but as a side effect it was a lot about multicultural comparison and ultimately about understanding one’s own self.”

Ericsson Inside India participant

### Incorporating India as a strategic link in the Global supply chain

Analysing successful business strategies of global corporations to understand how companies can leverage India as part of their strategic supply chain.

### India as the new frontier of Innovation

Understanding how global companies are using India as an innovation lab, what type of innovative and dynamic business models are evolving to cater to a rapidly growing economy and how companies can learn from these and implement the same in other emerging markets.

### Action Learning Project

Throughout the duration of the programme, you will be undertaking an action learning project, wherein you will apply the concepts learnt to a scenario that is relevant to your organisation. This will ensure that at the end of the programme you will not only have a solid grasp over the issues, but also will be ready with an action plan to incorporate an India-centric approach as part of your organisation’s core strategy.

### Faculty

The ISB has a unique combination of resident faculty and a pool of visiting faculty from some of the best B-schools of the world. The scholarship imparted thus consists of the latest and most relevant academic insights on emerging market issues. Our unparalleled network in Indian corporate and government sectors brings you some of the most respected business and policy figures in India to give you first-hand insight into the Indian business environment.

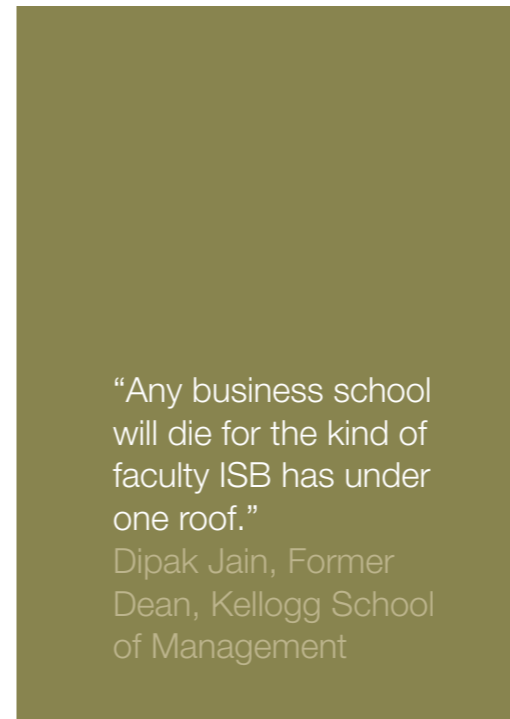
### Participant Profile

**EMBA participants:** Today’s EMBA graduates have to face a multitude of challenges. No longer is it sufficient to master the functional skills of traditional MBA programmes. To lead in the globalised world they have to learn about emerging market realities, understand the dynamic and innovative business models which are delivering value in these markets and appreciate the differences in cultural nuances and consumer behaviour across geographies. In tune with this, the best EMBA programmes now incorporate understanding of the emerging market issues as a core part of their curriculum.

The ISB is the strategic partner for providing insights into emerging markets through the Inside India programme for some of the best international EMBA programmes. Each of these programmes is custom designed, keeping in mind the specific needs of the partner business school. By incorporating Inside India programme into your curriculum, you can make your programme more globally relevant and provide a winning edge to your participants.

**Growth-focused Multinationals:** With the shifting balance in global economic power, it is evident that tomorrow’s growth will not come from today’s market. India, with its rising middle-class population is poised to be one of the largest markets in near future. The key to unlock this market potential can be a strategic competitive advantage to your organisation.

The Inside India programme, with its unique blend of academic learning and practitioners’ insights will provide you with the toolkit to lead in the Indian market. You will also learn to appreciate the underlying market forces and apply the learning to other emerging market situations. If your organisation is vying for leadership in tomorrow’s markets, the Inside India programme will give you the insights about how best to leverage these opportunities. Some of the global companies that have partnered with the ISB for this programme include Ericsson, Legrand and Areva.



**Global policymakers:** The growing economic, military and diplomatic power has made India a key player in the global arena. Hence, it is imperative for western policymakers, regulators and decision takers to understand the socio-political realities, the policy regime as well as the cultural sensibilities of India. The Inside India immersion programme provides a holistic overview of the Indian context as well as specific insights into policy and regulatory issues that is customised depending on the needs of the participants.

**Expatriates in India:** A growing number of multinationals are deputing their best talents to India at senior levels for delivering value in the India business. Indian companies are also turning to foreign leadership in an increasingly competitive market. However, it takes more than just functional skill to succeed in leadership roles in India. Understanding the Indian context, culture and business realities are equally important for delivering effective results. The Inside India immersion programme can act as an induction programme for the expatriates in your organisation by providing them the necessary insights about doing business in India.

### The ISB Advantage

Some of the key factors that has distinguished the ISB as the premiere destination for executive education includes:

- Distinguished faculty known for cutting-edge research and unmatched knowledge repository on emerging market issues
- Unparalleled network with the Indian industry as well as public sector and government functionaries, thus facilitating a wide range of social , political, and industry interactions for the participants
- Experienced team of programme directors and facilitators capable of delivering the right customisation based on the needs of the participants
- World-class campus that integrates facilities for learning, accommodation and recreation that makes for a memorable experience



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