

Course Syllabus for Topics in Marketing – Study Abroad Experience in India Spring Intersession 2009

Course: MKTG 891

Title: Study Abroad Experience in India

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The main purpose of this course is to obtain a first hand understanding of the business environment in India. India's recent resurgence as an emerging market and an opportunity area implies that it is important for business students to gain an appreciation of the Indian business and marketing environment. This course attempts to accomplish this through a hands-on study abroad experience that focuses on visiting five Indian cities (Delhi, Agra, Mumbai, Pune, and Bangalore). The trip will include several business visits along with cultural activities aimed at obtaining an appreciation of the Indian culture.

Students in this course will be exposed to the above topics via readings (which students can start with before departing on the trip), meetings to discuss readings, and via experiential learning opportunities during the two-week trip to India. After the trip, students will be required to turn in a reflective research paper which relates readings and discussions to observations made during the business and cultural visits in India.

This graduate level course will count toward a study abroad experience for students enrolled in the MBA program.

Course Requirements:

- Attendance and participation in visits to all key locations in India. Before departing for the trip we will have a few meetings to discuss key concepts in the assigned readings. Students will be expected to attend these meetings.
- Reading a required book that focuses on the cultural environment in India and how that affects doing business in India.
- One 15-page paper, double-spaced, one-inch margins, which will focus on relating experiences during the travel component to the theoretical and managerial perspectives discussed in the book and during interactions between instructor and students. Each student will maintain a journal of activities, experiences, and observations during the travel and use these journal entries to write the paper.

Daily Itinerary* – Business in India, Dec 29, '08 – Jan 10, '09

Departure Date: Mon, Dec 29	Flight to New Delhi.
Tue, Dec 30	Arrive in New Delhi. Recover from jetlag.
Wed, Dec 31	Guided sightseeing of Agra with local guide. Visit the Taj Mahal and the Agra Fort.
Thu, Jan 1	Guided half-day tour of Delhi – visits to the India Gate, Qutab Minar, and Humayun's Tomb. Overnight train to Mumbai.
Fri, Jan 2	Guided half-day sightseeing tour of Mumbai. Visit Gateway of India, Marine Drive, and Jain Temples. Attend business meeting.
Sat, Jan 3	Guided half-day sightseeing tour of Mumbai. Visit Dhobi Ghats and Mani Bhawan. Attend business meeting.
Sun, Jan 4	Short express train ride to Pune. Attend business meeting in Pune.
Mon, Jan 5	Visit Pune University. Attend business meeting in Pune.
Tue, Jan 6	Guided sightseeing tour of Pune. Visit the Raja Kelkar Museum, the Shaniwarwada, the Aga Khan Palace, the Rajneesh (Osho) Ashram, and the David Sassoon Synagogue. Attend business meeting in Pune.
Wed, Jan 7	Early morning flight to Bangalore. Half-day sightseeing tour of Bangalore. Visit The Bangalore Palace and Fort and Lal Bagh.
Thu, Jan 8	Attend business meeting in Bangalore. Some free time to explore Bangalore.
Fri, Jan 9	Guided sightseeing of Bangalore. Visit Cubbon Park, The Bull Temple, and The Gangadhareshwara Temple Attend business meeting in Bangalore. Farewell dinner.
Return Date: Sat, Jan 10	Flight back to the USA.

*Please note this is tentative and may change/evolve.

COST:

Program fee: \$4,600 (approx)*

K-State study abroad fee: \$150

In addition, keep in mind:

In-state 3-credit hour tuition: \$900 (approx)

Personal expenses: \$350 (estimate)

Grand Total: \$6,000

***EXTREMELY IMPORTANT NOTE:** We are going through a tour provider who cannot guarantee the airfare till it is purchased. So keep in mind that this amount **could** potentially go up or down a little depending on oil prices. Thus the sooner you sign up, the better.

ENROLLMENT DETAILS:

TWO STEPS:

STEP 1:

Contact Ms Lynn Waugh in Student Services (107 Calvin Hall) and fill out a study abroad application form and put down a deposit of \$500 by September 10. Lynn will be able to provide you with the instructions for the paperwork. The remaining amount (\$4,250) will be due later during the fall semester.

STEP 2:

Register for the MKTG 891 course via the Division of Continuing Education (DCE) sometime in late September. Once you have completed step 1 above, Dr. Janda will e-mail you instructions to enroll in the course. Since this is a spring '09 course, you will pay the 3-credit hour in-state tuition for this course along with your other spring '09 tuition.

FOR FURTHER INFORMATION:

Contact:

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The deadline to take part in this opportunity is Friday, September 12, 2008.

EXTREMELY IMPORTANT NOTE: The costs provided here assume an enrollment of 10. If this level of enrollment is not accomplished, the course may be cancelled.