



BUSINESS IN INDIA: A CROSS-CULTURAL PERSPECTIVE

Objectives & Methods

- This lecture aims to allow the participants better know and understand, "Where is INDIA today" in order to enhance their ability to cope with the business environment.
- It stresses the main concerns of macroeconomics (Geography, Politics, Demography, GDP) and the ways several french large companies adopt to develop business in India.
- A specific attention will be given to the role played by the culture & religions through test case analysis, short movies & commercials.
- Beyond the presentations made by the instructor itself, participants will be asked to prepare and present short reports on specific topics to be discussed by the whole group and synthesized by the instructor.

Suggested readings

- Thomas L. Friedman, *The world is flat: The globalized world in the twenty-first century*, Penguin Books, London, 2006.
- Christophe Jaffrelot, *New Delhi et le monde : Une puissance émergente entre realpolitik et soft power*, Editions Autrement/ Sciences Po CERI, 2008.
- Olivier Guillard, *La stratégie de l'Inde pour le XXIe siècle*, Hautes études stratégiques -12, Economica et Institut de stratégie comparée, 2000

Frédéric Gayraud

- Frederic Gayraud conducts missions such as: strategic analysis, change management, partnership building, facilitation of seminars.
- Graduated from Paris XI-Orsay University with major in Signal Processing, Frederic has an experience of more than fifteen years in IT, aerospace, defense and space industries. From 1995 to 2008, he held positions of Engineer, then Project Leader in Real-Time & Embedded Systems, Aerospace and Defense projects. He worked on several international projects such as SPOT 4, Ariane V, Airbus A330-A340 or Tiger helicopter. Frederic has completed an MBA in Change & Innovation at IAE Aix-en-Provence, followed by an exchange period at Management Development Institute, Gurgaon (India).
- He gives lectures to Master students, IAE Aix-en-Provence, to share his experience of intercultural in India. He founded and facilitates the seminar [Aerospace: Emerging markets & New actors](#), in partnership with Groupe Les Echos.
- Among his references are: Airbus, Astrium, CNES, Rockwell-Collins, Dassault Aviation, Dassault Systemes, Eurocopter, DCNS, T-Systems Deutschland, Steria, SAP, HSBC, ...

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