

CALIFORNIA INSTITUTE OF TECHNOLOGY
INDUSTRIAL RELATIONS CENTER



Caltech



Business With India

Sourcing, Selling, and Operating in India

AN EXECUTIVE COURSE

Course Leader

Gunjan Bagla

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WWW.IRC.CALTECH.EDU

Business With India

Comments From Past Participants

“The content of this course is very relevant. I give high marks to the instructor, Gunjan Bagla, and the staff at Caltech IRC. The interaction with my peers was helpful. As we shared our experiences, Gunjan provided solutions with his knowledge of Indian culture and the way to conduct business in India.”

Trenton Christian

*International Operations; Asia
Red Spot Paint and Varnish*

“The information I learned in this course is invaluable and provides a good basis for my ongoing work. The instructor, Gunjan Bagla, has a conversational style that is engaging and impactful. I found the informal Q&A and interaction among the course attendees to be very valuable.”

Scott Parker

*VP, New Business Development
Walt Disney Parks and Resorts*

“This course is excellent. I learned much about the cultural differences between Americans and Indians as well as how to manage those differences to be successful in India. All in all, it was a very valuable two days.”

Michael Koch

*Vice President of Finance and Treasurer
Universal Electronics, Inc.*

Business Issues Addressed

Improving the results of your business transactions in India are more critical now than ever.

Although many Indians speak English, it's easy for Western executives to misinterpret what is really being said and agreed upon. As a result, some opportunities are missed, deals fail, and the full potential of the business relationship is unrealized.

Attend *Business With India* to learn the indispensable keys to selling and marketing into India, navigating the financial, legal, and accounting environment, and developing productive supplier relationships in India.

Participants in *Business With India* receive an in-depth understanding of the fast-evolving **business culture in India** within the larger context of Indian society and cultural landscape, and its direct affect on your results.

You'll evaluate specific business situations, case examples, lessons learned, and get up-to-date information to help you construct a framework for immediate application to your own business interests in India.

Benefits of Attending This Course:

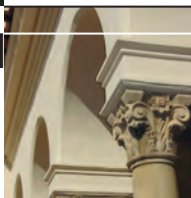
- Avoid the common mistakes Western firms make doing business in India
- Improve business relationships and communications through a better understanding of the management culture of Indian organizations
- Manage risk by learning how to evaluate the risks and rewards of doing business in India
- Increase business opportunities by learning how to scan for important trends in Indian society
- Reduce costs and risk by identifying Indian regulations that will affect how you do business
- Increase your effectiveness in communicating with multi-cultural and virtual work teams

Key Topics

- The management culture of Indian organizations
- How Indian society is evolving, and how this will impact your business
- How to navigate the regulatory environment in India
- Common mistakes Western firms make in India
- Effective communications in multi-cultural and virtual work teams



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Course Content

India's Business Culture in Transition

- Indian governmental policies and practices and their effects on business
- Assessing the impact of local geography and resources on the corporate landscape
- Segmenting India by religion, region, caste, and class
- Understanding key business groups in India and the underground economy
- Negotiating successfully with Indians
- The role of family in the Indian workplace and business
- Cultural beliefs and their effect on business in India

Creating Your Supply Chain in India

- Key issues for sourcing services and products from India
- Evaluating vendors and partners in India
- Avoiding the top five mistakes in sourcing from India
- Deciding to outsource vs. offshore
- Setting up offshore centers in India
- Uncovering the hidden costs of outsourcing in India

Selling and Marketing Into India

- Assessing the major marketing opportunities in India today
- Establishing and gaining market share in the business-to-business and corporate markets
- Selling to the government in India
- Adapting to the six mega trends shaping middle class India
- Grasping the four secrets to rural India's 600 million persons
- Overcoming pitfalls and challenges specific to India



Successfully Working With Business and Virtual Teams in India

- Overcoming the cultural barrier of speaking and writing English with Indians
- Understanding the Indian sense of time
- Indirectness vs. indirection in India
- Power and hierarchy structures at 21st century Indian companies
- Reading cues from non-verbal messages in India
- Understanding Indian business etiquette

Navigating the Financial, Legal, and Accounting Environment

- Understanding the flow of money into and out of India
- India's capital markets, project financing, and foreign direct investment
- Considerations for joint ventures, and mergers and acquisitions
- Legal questions for your attorneys and accountants
- Tips for creating contracts and the transfer of real property
- How Indian law deals with employment and intellectual property issues

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Human Resources Issues in India

- Attracting top talent in India
- Hiring locals vs. sending expatriates
- Hiring fresh grads: what you need to know about India's education system
- Dealing with salary escalation in major cities
- Containing attrition in a hot market
- Succeeding in managing unions and blue collar workers

Ensuring Productive Business Trips to India

- Planning a successful business trip
- Essential information for women travelling in India
- Enjoying Indian cuisine
- Staying healthy in India

Earn up to 15 CPE's



The California Institute of Technology Industrial Relations Center is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of

CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Web site: www.nasba.org

Photos courtesy of Caltech

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Bring This Course To **Your** Company

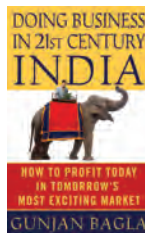
All courses offered by the Caltech Industrial Relations Center can be customized to meet the specific needs of your organization and offered at significant cost savings at your facility.

