

The Hebrew University of Jerusalem

Syllabus

Business in India: Introduction and Practice - 35361

Last update 21-11-2023

HU Credits: 2

Degree/Cycle: 1st degree (Bachelor)

Responsible Department: Asian Studies

Academic year: 0

Semester: 1st Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Mr. Ofir Mizrahi

Coordinator Email: o.mizrahi@mail.huji.ac.il

Coordinator Office Hours:

Teaching Staff:

Mr. Ofir Mizrahi

Course/Module description:

This course is an introduction to the business world in present-day India. Over the last few decades India became a substantial global economic and trade power. This change entails a prosperous service industry, high trade volumes, and a continuously growing consumer society. India's opening to global markets has created new opportunities, while at the same time being a fertile ground for clashes between foreign organizations and the complex and unique characteristics of the Indian market. The course will open with a general introduction to Modern India, followed up by a survey of the modern history of Indian Economy and Trade. During the course we will discuss various dimensions of the Indian Market, and analyze the creation and growth of a consumer society in India. We will also explore business conduct between Foreign and Indian companies and the challenges involved. In our course we will discuss the relations between values and other dimensions of Indian culture, the structure of the market, Indian Business organization, and the Business-Commercial etiquettes in India.

Course/Module aims:

The course is focused on creating a connection between theoretical background and the practical business arena in India. During the course, an emphasis is placed on discussing current issues and reviewing market case studies, in order to get to know the Indian market and business arena, with an emphasis on intercultural dynamics.

Learning outcomes - On successful completion of this module, students should be able to:

Describe the modern history of commerce and business in India. Describe the influence of modern history on the Indian market. Discuss India's role in global trade. Get acquainted with cultural elements in business dynamics in India. Discuss the impact of cross-cultural dimensions on doing business.

Attendance requirements(%):

90

Teaching arrangement and method of instruction: lecture

Course/Module Content:

Introduction to the Indian Subcontinent.

Economic and Commercial History of Independent India.

The Indian Consumer.

The structure of the Indian market.

The Indian Market today.

The "Food Chain": the structure of the Indian market between rural and semi-urban to urban.

Globalization Era: MNCs in India.

Challenges in doing business in India.

Innovation in India and technology scouting for India.

"Negotiation Society": Israeli-Indian negotiations.

Required Reading:

See the Moodle site for a detailed reading plan.

Additional Reading Material:

Grading Scheme:

Essay / Project / Final Assignment / Home Exam / Referat 90 %

Attendance / Participation in Field Excursion 10 %

Additional information: