

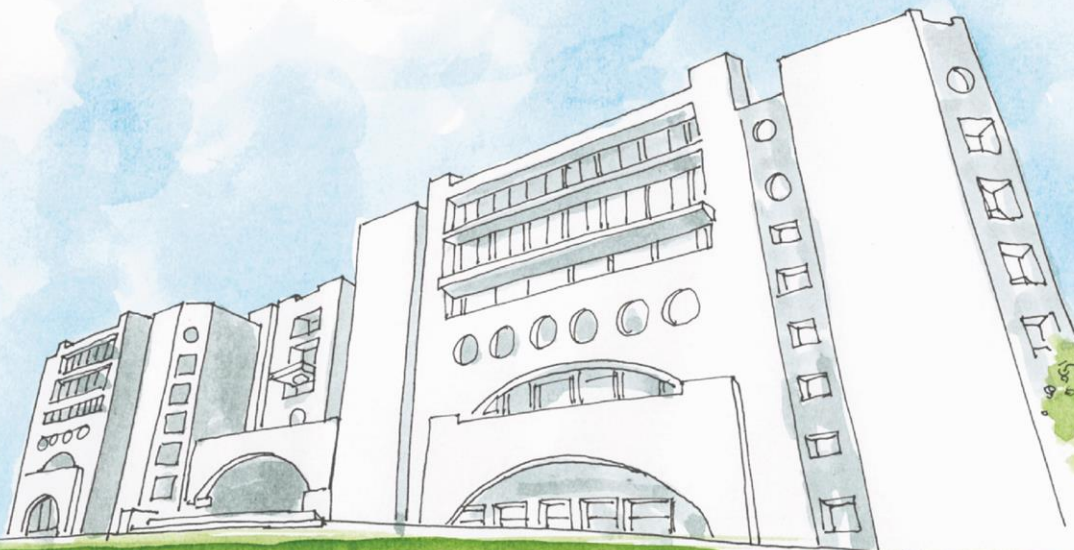


Marwadi
University
Marwadi Chandarana Group

NAAC



4 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

4 weeks

Venue:

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

Content

- Indian Management History and Philosophy
- Indian Business Environment and Dynamics
- Leadership Development in the Indian Context
- Strategic Management in the Indian Market
- Financial Management in Indian Businesses
- Entrepreneurship and Startups in India
- Government Policies and Regulatory Frameworks
- Family Business Dynamics and Succession Planning
- Sustainability and Corporate Social Responsibility (CSR) in Indian Business
- 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

6 Credits

Fee

Program fee is \$250 (The program fees include excursion fees, covering basic costs such as travel, accommodation, and meals during excursions. However, please be aware that this fee does not cover entry fees, sightseeing expenses, recreational activities, safari fees, or any other additional expenses)

Accommodation fee is \$275. This includes accommodation (on 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

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: Indian Management History and Philosophy
Day 2: Indian Business Environment and Dynamics
Day 3: Leadership Development in the Indian Context
Day 4: Strategic Management in the Indian Market
Day 5: Financial Management in Indian Businesses**

Week 2

**Day 1: Entrepreneurship and Startups in India
Day 2: Government Policies and Regulatory Frameworks
Day 3: Family Business Dynamics and Succession Planning
Day 4: Sustainability and Corporate Social Responsibility (CSR) in Indian Business
Day 5: Professional Development and Career Readiness**

Week 3

(Choose anyone)

**Course 1: Cross-Cultural Management: Navigating Business in India
Course 2: Digital Transformation in Indian Businesses: Trends and Case Studies
Course 3: Gujarat's Economic Miracle: Lessons in Business Success**

Week 4

Cultural Immersive Programme: The participants will get an opportunity to explore the diverse and rich cultural tapestry of Gujarat. This will include visits to regions with historical, spiritual, and historical/archaeological significance.

Contact Details:

Academic Information:

**Dr. Meeta Joshi: +91 - 90999 60083
meeta.joshi@marwadieducation.edu.in
Professor & HoD - MBA
Faculty of Management Studies
Marwadi University**

General Information:

**Dr. Nilesh Advani: +91- 99099 20257
nilesh.advani@marwadieducation.edu.in
Dy. Director - International Office
International Relations Office
Marwadi University**