

Indo-Japan Research Center

Indian Institute of Management Nagpur

Management Development Programme

Conducting Business in India

Coordinators:

Prof. Rahul Kumar Sett
Indian Institute of Management Nagpur
Chairperson Indo-Japan Research Center, IIM Nagpur
Email ID: rahul.sett@iimnagpur.ac.in

Prof. Ankita Dash
Indian Institute of Management Nagpur
Faculty Member, Indo-Japan Research Center, IIM Nagpur
Email ID: ankita@iimnagpur.ac.in

Prof. Vishal Arghode
Indian Institute of Management Nagpur
Faculty Member, Indo-Japan Research Center, IIM Nagpur
Email ID: vishal@iimnagpur.ac.in

Programme Brief:

A contemporary programme on Indo-Japan trade relations, contemporary and comparative socio-economic conditions and business practices. The programme is designed to address the specific needs of Japanese corporations operating (or planning to operate) in India.

Pedagogy:

The programme involves the use of a mixed method of delivery, comprising of lectures, in-class discussions, simulations, role-plays, and other exercises.

A representative **session plan** is presented below.

SESSION PLAN			
No.		Topic	Readings
1	Module A World Economy and Indo-Japan Trade Relations (10 hours)	Introduction to the Indian Economy – India’s business environment and performance of various sectors	Representative: To be customized based on specific learning objects and requirements.
2		India’s position in World Trade (special focus on Indo-Japan Trade relations)	
3		Sources of Indo-Japan Competitive Advantages	
4		Policy environment in India (special focus on policies related to doing business in India)	
5		Envisioning the Future of Indo-Japan trade relations	
6	Module B Organizational Cultures, Leadership and Management Styles, and Comparatives (10 hours)	Indian and Japanese Cultural Differences in Business Conducts	Representative: To be customized based on specific learning objects and requirements. Vajpayee, A., & Chakraborty, D. (2017). A Comparative study of Organizational Culture in Indian Multinationals and Foreign Multinationals of India. <i>International Journal of Indian Psychology</i> , 5(1), 111-120. Vijaya, V., & Tiwari, B. (2010). Elements in Cross-Cultural Communication Competence: Derivative of a Case Study

			Comparing Indian and Japanese Communication. <i>IUP Journal of Soft Skills</i> , 4(3), 22-38.
7		Managing Organizational Culture and Change.	How to Measure Culture Change: 8 Methods for Your Business Cultural Change that Sticks
8		Global Leadership	Cumberland, D. M., Herd, A., Alagaraja, M., & Kerrick, S. A. (2016). Assessment and development of global leadership competencies in the workplace: A review of literature. <i>Advances in Developing Human Resources</i> , 18(3), 301-317
9		Role of Culture and Leadership	Rahman, A. (2008). Leadership for Multicultural Teams: The Challenges in Managing Cross-cultural Conflicts. <i>Journal of Economics Business and Management</i> , 7(1), 41-43.
10		Business Conduct Within and Outside Organizations	Paine, L., Deshpande, R., & Margolis, J. (2011). A global leader's guide to managing business conduct. <i>Harvard Business Review</i> , 89(9)
11	Module C Conducting Business in Indian Markets (10 hours)	Characterizing Indian Markets	Representative: To be customized based on specific learning objects and requirements.
12		Characterizing the Indian Consumer	

13		Cultural Artefacts and Consumer Behaviour	
		Winning the Heart and the Mind of the Indian Consumer	
14		Developing a Cross-Cultural Lens in Marketing to the Indian Consumer	
15		Building Relationships in Indian Markets	

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