COMM 4393 Global Commerce Immersion: Consumers and Markets in India
(Delhi, Agra, and Mumbai)

Term: January 2016
Time: January 3, 2016 through January 14, 2016
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Prerequisites
1. Instructor’s permission
2. A GPA of at least 3.0 at the University of Virginia

Course Description
Consumers and Markets in India is a global immersion course in the Marketing concentration curriculum that blends relevant group discussions, executive presentations, company visits, and market research. This course explores aspects of consumer behavior and marketing strategies as they apply to the Indian market. We will focus on (a) how foreign multinational firms approach the Indian marketplace, (b) specific characteristics of Indian consumer segments, and (c) strategies adopted by Indian firms to effectively compete in India and across the world. These topics and other marketing-related issues will be studied as a part of “commerce in context” as the students experience different aspects of Indian culture and society.

Readings
Custom course readings will be posted on the Blackboard class site.

Course Objectives
1. Develop a better understanding of the business environment in India.
2. Explore how culture and socio-economic factors influence marketing strategy.
3. Enhance skills in analyzing economic and non-economic factors that affect markets.
4. Learn the process to develop insightful and relevant marketing strategies.
5. Appreciate tradeoffs between standardizing vs. customizing products and messages.

Course Structure
Students will learn about Indian business, culture, and the socio-economic context via group discussions and outside experiential learning. There will be several speakers and company visits. Active participation in the form of constructive and thoughtful comments and questions will play an important role in the overall learning. The final grade in the course will be based on the following components:

- Expectations and review of readings: 10%
- Experiential blog posts: 20%
- Market insights project: 15%
- Reflection white paper: 15%
- In-class engagement: 40%
Class Deliverables and Conduct

*Expectations and review of readings.* I will assign readings that are to be completed prior to arriving in India. These readings will provide you a background on the everyday life, culture, and business in India. With these readings I will ask a few questions that assess your reflections on the readings and your expectations for the trip. This assignment is due by 5 pm on Friday, January 1.

*Experiential blog posts.* These posts aim to create an active learning environment throughout the class duration. The posts will provide a forum to document key moments with words and pictures and also to contemplate meanings of these experiences. Hopefully, this blog will be a keepsake as a memoir of your trip. I expect students to post at least two blog posts for each city (Delhi and Mumbai). Each blog post should include at least a couple of paragraph of text. I encourage you to also use photos to capture your learning experiences. These blogs will be uploaded on the McIntire Global site. Blog posts for Delhi and Mumbai are due before we depart each city.

*Market insights project.* This project challenges you to design and execute a program of study centered on a particular aspect of the Indian context - be it cultural, economic, environmental, political, societal, or some combination thereof - and how it shapes the business environment and specific opportunities within it. To complete this project you will need to (a) select an aspect of the Indian context, (b) developing an expertise in your chosen area of focus, (c) identify broad business implications of your chosen aspect, (d) choose an illustrative business application, and (e) research this application “on the ground” while you are in India. I expect students to submit a report no longer than 1,500 words by 8 am on Thursday, January 14.

*Reflection white paper.* This paper should use your blog posts as a framework to synthesize personal and professional takeaways from the class. Use this paper as an opportunity to think across your set of experiences and critically evaluate how they fit into general themes. This is also an opportunity to address your actual experiences versus your expectations, and to think deeply about the question you may often encounter: “so, how was India?” This paper should be no longer than 1,000 words and is due by 5 pm on Friday, January 22.

*In-class engagement.* Attendance and on-time arrival is expected of all students at all scheduled meetings and events. To ensure this, it is very important that all students be ready to leave the hotel at the scheduled time of departure. We will be hosted by leading firms and executives and I expect all students to represent the University in a respectful manner. Furthermore, I expect every student to be actively involved in class discussions on a regular basis. In addition to reviewing class readings, company websites, and cultural site summaries, you should develop original insights into topics. This requires you to read the materials and reflect prior to each visit or meeting.

*Honor.* Students enrolled in this class are expected to abide by the standards of University of Virginia’s Honor Code. All work submitted for grading must be pledged.
Visit Schedule and Course Logistics

Jan 3rd, Sunday: 3 pm arrival in Indira Gandhi International Airport, New Delhi (DEL)
Jan 4th, Monday: Delhi Tour (Qutb Minar, Humayun’s Tomb, Jama Masjid)
Jan 5th, Tuesday - Jan 8th, Friday: Company and market visits in Delhi
Jan 9th, Saturday: Day trip to Agra, see Taj Mahal (Shatabdi train / Bus return)
Jan 10th, Sunday: Travel to Mumbai (via Jet Airways, flight departing DEL around 2 pm)
Jan 11th, Monday: Company visits in Mumbai
Jan 12th, Tuesday: Mumbai Tour (Elephanta caves, Dhobhi Ghat, Gandhi museum)
Jan 13th, Wednesday: Company and market visits in Mumbai
Jan 14th, Thursday morning: Company visits in Mumbai
Jan 14th, Thursday night: Depart for U.S., Chatrapati Shivaji International Airport (BOM)

Flights to and from India

Students will need to purchase the flight to and from India. The recommended flights are Emirates flights from/to Washington-Dulles (IAD):

As of August 23, this flight costs $1,201. When you arrive in Delhi on this flight, I will meet you at the airport with the travel company representatives and we will head to the hotel to check in. Similarly, in Mumbai we will head from the hotel to the airport as a group. If you book a different flight, you will need to pay for transportation from/to the airport in Delhi and in Mumbai.
Tuition Costs

In state: $3,615
Out of state: $3,891

This cost includes hotel and travel costs within India. The flight to and from India will be purchased by the student. See the Program Budget Sheet online for details.

How to Apply

Apply online at the UVA International Studies Office: http://bit.ly/1sXgqWx

More information is available at the McIntire Study Abroad Page: http://bit.ly/1vJs8J3

The deadline for applications is Thursday, October 1.

What to Expect

See the blog posts from past classes on the McIntire Global Blog page at: http://mcintireblogs.org/global/category/india-j-term/

Hotels for the Trip

Delhi: Taj Mahal Hotel
Number One Mansingh Road
New Delhi - 110 011, India
Phone: +91 11 66566162 / +91 11 23026162

Mumbai: Trident Nariman Point
Nariman Point,
Mumbai 400 021, India
Phone: +91 22 6632 4343
http://www.tridenthotels.com/hotels-in-mumbai-nariman-point

Travel Resources

US State Department’s Website for information on travel to India: http://travel.state.gov/travel/cis_pa_tw/cis/cis_1139.html
The Lonely Planet: http://www.lonelyplanet.com/india
Fodor's Travel: http://www.fodors.com/world/asia/india/
Research Resources

The Economist Blog on India: http://www.economist.com/topics/india

Historic Locations Visited During the Course

Delhi:
- Chandni Chowk: http://en.wikipedia.org/wiki/Chandni_Chowk
- Humayun’s Tomb: http://en.wikipedia.org/wiki/Tomb_of_Humayun


Mumbai:
- Gateway of India: http://en.wikipedia.org/wiki/Gateway_of_India