



- Experience a special 3 week, 3 unit summer course in Bangalore, the Silicon Valley of India.
- Deepen your understanding of the culture, history and economic and political environments of India.
- Study first-hand the opportunities and challenges of doing business in one of the fastest growing economies in the world.
- Get in-depth and insightful perspectives from key industry leaders and academics.
- Visit leading businesses and non-governmental organizations as part of the learning experience.
- Participate in weekend field trips to historic sites in Mysore (famed for its palace and lush gardens), and either Belur (former capital of Karnataka) or Hampi (UN World Heritage site)*.

*The second destination will be determined based on final number of participants.

ELIGIBILITY REQUIREMENTS

The program is primarily open to all undergraduate and graduate students majoring (or minoring) in business at SJSU. However, all other majors and minors are welcome to apply. All participants need to attend the orientation session prior to departure.

APPLY FOR PROGRAM

The application form is available at the following URL:

<http://www.sjsu.edu/depts/studyabroad/forms/index.htm#fp>

The deadline for applications is March 3rd, 2008.

For more information please contact Professor Mahesh Rajan:

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Special Topics in Emerging Economies:
A Case Study of India

INTERNATIONAL PROGRAMS & SERVICES

PROGRAM OVERVIEW

In addition to being the largest democracy in the world, India is one of the fastest growing economies with almost a double-digit GDP growth rate in the last ten to fifteen years. India is gaining recognition worldwide as a leader in many industries and is expected to be the 3rd largest economy in the world by 2050. As with other newly emerging markets, the Indian market, which has hitherto denied the world's share of consumer goods, represents a coveted market for firms from all over the world, as well as domestic firms who now have to adapt to very dynamic and competitive industry environments. This course will provide students with an overview of key trends, opportunities and challenges of doing business in the Indian economy. In addition to lectures from academics and industry leaders, students will visit several major companies and NGOs.

CITY FACTS

Bangalore, the capital of the state of Karnataka, is situated halfway between the coasts in southern India. Home to well over 6 million people, and a base for 10,000 industries, Bangalore is India's fifth-largest city. Given its booming IT industry, it is now known as the Silicon Valley of India. The city is also called as "The Garden City of India", "Fashion Capital of India", "The Pub City of India", attesting to its rich and diverse background. The city is famed for its pleasant and equable climate.

CAMPUS FACTS

The group will stay in the residential facilities of Alliance Business Academy, a leading management education institute in Koramangala (a suburb situated very close to the center of Bangalore). Classes will be held at Alliance's instructional/classroom facilities in Koramangala. In addition to offering graduate degree and executive education programs to



locals, Alliance Business Academy also regularly hosts study-abroad program participants from foreign institutions including students from MIT's Sloan School of Management.

ACADEMIC PROGRAM

This course is offered by the Marketing Department and all participants will be enrolled in the following 3 unit course while in India: US 180/298, Special Topics in Business

ACCOMMODATION, SAFETY AND VISAS

Students would be provided with:

- twin-sharing service apartment room, with attached bath and TV
- Breakfast + lunch (in the academy)
- dedicated Bus transport
- class room facilities

Since Alliance's facilities are located close to Bangalore city central, other areas of the city can be easily reached by public transportation or taxis and autorickshaws. All signs and directions are in English, and most Bangaloreans are fluent in English. Thus, it is relatively easy for visitors to navigate the city in comparison to other Indian (or foreign) cities.

Visas are required to enter the country for all individuals except Indian citizens (passport holders). Additionally, health insurance is mandatory for all students as per the guidelines of the Study Abroad office, San Jose State University. Travelers should take medical advice on vaccinations at least three weeks before departure. Should the need arise, Bangalore has more than adequate health care facilities including many world-class hospitals as well as 24 hour pharmacies throughout the city.

Similar to the rest of the country, visitors to Bangalore often have a safe and secure travel experience. The city is full of highly skilled, educated computer



professionals, and Bangalore has one of the most educated populations in India. Most Bangaloreans are extremely friendly, and very curious/fascinated with Western cultures and lifestyles. However, tourists are always cautioned to be on the lookout for con artists, scams and theft of personal belongings, including passports.

PROGRAM LEADER

The tour will be led by Associate Professor Mahesh Rajan who has extensive international experience and credentials, in addition to being an Indian national. He has worked in academia and in the private sector in reputed institutions in India, Australia, Japan and the United States.

SJSU Special Session Tuition (3 Credits @250/unit)	\$750
Program fees, lodging, meals, class materials and local tours	\$3,050*
SJSU Program Management Fee	\$200
TOTAL COST	\$4,000

*Estimated price includes round trip air fare & lodging, meals, domestic transfers, class materials, health insurance, and weekend trips to Mysore and Hubli.

