Spring 2018

INDIA

COB Immersion

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Application deadline is April 3, 2017

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Introduction
Despite its reputation for overcrowded and dusty streets, India is a magical country full of opportunities for those willing to take the challenge. Students participating in the India Immersion program will quickly find themselves discovering that there is a lot to learn from the experience. India is exotic, enigmatic, and full of colors. India is also rich in cultural traditions and religious diversity. This program is meant for students willing to step out of the comfort zone, immerse themselves in a completely different environment, and learn from others in the process. The schedule of this program is very intense but equally rewarding at many different levels.

The significance of India to the world’s economy is undeniable. India is the seventh largest economy in the world by nominal GDP and has the potential to become the world’s third largest economy by the next decade. With nearly a fifth of the world’s population, India is the second most populated country in the world and is expected to surpass China in the next decade. Interestingly, India also has one of the youngest populations in the world, with more than half of its habitants being under the age of 25.

Main Program Elements
- Faculty leader: Dr. Lalatendu Misra (lead) and Dr. Dennis Lopez (co-lead)
- Travel dates: January 1-15 (subject to change)
- Cities visited: Hyderabad, Delhi, Jaipur, Agra
- 18 students to be accepted
- All program participants stay in at the International Student Dorm at the University of Hyderabad during the first week of the program; 3-star hotels or better during the second week of the program
- Buffet breakfast served every morning at the dorm or hotel; lunch or dinner will also be provided by the program (mainly Indian food). At least one-third of the meals will be vegetarian. Students will be responsible for one meal a day.
- Most in-country travel will be by chartered bus.

Academic Lectures
To be announced. The class schedule last year included lectures on Indian business culture, family owned businesses, healthcare industry, technology, management in India, and entrepreneurship among others.

Industry and Business Exposure
The business visits for the India immersion change every year and are still being coordinated. Most of the educational components of the trip will take place in Hyderabad, where the students can expect to visit a wide variety of businesses. Hyderabad is home to a large number of companies in the technology sector and in the pharmaceutical industry. The city is also home to a large number of call centers. In the past, our groups have visited companies as large as Tata Consulting. Micro-enterprises and family-owned businesses with very innovative business concepts have also been included in the schedule.

Cultural Exposure
The group will visit the most popular historical landmarks of the golden triangle of India, a tourist circuit that connects Delhi, Agra and Jaipur. Visits are subject to change but the following sites have always been included in the schedule: Tah Mahal, Hyderabad’s Charminar, Hawa Majal, Jama Masjid, India Gate, Amber Fort, Agra Fort. The program will also include special events such as morning yoga, snake conservation lectures, Indian folk dances, and henna paintings.