

10 DAYS PROGRAM ON

Doing Business in Emerging Markets

In Collaboration with
Milpark Business School, South Africa

About the Program

This program offers an opportunity for candidates to explore the business and policy environment of an emerging economy like India. The program consists of three distinct parts: (1) campus-based learning about the target country's business, technological advancements and policy environment; (2) industry immersion and direct engagement with business leaders to gather insights on the happenings and recent developments with a vision for forward looking projects and (3) analysis and synthesis of your findings pertaining to the case studies in the form of group projects. These will be presented as key learnings/takeaways, as well as presentations to the Woxsen community. The program shall involve keynotes, workshops, readings, classroom discussions, and research on the focus country.

Program Intended Learning Objectives

- Understanding and analyzing key theoretical elements of Entrepreneurship in a developing market.
- Analysing and applying the concepts of Entrepreneurship in practice.
- Developing appropriate knowledge and skills to understand, analyse and create a complete business blueprint for the investment community.

Target Audience

Senior Bachelor or Master students (preferably)/ Working Professionals

Duration

4th December – 13th December, 2023

Fees per Student

450 USD (to be paid two months in prior to the starting date) to Woxsen University. This fee covers food and accommodation at Woxsen campus along with local transportation.

Participating Institution

Milpark Business School, South Africa

Location

Woxsen University, Hyderabad, India

Schedule

DAY-1 (Monday, 4 December 2023)

Time	Schedule
8:30 am – 9:30 am	Breakfast
10:30 am – 11:30 am	Orientation of the Programme Welcome by the Vice President, Dean and Head- International Relations
11:45 am – 12:30 pm	Entrepreneurship & Innovation in Emerg- ing Economies – Curtain-Raiser
12:45 pm – 1:45 pm	Lunch
2:00 pm – 4:00 pm	Woxsen Campus Tour
4:15 pm – 5:15 pm	Importance of Sustainable Supply Chain + Industry 5.0 – Interactive Lecture
5:30 pm – 7:30 pm	Session on “Business Applications with the Lens of Hinduism”
8:00 pm – 9:00 pm	Dinner

DAY 2 (Tuesday, 5 December 2023)

Time	Schedule
10:00 am – 6:00 pm	Hyderabad City Tour

DAY 3 (Wednesday, 6 December 2023)

Time	Schedule
08:30 am – 09:15 am	Breakfast
09:30 am – 11:00 am	Introduction to Design Thinking – Part 1 – How to solve problems?
11:00 am – 12:45 pm	Part 2 – Work in groups to put into practice what you have learnt
1:00 pm – 2:00 pm	Lunch
2:30 pm – 4:30 pm	Workshop on Entrepreneurship and Business Development in India
5:00 pm – 7:00 pm	Check-in with BEMA01-9 Academic Owner and Reflective Journaling
7:45 pm – 9:00 pm	Dinner

DAY 4 (Thursday, 7 December 2023)

Time	Schedule
08:00 am – 5:00 pm	Visit to T-Hub, T-Works and Top Companies in Hyderabad – Practical Immersion Experience
7:00 pm – 7:30 pm	Back to Woxsen campus
7:30 pm – 9:00 pm	Dinner



DAY 5 (Friday, 8 December 2023)

Time	Schedule
08:30 am – 09:15 am	Breakfast
09:30 am – 12:00 pm	Trends and Applications of Emerging Technologies in Today's Era
12:30 pm – 2:00 pm	Lunch
2:15 pm – 4:00 pm	Dive into the World of Financial Markets
4:00 pm – 5:00 pm	Introduction to Bloomberg
5:00 pm – 5:30 pm	Networking with students, academic staff and industry expert
6:00 pm – 7:00 pm	Check-in with BEMA01-9 Academic Owner and Reflective Journaling
8:00 pm – 9:00 pm	Dinner

DAY 6 (Saturday, 9 December 2023)

Time	Schedule
08:15 am – 09:15 am	Breakfast
09:30 am – 11:00 am	Keynote Session by an Indian Business Leader
11:15 am – 12:30 pm	How to Bring in Disruptive Innovations?
12:30 pm – 1:45 pm	Lunch
2:00 pm – 3:30 pm	Workshop on Marketing 5.0 and its Global Implications
4:00 pm – 5:00 pm	Case Study Discussion
5:30 pm – 7:00 pm	Teamwork for Case Study
7:30 pm – 9:00 pm	Dinner

DAY 7 (Sunday, 10 December 2023)

Rest, explore city/campus and work on assessments.

DAY 8 (Monday, 11 December 2023)

Time	Schedule
08:30 am – 09:15 am	Breakfast
09:30 am – 11:00 am	Workshop on People Management and its Future
11:00 am – 12:30 pm	Pitching of Business Ideas
12:45 pm – 2:00 pm	Lunch
2:30 pm – 4:00 pm	Special Feedback Session on Pitching
4:00 pm – 5:00 pm	Entrepreneurial Strategies with Mantras in Industry 5.0
5:00 pm – 6:00 pm	Teamwork for Case Study
6:30 pm – 7:30 pm	Check-in with Academic Owner and Reflective Journaling
8:00 pm – 9:00 pm	Dinner

DAY 9 (Tuesday, 12 December 2023)

Time	Schedule
08:30 am – 09:15 am	Breakfast
09:30 am – 12:30 pm	Final Presentations by students
13:00 pm – 2:00 pm	Lunch
2:15 pm – 4:15 pm	Continue – Final Presentations
6:00 pm – 9:00 pm	Cultural Events & DJ Party
9:00 pm – 9:45 pm	Dinner

DAY 10 (Wednesday, 13 December 2023)

Time	Schedule
08:30 am – 09:15 am	Breakfast
10:30 am – 12:00 pm	Certification ceremony + Conclusion & Vote of Thanks by Woxsen

