



EXECUTIVE EDUCATION

India 360



Develop critical understanding
of India's place in the culture and
economy of globalization.

**Carnegie
Mellon
University**

University of
Pittsburgh



सत्यमेव जयते
Consulate General of India
New York



For most corporations, doing business in India presents tremendous opportunities as well as challenges. Challenges can be overcome with logistical planning and support, but to transcend the challenges and take full advantage of opportunities requires an understanding of cultural dynamics, an appreciation of the depth and richness of tradition and heritage, and an engaged understanding of India's place in the culture and economy of globalization.

India 360 is designed to provide a "360-degree" perspective on heritage and the uniqueness of tradition with an eye on the relationship among culture, business and the professions in contemporary India.

Each topic will be taught as a module in a highly interactive, engaging format. For example, the module on Urban Planning and Architecture will be taught in the Indian Nationality Room by the award winning architect, Deepak Wadhvani. The module on health and medicine will be taught by a team of UPMC physicians who have worked both in India and the United States, touching on public health, medical infrastructure and the pharmaceutical industry in India. Two well-known dance instructors, Shambhavi Desai and Dr. Kamala Reddy, will demonstrate the techniques of Indian dance traditions while explaining subtle aspects of the relationship between a master teacher and a disciple. Making use of carefully selected scenes from block-buster films, Dr. Pragya Malkani of

Chatham University will provide a dynamic overview of India's movie industry and the fascinating culture of Bollywood.

Each module will be approximately two hours long, with the module structure accommodating meals, one focusing on food preparation, festivals and the history of social etiquette. There will also be an excursion to an internationally renowned center of Hindu pilgrimage in Pittsburgh, the Sri Venkateswara Temple. While visiting the temple participants will observe and/or participate in arti puja.

India 360 will be offered by The Tepper School of Business, Carnegie Mellon University, and the Asian Studies Center, University of Pittsburgh, in close collaboration with the Consul General of India in New York.

Key Outcomes

- Gain a uniquely personalized perspective on Economic history, Regulatory Frameworks for doing business in India, Political Culture, Business Culture, Labor and Tax Laws, Infrastructure, Bollywood films, Classical Indian Dance, Language Diversity, Urban Planning, Architecture and Design, Religious Life, Health and Medicine, Food, Yoga and alternative medicine

1

Tuesday

- Economic History and Business through the Ages
- The Culture of Indian Politics
- Dances of India: Gesture, Mood and Power
- Solar Power Trends

Activity: Three Rivers "Sangam" Riverboat Cruise

2

Wednesday

- India's Progress in Systems Integration Industries
- The Rise and Impact of Bollywood
- Infrastructure, Education and Demographic Dividend
- Business in India: A Giant Awakens

Activity: Reception, Dinner

3

Thursday

- Law, Policy and the Private Sector
- Business Culture
- Medicine: From Ayurveda to Zydus
- Yoga: Globalization with an Indian Twist

Activity: Sri Venkateswara Temple Visit



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INDIA 360

Program Dates:

June 25-27, 2019

Location:

Carnegie Mellon University
Tepper School of Business
4765 Forbes Avenue
Pittsburgh, PA 15213

Fee: \$5,000

*includes program instruction, lodging, meals
and activities

Who Should Attend?

This program is ideal for senior executives planning to develop business operations in India.

India 360 will help shape your strategy and tactics for business in India – recognizing the challenges, competition and rewards.



Featured Faculty

Dr. Sunder Kekre

Vasantrya Dempo Professor,
Professor of Operations Management
Carnegie Mellon University Tepper School of Business

Recent work examines issues such as knowledge sharing in Enterprise networks, humans in the loop for machine learning and AI, managing performance in large scale healthcare networks of Emergency Departments, and business analytics for customer service and innovation.

Dr. Joseph S. Alter

Professor of Anthropology
University of Pittsburgh

Research specialization is in medical anthropology with interest in the relationship among religion, nationalism, health and the body in South Asia.

Dr. Jay Apt

Professor, Engineering and Public Policy; Co-Director,
Carnegie Mellon Electricity Industry Center
Carnegie Mellon University

Former physicist and astronaut who worked on the Pioneer Venus 1978 space probe project and used visible light and infrared techniques to study the planets and moons of the solar system from ground-based observatories.

Ravi Koka

Serial Entrepreneur and CEO, Stocksnpis

Experienced Founder with a demonstrated history of working in the financial services industry. Skilled in Start-up Ventures, Requirements Analysis, Enterprise Software, Enterprise Architecture, and Entrepreneurship.

Representatives of Indian Government

Select government officials will be on hand to discuss contemporary Indian programs such as Ayushman Bharat, Smart Cities, Startups and Make in India.

The Carnegie Mellon Difference

Expertise

Instructors that are experts in their fields that blend thought leadership with practical experience

Integration

Ability to develop a suite of interconnected learning modules that leverage resources from across Carnegie Mellon University

Engagement

Program structure around small-group learning that allows for direct interaction with both instructors and peers

Reputation

Recognized worldwide as a leader in academic research



The Asian Studies Center

The Asian Studies Center at the University of Pittsburgh is designated a National Resource Center by the United States Department of Education. This prestigious designation is in recognition of strength in research, teaching, and program initiatives focused on East Asia as a locus of 21st century globalization. The ASC is expanding to encompass South Asia through a partnership with the Indian Council for Cultural Relations. With funding from the government of India and the University of Pittsburgh, the establishment of a new chaired professorship in Indian Studies, under the purview of the Asian Studies Center, will build on and expand existing faculty strength in the study of this critically important part of the world.



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