



Marwadi
University
Marwadi Chandarana Group

NAAC



2 Weeks
Summer School – 2024
Faculty of Management Studies



Objectives

Summer school at Faculty of Management Studies, Marwadi University offers a dynamic platform for students to engage in intensive learning experiences tailored to their academic needs and interests. With a diverse range of courses, innovative teaching methods, and state-of-the-art facilities, our objective is to provide a stimulating environment where students can excel academically, enhance their skills, and explore new avenues of knowledge. Through hands-on projects and interactive sessions, we aim to foster a culture of academic excellence, creativity, and lifelong learning, preparing students for success in their academic and professional endeavors.

For whom

The summer school program is ideal for students of **Business Administration, Management, and related fields, providing a focused study on Indian business and management themes.** It suits aspiring entrepreneurs, finance students, policymakers, and those interested in family businesses, strategic management, CSR, and industry insights.

Duration

2 weeks

Venue:

Faculty of Management Studies, Marwadi University, Rajkot, Gujarat, India

Content

1. Indian Management History and Philosophy
2. Indian Business Environment and Dynamics
3. Leadership Development in the Indian Context
4. Strategic Management in the Indian Market
5. Financial Management in Indian Businesses
6. Entrepreneurship and Startups in India
7. Government Policies and Regulatory Frameworks
8. Family Business Dynamics and Succession Planning
9. Sustainability and Corporate Social Responsibility (CSR) in Indian Business
10. Professional Development and Career Readiness

Pedagogy

The Pedagogy integrates interactive lectures, case studies, guest lectures, group discussions, hands-on workshops, field visits, and cultural excursions to facilitate comprehensive learning and practical skill development.

Credits

3 Credits

Fee

Program fee is \$100 (The program fees include Industry Visit charges, covering basic costs such as travel, accommodation, and meals during the visit.

Accommodation fee is \$150. This includes AC accommodation on 3/4 sharing basis and Meals at the Marwadi University campus.

Participants will have to make their own travel arrangements to reach to Marwadi University, Rajkot, Gujarat, India

The students who are not interested in the excursion will opt for the two-week program.

How to apply

Interested applicants should fill the online registration form using the following link:

Link: <https://forms.gle/YhetBN4ZWZxRjXoS7>

Summer School Starting Dates: 15th of May or the 15th of June (Choose either dates as per the convenience because of the Visa Process, Confirm the dates from your side and inform us prior for us to make arrangements)

Tentative Session Schedule

Week 1:

Day 1: Arrival, Orientation and Introduction to the Programme
Day 2: Indian Management History and Philosophy
Day 3: Indian Business Environment and Dynamics
Day 4: Leadership Development in the Indian Context
Day 5: Strategic Management in the Indian Market
Day 6: Financial Management in MSMEs
Day 7: Industrial Visit and Cultural Excursion

Week 2:

Day 8: Entrepreneurship and Startups in India
Day 9: Indian Government Policies and Regulatory Frameworks
Day 10: Industry Visit
Day 11: Family Business Dynamics and Succession Planning
Day 12: Sustainability and Corporate Social Responsibility (CSR) in India
Day 13: Professional Development Session and Career Readiness
Day 14: Graduation Ceremony and Farewell Dinner

Contact Details:

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Dy. Director - International Office

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