**Doing Business in India: An India Immersion Programme**

**Indian Institute of Management Kozhikode**

**December 2-6, 2019**

**Aims and objectives:**

India’s uniqueness lies in its unity in diversity which makes it seem like a complex space for outsiders. This five-day programme facilitates a deeper understanding of the latent order within the apparent chaos that will help foreign officials and executives gain a deeper understanding and appreciation of India’s business environment. The course provides participants an opportunity to experience and learn about India’s economic environment, regulatory ecosystem, leadership insights, social and historical backdrop, cultural heritage, legal and environmental landscape, consumer mind-sets and business risks.

**Detailed course contents:**

The course will have the following modules

* Economic environment – history of the Indian economy, current macroeconomic policies and environment, future business outlook
* Navigating the regulatory and business risks – regulatory structure in different industries, navigating business risks
* Leadership 4.0: Authenticity (Closing the gap between you and your own reality), Connectivity (Creating resonance), Productivity (The art of undoing), Possibility (Changing mental models)
* Social, cultural and historical backdrop – business history of India from ancient to modern times and how society and culture shapes the current economic landscape
* Legal and environmental issues – legal frameworks and challenges for sustainable development
* Consumer behaviour – analysis of markets, mind-sets, behaviour and cross cultural management for understanding the Indian consumer

**Target audience:**

The course will include a mix of classroom discussions, videos, activities and outbound experiences

**Target audience:**

Diplomats, government officials, senior managers and executives of foreign countries