

SETON HALL UNIVERSITY
STILLMAN SCHOOL OF BUSINESS

(Our mission is to enrich each student's life through an ethics-centered education focusing on transforming concepts into business practice.)

DOING BUSINESS IN INDIA 2022
BMGT 3524, BINT 4924, BMGT/BINT 7524

PROFESSOR:	A. D. Amar, Ph.D.; ad.amar@shu.edu
OFFICE:	650 Jubilee Hall; Office: (973) 761-9684
TEL:	Secy.: (973) 275-2531 (Tanya Dixon): Tanya.Dixon2@shu.edu
LECTURES:	As Scheduled (2/8/2020; 2/22/2020); Third Lecture Schedule (TBA)
TRAVEL DATES:	Tentatively scheduled from 3/2/2022 to 3/12/2022
PREREQUISITES:	Admission to any SHU academic program

COURSE DESCRIPTION

This course is designed to impart an understanding of how to do business in or with India and the regions surrounding it. It includes a visit to India to gain firsthand experience of its cultural, social, industrial, business, and financial centers. Students are also exposed to questions related to the human growth and development from the ancient times, and pertaining to the peaceful coexistence as a large religiously and ethnically diverse population. The course combines attending classes at Seton Hall and Indian universities, lectures at business houses, and interactions with business, educational, and government leaders, and general population. It is approved to fulfill the requirements for Signature 3 Core (CORE 3028) and Global Business (BINT 3001) courses by doing some additional work. The course is open to all Seton Hall University students -- undergraduate, graduate, doctoral, etc.

Students attend 3 classes at Seton Hall on Indian economy, society, and culture. They are prepared for the trip. They also attend classes at universities in India, visit businesses, ancient/historic sites, and interact with academics, business and social leaders, representatives of industries, and government officials.

Students will be required to maintain a journal of their travel and write a term paper based on the journal with some theme selected by the student. In addition, graduate students write an in-depth paper on any business, economic, or societal sector of India. The topic may be changed with the instructor's approval.

The travel to India takes place during the Seton Hall University Spring Break. The full cost of the trip becomes due with the tuition deadline for the course. This is one of the International Business courses in the School of Business curricula. The course has been continuously offered since 2009 and made its 12th trip to India during the Spring Break 2020. Due to the pandemic, the Spring 2021 trip was omitted. Students from various units of SHU, such as Business, A&S, and Diplomacy have travelled to India and experienced Indian social, cultural, political, and economic subsystems.

Because this course “engages the world,” it is approved as a Seton Hall University Core Curriculum Signature 3 Course, CORE 3028. This will require additional reading on spiritualism involving the Hindu and Catholic thoughts, writing a report, and making a presentation.

The course is also approved as a substitute of Global Business (BINT 3001) requirement. For the latter, students will write a paper on doing business in India under the guidance of Professor Hector Lozada.

COURSE OBJECTIVES

Students gain an understanding and appreciation of the economic structure, and business, social, and cultural environments of India.

Appreciate the difficulties of economic development with huge population with widespread disparity in a parliamentary democratic system by which India is run.

Appreciate the contrasts in economic development between the rich and the poor.

Experience contemporary India, and increase understanding of history and culture of the country.

Understand the needs of the Indian markets and what could the students do to fill them.

Understand how highly diverse people coexist in peace and harmony.

Understand the concept of theology as espoused by a multi-religion, multi-ethnic people such as India.

Learn through experience how Catholics from various European countries, the Persians from the Arab world, and the Jews who migrated to India almost two millennia ago, lived together in harmony in India.

COURSE MATERIAL

Pre-trip knowledge in this course comes primarily from the three classes held at SHU—two before and one after, lectures and presentations by the professor and external experts and first-hand experience while traveling through India. However, some material to prepare students for the trip and to give them deeper critical understanding of India is prescribed.

Recommended Text (Or, something like the following book)

Title: *Into India*¹
Author: John Keay
Publisher: University of Michigan Press
Edition: 1999
ISBN: 10: 0472086359 or 13: 978-0472086351

Course Reading List:

(Course package as created is uploaded to the course Bb site.)

Amar, A.D. (1996, December 20). 2200 Years of Jewish transition with the Hindus. *Aufbau*, p. 12.

¹ Any equivalent book on Indian history, society, culture, economy, and the religions will suffice.

Reproduced as; Amar, A. D. (2019, January 4). Feature--2200 Years of Jewish transition with the Hindus. *The Indian Panorama*. Page 32. (To be uploaded or handed out in class.)

Other readings as assigned.

Legend of Requirements:

This color highlighted requirement is for everyone taking this class.

This color highlighted requirement is only for those looking to satisfy BINT 3001: Global Business

This color highlighted requirement is only for those looking to satisfy CORE 3028: Engaging the World requirement.

