



98 YEARS IN NATION BUILDING



# **PSGIM** **India Study** **Abroad 2024** **Program**

***Join us for a truly enriching experience  
that bridges cultures and fosters growth!***

Experience the distinctive allure of PSGIM's India Study Abroad program. This exceptional opportunity invites students worldwide to delve into a diverse and enriching academic and cultural odyssey. Join us for a 14-day immersion hosted by the prestigious PSGIM, where you will engage in a fusion of academic endeavours and social escapades, all set amidst the prominent cities of South India.



**PSG**  
PSG Institute of Management  
PSG College of Technology

## Costing

### 1400 Euro per student

Include the following (for a batch size of 20 students)

- Meet and Greet from Bangalore airport to return
- Accommodation and breakfast on all days
- Lunch and dinner while on campus
- Academic sessions on a range of topics
- Visit to Manufacturing, Textile, Agri and IT business sectors
- Social events

## Itinerary

S.No.	Date	Day	Activity
1	19th Oct 2024	Saturday	Arrival at Bangalore, Departure to Coimbatore, Inaugural at PSGIM followed by Campus Tour
2	20th Oct 2024	Sunday	Academic Sessions 1 and 2, Joint Project Briefing, Visit to Isha Foundation
3	21st Oct 2024	Monday	Academic Session 3, Joint Project activity, Company visit, Visit to Brooke Fields Mall
4	22nd Oct 2024	Tuesday	Visit to Textile Knitwear Industry
5	23rd Oct 2024	Wednesday	Academic sessions 4 and 5, Joint Project activity
6	24th Oct 2024	Thursday	Visit to Cochin, Cochin Port, Port Kochi, Marine drive
7	25th Oct 2024	Friday	Sunrise at Cherai Beach, Lulu Mall, Departure to Coimbatore
8	26th Oct 2024	Saturday	Company Visit, Joint project activity
9	27th Oct 2024	Sunday	Visit to Agribusiness or Organic Farming / NGO at Pollachi
10	28th Oct 2024	Monday	Cultural activity at PSGIM
11	29th Oct 2024	Tuesday	Project Presentations, Valedictory
12	30th Oct 2024	Wednesday	Visit to Ooty, Doddabetta Peak, Ooty Tea Factory, Ooty Garden
13	1st Nov 2024	Thursday	Visit to Mysore, Bandipur National Park, Mysore Palace and arrival at Bangalore
14	2nd Nov 2024	Friday	Explore Bangalore city on own and Departure from Bangalore

\*The itinerary may be subject to change in the event of unforeseen circumstances.

## Academic Sessions

The students will have the opportunity to learn on any one of the options of the contemporary topics on Exploring Emerging Technologies in Business, Essentials of Business Management, Entrepreneurship Essentials, Understanding India's Economy. The students will be taught by experienced academicians and from experts in the field. It is suggested that all students in the batch select one of the following options provided below

### Exploring Emerging Technologies in Business

#### Session 1: Introduction to Emerging Tech Trends

- Importance of keeping up with tech advancements
- Transformation of industries through emerging tech

#### Session 2: Internet of Things (IoT) Applications

- Definition and examples of IoT in business
- Benefits for operational efficiency and customer experiences

#### Session 3: Digital Transformation Essentials

- Overview of cloud computing, big data analytics, and edge computing
- Real-world case studies showcasing digital transformation impacts

#### Session 4: Artificial Intelligence (AI) and Machine Learning (ML)

- Fundamentals of AI and ML and their business relevance
- Practical applications in predictive analytics, and automation

#### Session 5: Blockchain in Business Processes

- Introduction to blockchain technology
- Use cases in supply chain management and finance
- Ethical and Social Implications

### Essentials of Business Management

#### Session 1: Foundations of Business Management

- Introduction to business management principles and concepts
- Overview of managerial roles and responsibilities
- Understanding the importance of effective management in achieving organizational objectives

#### Session 2: Strategic Planning and Decision-Making

- Strategic management process: analysis, strategy formulation, implementation, and evaluation

- Techniques for effective decision-making and problem-solving
- Aligning business strategies with organizational goals and market dynamics

### **Session 3: Leadership and Team Management**

- Role of leadership in driving organizational success
- Leadership styles and their impact on team dynamics
- Strategies for building and leading high-performance teams

### **Session 4: Operations and Resource Management**

- Basics of operations management: optimizing processes and resources
- Supply chain management and logistics
- Effective utilization of resources to enhance productivity and efficiency

### **Session 5: Financial Management and Marketing**

- Financial management essentials: budgeting, financial analysis, and forecasting
- Marketing strategies for market positioning and customer engagement
- Integration of financial and marketing strategies to drive business growth

## **Entrepreneurship Essentials**

### **Session 1: Introduction to Entrepreneurship**

- Definition and significance of entrepreneurship
- Characteristics and traits of successful entrepreneurs
- Overview of the entrepreneurial process: opportunity identification, innovation, and risk-taking

### **Session 2: Ideation and Opportunity Recognition**

- Techniques for generating and evaluating business ideas
- Identifying market opportunities and customer needs
- Understanding the importance of market research in validating ideas

### **Session 3: Business Planning and Strategy**

- Components of a comprehensive business plan
- Strategies for market entry, competition analysis, and differentiation
- Financial planning and budgeting for startup ventures

## **Session 4: Startup Execution and Operations**

- Legal and regulatory considerations for startups
- Building an effective team and organizational structure
- Managing operations and scaling the business

## **Session 5: Marketing and Growth Strategies**

- Developing a marketing plan: branding, pricing, promotion, and distribution
- Strategies for customer acquisition and retention
- Scaling the business and exploring opportunities for growth

# **Understanding India's Economy**

## **Session 1: Foundations of the Indian Economy**

- Historical evolution and key economic transitions
- Overview of economic reforms and liberalization
- Current economic landscape: structure, sectors, and challenges

## **Session 2: Key Macroeconomic Indicators and Policies**

- Analysis of GDP, inflation, and monetary policy
- Government fiscal policies and budgeting
- Trade policy dynamics and exchange rate regimes

## **Session 3: Sectoral Insights: Industries and Services**

- Agriculture: Productivity, challenges, and government interventions
- Manufacturing: Growth trends, initiatives like Make in India
- Services: IT, tourism, healthcare, and education sectors

## **Session 4: Socio-Economic Dynamics**

- Social development indicators
- Employment patterns, rural-urban divide
- Inclusive growth strategies

## **Session 5: Future Trends and Opportunities**

- Technological advancements and digital economy trends
- Entrepreneurship ecosystem and emerging startups
- Global positioning, policy interventions, and growth outlook



For further information  
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