

University of Pretoria Yearbook 2016

Doing business in India 810 (GIC 810)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	12.00
Prerequisites	No prerequisites.
Contact time	28 contact hours per 3 week cycle
Language of tuition	English
Academic organisation	Gordon Institute of Business S
Period of presentation	Semester 2

Module content

The course aims to build a pragmatic approach to developing successful businesses in and with India. It includes four components. The first component would aim to help delegates develop a comprehensive understanding of the context of India through the use of multiple lenses including historical, social, political, administrative and institutional and commercial. The second part would focus on developing common themes based on discussion of real cases (small cases) of success and failures of MNCs in India. The third section would focus on conversations with experienced professionals from MNCs, consultants, political and social experts to further sensitise the delegates on the challenges of doing business in India. The last section would comprise of each delegates' personal reflections in developing an approach to doing business in India.

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