

What is Indian Culture?

- an introduction to India for professionals who plan to work or live in India

This course will provide a basic introduction to Indian culture with the purpose of preparing businessmen and professionals for work with Indians in an Indian environment.

India has shown itself to be an important business partner for many companies in Denmark and the rest of the world. In order to conduct business successfully, you will profit from knowing the most basic information about the Indians, their culture and society, their roots and values and how it all reflects on the business world that you are to become a part of.

The course takes as its starting point actual cases and current research and draws in the experiences of the participants. A series of guidelines for good business practices in India will be provided, taking into account the need for intercultural communication and cultural understanding.

Some of the themes covered in the course are:

Myths, facts and opinions about India

- Western stereotypes about India
- India's struggles with Western powers
- India's view of itself and the West

Indian thinking

- How do Indians understand themselves?
- Where does Indian thinking come from?
- What role does religion play?
- Are there differences between Hindu and Muslim modes of thinking?

Working in India

- National and regional business laws
- Regional diversity in India's business world
- Hierarchy in India's business environment
- Educated vs. non-educated workers
- The work-force in India and what it expects

Practical information

Duration: Whole day (8 hours)

Instructors: Kenneth Zysk, Ph.D., Dr. Phil., lector in Indian Studies, Department of Cross-Cultural and Regional Studies (ToRS), University of Copenhagen, Anthropologist Caroline Lillelund, and Deepa Hingorani, head of IFU's investment management department in New Delhi.

Where: *In Company*

Price whole day: DKK 32.500 (ex. VAT and transportation)

Language: English

Contact: 28 75 89 00 / 30 48 06 36 or

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KulturKurser.dk is established by the University of Copenhagen and The Industrialisation Fund for Developing Countries (IFU).

KulturKurser.dk links business and culture, cooperating with leading language and culture specialists.

This course is also offered by Studieskolen as an open course where you pay per participant. Please see www.studieskolen.dk for additional information.