This color highlighted requirement is only for Graduate students

Requirements for CORE 3 Only

Read:

Abhishiktananda, Swami. (2006). *Essential writings*. New York: Orbis Books.

http://www.amazon.com/Swami-Abhishiktananda-Essential-Writings-Spiritual/dp/1570756953/ref=sr_1_2?s=books&ie=UTF8&qid=1455677033&sr=1-2&keywords=abhishiktananda

This book is a required reading assigned by the Signature Core Curriculum Committee for getting CORE 3028 certification. You must give me evidence to prove that you have read this book. You must read the whole book and write a report paper of about 2500 words in your own words (it will be checked for plagiarism) that shows that you have read the book. In evidence, you may submit the book with your markings and notations with your paper. The report should not include anything except the main theme of the book, i.e., nothing to do with the author's bio or stories of his transformation or comments. It should be on the religious philosophy of Hinduism and Catholicism. You must follow APA style when writing this. This report should have nothing from the Wikipedia or [Amazon.com](http://www.amazon.com) or any other material that is not 100% your writing. No opinion, no commentary, nothing on biography, give just what you read from the book. This is what the CORE 3028 requirement is.

Follow APA.org for the style for citation. The rest of APA is inconsequential; you may or may not follow that. I am just looking for your main text with citations.

ASSESSMENT & GRADING

<u>COUNT</u>	<u>POINTS</u>	<u>WORK</u>
1.	10	Class work
2.	05	Quiz
3.	15	Term Paper (travel journal with reference to India) & presentation* (8-10 pages – about a page per day)
4.	0	Global Business on India (BINT 3001) to be done under the

supervision of Dr. Hector Lozada¹

5.	70	Trip participation ²
Total	100	

*Give this assignment the title "India's Social, Cultural, and Economic Preparedness for the Global Economy." This paper is the journal maintained by students during their travel through India. The paper will include a description of what you experienced and learned on day-to-day basis while on Doing Business in India tour.

For the graduate students, this is a paper on operational management of any prominent company in India and its comparison with a similar company in the USA. In the alternative, it can also be a detailed description of any industry in India and its comparison with the same industry in the USA. Be prepared to present it to the class at its third meeting.

All reports MUST follow APA writing style. If you do not already know APA style, ask the instructor, or go to www.APA.org.

The presentation should be made in class following the trip. PPT of the presentation should be emailed to the professor at least 24 hours before its scheduled presentation. The written report should be submitted by the last day of classes for the semester.

LETTER GRADE SCALE

Accumulated Points Grade Quality Points

93-100	A	4.00
90-	A-	3.67
86-	B+	3.33
83-	B	3.00
80-	B-	2.67
76-	C+	2.33
73-	C	2.00
70-	C-	1.67
66-	D+	1.33

¹ This is only for students looking to satisfy Business School required course BINT 3001: Global Business. There is no grade for this part. Grade for the course is given by Dr. Amar.

² Trip participation is the most important part of this course. During the trip, students should be actively involved in all activities planned for the trip such as expert lectures, presentations, visitations, side trips, etc.

SCHEDULE

As accurately described by the *Incredible India*, India is a country of bewilderingly great diversities. It keeps marveling at the incredibly harmonious co-existence of various religions & cultures. Its diversity is reflected in its varied North-South landscapes from Kashmir to Kanyakumari and East-West from Arunachal Pradesh to Kutch in Gujarat, the different cuisines, traditions, cultures, etc.

While India has been a cradle of human knowledge for many millennia, it also gave a nature-based medical system known as Ayurveda. It gave meditation and Yoga. India is a population that includes every faith and religion, living together to create a unique and colorful mosaic.

India has also been regaining its preeminence in business that it had enjoyed until the nineteenth century as one of the two top world economies.

CLASS SCHEDULE

MEETING 1 (1/28/2022): A SOCIAL, ECONOMIC AND CULTURAL INTRODUCTION OF INDIA

This session covers India from prehistoric times to the 21st century. India's geography and people. India as the home of Eastern faiths. Intellectual traditions in India. Value system, faith, and spirituality.

Economy, the knowledge economy, and economic environment. Business opportunities in India. India as a market for imports and as an outsourcing destination.

Government and political system. India's role in the world.

A story of harmony in India living: [..\Author 2005-06\Amar, A. D. \(1996, December 20\). 2200 Years of Jewish Transition With the Hindus. Aufbau, p. 12..png](#)

MEETING 2 (2/25/2022): INDIA'S BUSINESS PERSPECTIVE

India's business growth story from its independence from the British into the 21st century. Growth of economic indicators, population, middle class; challenges—infrastructure, poverty.

A PEAK INTO YOUR JOURNEY

Applying for visa.

All travelers from America need a visa. We have established contact with the Consulate General of India in New York. You will apply for visa online on January 28, 2022.

<https://indianvisaonline.gov.in/evisa/tvoa.html>.

MEETING 3 (5/11/2022): INDIA: A REPORT Sharing experience, presentation of reports and papers by graduate students.