

# Study Trip to Bangalore, India

## Doing Business in India's Vibrant Environment

Learn from India's top notch companies, gain insight into the business culture and dynamic market conditions.

This study trip takes you to Bangalore, a mega city of over 8 million inhabitants, a rich history and culture as well dynamic new industries and a favoured location for Western companies in India. During the week, you will experience a range of business sectors, such as finance, high tech, infrastructure, manufacturing and retail. We examine the scale and scope of changes taking place in Indian society, economy and government, and hear success stories and challenges of Swiss companies in India.

The following two questions guide us throughout the week: What opportunities, risks and rewards companies face when investing in India? What strategies Indian companies deploy when adjusting to the fast-moving environment in India and abroad?

We consider all the various dimensions of Indian business setting. Government policies, the socio-cultural environment, business practices, customs, negotiations, and macroeconomic factors, such as foreign exchange rates, will be discussed - not forgetting the influence of local communities on businesses. Visits to local markets, spiritual and historical sites and exploration of the Indian cuisine spice up the program.



### Program highlights\*

Interactive discussions with senior managers and factory tours at Swiss and Indian companies, such as ABB, Buhler, Wipro, United Breweries (Kingfisher), Skillsonics, Amalgamated Bean Coffee Trading Company (Café Coffee Day)

Discussions with Indo-Swiss trade experts

Workshop with Indian entrepreneurs

Insight into Indian history, culture, spiritual tradition and cuisine

\*The program varies from year to year, following the dynamics of the business environment.

### Facts and figures

Location	Bangalore, India
Presence	6 days, arrival and departure on Saturday
Dates	Every year in February-March
Degree title	Study Trip Certificate. Can be taken as a component of the CAS IM or certain BA programs
Learning requirements	6 ECTS
Fees	CHF 1'500 for students from Kalaidos and partner institutions, CHF 2'450 for external participants. Participants pay for flights, accommodation, visa and travel insurance separately.
Who can join	Master's students. Bachelor's students and external participants with min. 3 years of professional business experience. Good English communication skills required.

### Contact and Consultation

**Armin Koppert**  
E-Mail: [armin.koppert@kalaidos-fh.ch](mailto:armin.koppert@kalaidos-fh.ch)  
Tel: +41 44 200 1975

Kalaidos University of Applied Sciences  
Jungholzstrasse 43, CH-8050 Zurich  
[www.kalaidos-fh.ch](http://www.kalaidos-fh.ch)