

Special Topic in Business

Subject Outline

BUSN13-600 Special Topic In Business

Details

Faculty	Bond Business School
Date	3/01/2025
Notation after Title	Expanding Horizons: Strategic Business and Cultural Insights – India
Prerequisites	
Subject Level	Undergraduate
Semester/year	January 2025
Credit Points	10 Credit Points

Reason

If this replaces a mandatory subject please enter code of replaced subject	
Reason for Replacement	New Subject - Test for O P Jindal tour

Contact

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Location	Bond Business School, Building 2 Level 4 Room 9

Summary

Subject Description	The immersive study tour is designed to give students an enriching, multi-disciplinary exploration of the business and economic environment in India. As one of the top merging markets in the world. India is a multilingual, multi-ethnic and pluralistic society known for its rich cultural diversity in language, beliefs, values, and etiquettes. Understanding how these cultural nuances manifest in the market and workplace is key to success of doing business in India. The subject has been designed to enable students to explore a wide range of areas such as culture, finance, markets, entrepreneurship and manufacturing in India.
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Delivery & Attendance

Mode of Delivery	
Attendance	5 January to 17 January 2025 at O P Jindal campus in India

Topics:

1. India & New World Order
2. Introduction to Indian Economy & Business
3. Indian Government & public Policy
4. History and Caste System in India
5. Entrepreneurship In India
6. Sustainability: Challenges & Opportunities in India
7. Introduction to Sustainable & Banking/Finance in India
8. AI & Cybersecurity in India
9. Innovation & Marketing
10. Indian Consumers

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Activities:

The student will participate in a wide range of activities that include classroom lectures and seminars, discussion forums, visits to sites and places of cultural significance. The bespoke program from O P Jindal follows a detailed structured involving a wide range of activities that contribute to student learning.

Learning Outcomes

1. Assess the challenges and opportunities of working in the global business environment.
2. Apply cultural and advanced theoretical knowledge to solve complex business problems relating to operating in an international business environment.
3. Describe one's experience in a foreign business environment to evaluate previously held assumptions and beliefs.

Assessment

Assessment Task Lists (By Mode)	Assessment Type	Assessment Description	% of Total Mark	Timing	Learning Outcomes	Group/Team Assessment
		Preparation and active participation in all pre-trip classes and study tour activities.	20%	Ongoing	1,2,3	
		Presentation of an immersion exercise relating to the long view theme of the tour and of the Indian experience.	30 %	Last day of class at O P Jindal	1,2,3	
		A reflective learning journal summarising the experiences and insights from the study tour. This should be backed up by academic research evidence (4000 words).	50%	24/01/2025	1,2,3	

Lead Educators	Assistants
(print name)	(print name)
Date	Choose Date