



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management



AACSB
ACCREDITED



Doing Business In India

K J Somaiya Institute of Management

Somaiya Vidyavihar University, Mumbai, India

**One week India Business Immersion programme
for International Students**



INDIA: A STRATEGIC DESTINATION FOR THE WORLD

India is a prime destination for business, offering a vast consumer base, increasing income levels, and a young, tech-savvy population. Understanding its regulatory framework, cultural nuances, and diverse consumption patterns is vital for global businesses. Additionally, initiatives like Make in India and Digital India position India as a hub for high-quality production, attracting companies to leverage local talent and infrastructure for global markets.

MUMBAI: THE CITY OF DREAMS

- Financial Capital of India
- Strong industry connections and collaborations
- Houses Asia's oldest stock Exchange - Bombay Stock Exchange (BSE), and various other companies' headquarters.
- Creative Economy Hub - Base of leading TV networks, Top Advertising Firms & Media Offices, and Bollywood.
- Destination for businesses and the ultra-wealthy



OPPORTUNITIES



4th Largest Economy in the world



Rapid development of smart cities, ports, airports, and logistics networks



Consumer base of 1 Billion+



Young & Skilled Workforce



3rd largest startup ecosystem worldwide



Government-led Transformation

PROGRAMME OBJECTIVES



Understand the business environment in India



Gain insight into setting up and operating businesses in India



Appreciate the start-up, manufacturing & digital ecosystem



Discover the diverse cultural fabric of India



Leverage the India growth story through first-hand experiences

PROGRAMME DESIGN

For whom: International students who aspire to engage meaningfully with India's economy, policy, business environment, and culture—through immersive, first-hand experiences that prepare them to do business with India.

Language of Instruction: English

PROGRAMME CALENDAR 2025-26

December 2025

February 2026

June 2026

PROGRAMME HIGHLIGHTS

- Industry visits and interaction with industry leaders
- Interactive Sessions with experienced faculty and subject matter experts
- Interaction with KJSIM's start-up incubator Riidl
- Hands-on Project
- Daily yoga and sports activities, along with curated cultural immersion experiences
- Experience of a green campus in the heart of Mumbai, India's financial capital

MODULES

01	Overview of the Indian Economy
02	Business Environment
03	Indian Consumer Insights
04	Indian Regulatory Environment
05	Role of Culture in Business
06	Case Studies & Industry Visits

PROGRAMME INCLUSIONS

- Curated academic sessions led by experienced faculty
- Industry visits
- Networking event
- Visit to a Bollywood set and/or other curated cultural experiences
- Access to Sports facilities on the KJSIM Campus
- Accommodation for one week on campus (Breakfast & Lunch included)
- Mumbai airport pick-up and drop-off
- Certificate of attendance



RANKINGS & ACCREDITATIONS



STUDENT SPEAKS



The Doing Business in India program gave me more than just academic insight; it offered a truly immersive experience. From engaging discussions with industry leaders to witnessing the energy of India's startup ecosystem, every moment was enriching. The cultural exposure, live projects, and industry visits helped me understand how business in India is deeply connected to its people, policies, and pace.

**Tabea R bke | Doing Business in India - Batch 2024
Ludwigshafen University of Business and Society**



Doing Business In India

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