Customized courses address important company issues in a confidential environment, build a team with a common language, and save travel time and costs for participants.

Among the wide selection of courses which can be customized to your company's requirements, are the following:

- **Business With India**
- **Growing Your Business in China**
- **Successful Global Business Operations**
- **Competing and Partnering With Japanese Business**
- **Understanding American Business: A Program for Asian Executives**

For complete details regarding customized courses, please call 626.395.2348 or email cstprg@caltech.edu.



Special Features

Each person attending this course receives a copy of *Doing Business in 21st Century India: How to Profit Today in Tomorrow's Most Exciting Market*.

Participants are invited to attend a dinner the first evening of the course, providing an opportunity to share information and ideas with the instructor and other participants.



Register Online

See this course and others at our website:
www.irc.caltech.edu

Course Leader

Gunjan Bagla is managing director of Amritt Ventures, Inc., an advisory service facilitating business between the United States and India. Mr. Bagla provides guidance in entering new markets, global strategy execution, finding and managing vendor partners, and establishing overseas offices. Amritt clients include many Global 2000 corporations as well as emerging companies in North America and Europe.

Mr. Bagla has 25 years of global sourcing and marketing experience. He has held senior positions in global technology sales and marketing. Mr. Bagla has managed teams sourcing products and services from China, India, and Europe. He began his career as an engineer for Larsen & Toubro, a prominent Indian industrial firm. Mr. Bagla came to the U.S. and later worked as director of program management for Tandon Computer. Born and raised in India, he now lives in the United States and travels to India on business frequently.

He is the author of *Doing Business in 21st Century India: How to Profit Today in Tomorrow's Most Exciting Market*. Mr. Bagla's articles on global business have been published in *CIO Magazine*, *Business World*, *Daily Variety*, and *Dataquest India*. He is a frequent speaker on the subject in both India and North America. Mr. Bagla is a charter member of The Indus Entrepreneur (TIE), a business association including Western and Indian organizations. He is also a member of the Asia Society.

Mr. Bagla earned his MBA with honors from Southern Illinois University. He received his bachelor's degree in engineering from the Indian Institute of Technology (IIT) in Kanpur and is a global leader of the IIT alumni movement.



New: Two Webinars with Gunjan Bagla, 'Profitably Sourcing Products From India' and 'Using India's R&D Talent for Technology and Product Development.' www.irc.caltech.edu.



Earn Certificate Credit

Business With India is eligible for credit in the Engineering Management Certificate Program. See our website for details, www.irc.caltech.edu, or call us at 626.395.4043.

Caltech stands for **world leadership** in **teaching**, **research**, and **technological innovation**.

REGISTER ME TODAY!

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Email: excedu@caltech.edu
Internet: www.irc.caltech.edu

Registrants will immediately receive a fax acknowledging enrollment. Approximately one month prior to the course, participants will receive a confirmation letter containing further details regarding the course schedule and location. **Wireless Internet access is available.**

Schedule

First Day: Registration and continental breakfast 8:00 a.m.-8:30 a.m.
Course 8:30 a.m.-4:30 p.m.
Dinner 5:00 p.m.

Second Day: Continental breakfast 7:30 a.m.-8:00 a.m.
Course 8:00 a.m.-4:00 p.m.

CPE Credit Information

Field of Study: Communications, Finance

Program Level: Overview.

No prerequisites or advance preparation is required.

Instructional Method: Group-Live offering

Continuing Professional Education (CPE) credits: 15

Course hours: 14, Continuing Education Units (CEUs): 1.4

Customer Satisfaction Policy: For information regarding course satisfaction guarantee, please contact Gaylord Nichols, Director, at 626.395.4049.

Express Registration: www.irc.caltech.edu

Bring a colleague...duplicate this form for multiple registrations.

Business With India

Name (Mr./Ms./Dr.) _____

Title _____ Function _____

Company _____

Address _____ Mail Code _____

City _____ State _____ ZIP + 4 _____

Telephone _____ Fax _____

Email _____