



What is STEP Program all about?

STEP is a tailor made program that can be easily customized to suit the need of visiting students. This program varies from duration of min 7 days to maximum of 40 days as per requirement and need given by the group. The program provides a platform for students to interact with their peers from across the globe. They would not only gain an insight into the working culture in various Indian industries, but also learn about the demographic dynamics such as our history, economics, arts, political scenario, popular culture and much more.

This program provides an excellent opportunity for students to visit India and have an insight into the culture and business practices in this emerging economy of the world. It includes class room study, corporate visits for a practical learning experience and trips to places of political, historical and cultural importance. One of the greatest attractions of this program is its ability to provide the students a first-hand experience on the functioning of major industries of India. For this we have tie ups with many big companies of India like Dominos India, Costa Coffee, Cox & Kings, Viom Networks, Moserbaer, Sakha etc Furthermore, a 2 day cultural trip in Northern India would be embarked upon to showcase the beauty, magnificence as well as subtlety of our country. The STEP is open for students from all disciplines at graduate as well as postgraduate level.

Objectives/purpose of the visit to India:

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- ✓ Overview of Indian economy;
- ✓ Challenges and opportunities of doing business. How to do successful business in India;

- ✓ Corporate views and entry strategies for India;
- ✓ Indian history, culture and its impact on doing business in India;
- ✓ Intellectual Property Rights (IPR) issues and business law in India;
- ✓ Marketing in India, luxury brands;
- ✓ Human resource management issues in India;
- ✓ To be an expatriate in India/living with a family in India;
- ✓ Visit foreign and India companies. Look at the business strategies carried out by these companies. How to deal with challenges such as battling low-cost Indian competitors.
- ✓ Industrial sectors for the visit: IT, pharmaceutical, machinery, telecommunication, jewellery, automobile, renewable energy such as solar. Visit to one university/business school in Delhi

I would like to share with you few benefits of our power packed India's Short Term Industry Immersion Exchange Program for your students:

- In a nation as diverse as India, it is difficult to find a reason why one should not visit and study here. The Indian education system has conquered a strong position in international circuit. India is a popular destination for higher education amongst foreign students as the country has an unparalleled variety of academic courses.
 - Apart from this student will also find plenty to absorb their interests in activities such as music, dance and film during their stay in India. India's existing diversity also has a pull factor, as it allows many kinds of people to feel at home.
 - We feel that your students will get the right level of industrial knowledge and exposure at IMT Ghaziabad, India.
 - Prestigious organizations for Industrial visits/ Internships will give candidates a practical insight into the machinations of industries today.
 - Being a progressive, nation building effort, candidates will be able to understand the importance of India as an emerging economy and a cradle for investment and opportunity.
 - This undertaking will help forge relationships between our Institutes and give us the opportunity to benefit from one another's experiences and facilities.
 - Earn 10-12 ECTS credits in just 15 days

Based on the requirement and interest the program may be custom made according to the needs of the participants. The Short term Industry Immersion Program gives the opportunity to participants to look for solutions to consulting projects or tasks by forming teams. This allows the participants to get a hands on feel of the pulse of the industry.

One of the most crucial elements of this program is to let the participants know more about the Indian industries, their work culture and gain first hand practical experience of the same. It shall allow the faculty from NASC to get perspective into the needs of the industry and how to design their pedagogy accordingly. There is a tremendous interest amongst the international b-schools about the workings in an Indian company. This exercise will go a long way in not only making the international students understand how business is done in India but will also act as marketing tool for the host organization.

The program shall also include interaction with the faculty of IMT Ghaziabad to obtain a better understanding of the pedagogy and instruments of teaching employed at IMT Ghaziabad. This will also give the participants an opportunity to understand the process of information and content dissipation followed here.