

# Study Tour – Subject Outline

## BUSN71-302 Asia Study Tour

### Details

Faculty	Bond Business School		
Date	31/08/2026		
Proposed Subject Name (added by SBS to Students IAR)	OP Jindal Study Tour Expanding Horizons: Strategic Business and Cultural Insights – India		
Proposed Subject Code		Proposed inclusion in which Programs	
Prerequisites			
Subject Level	Postgraduate		
Semester/year	September 2026		
Credit Points	10 Credit Points		

### Reason

Will this replace another subject?	
Reason for Replacement	

### Contact

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Position	Associate Professor
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### Summary

Subject Description	The immersive study tour is designed to give students an enriching, multi-disciplinary exploration of the business and economic environment in India. As one of the top merging markets in the world. India is a multilingual, multi-ethnic and pluralistic society known for its rich cultural diversity in language, beliefs, values, and etiquette. Understanding how these cultural nuances manifest in the market and workplace is key to the success of doing business in India. The subject has been designed to enable students to explore a wide range of areas such as culture, finance, markets, entrepreneurship and manufacturing in India.
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### Delivery & Attendance

Mode of Delivery	Intensive / Study Tour
Attendance	31 August to 11 September 2026 at O P Jindal campus in India

### Topics:

1. India's business landscape
2. Indian financial ecosystem
3. Indian Government & Public Policy
4. Marketing in India's complex consumer landscape
5. Environmental sustainability, governance, labour
6. AI, automation, cybersecurity, and digital transformation
7. Social environment, diversity, inequality, and inclusion
8. Entrepreneurship, startups, innovation hubs, and funding
9. Design thinking, frugal innovation,
10. India–Australia trade relations & Cultural immersion

Activities:

The student will participate in a wide range of activities, including classroom lectures and seminars, discussion forums, and visits to sites and places of cultural significance. The bespoke program from O P Jindal follows a detailed, structured approach involving a wide range of activities that contribute to student learning.

Learning Outcomes

1. Assess the challenges and opportunities of working in the global business environment.
2. Apply cultural and advanced theoretical knowledge to solve complex business problems relating to operating in an international business environment.
3. Describe one’s experience in a foreign business environment to evaluate previously held assumptions and beliefs.

Assessment

Assessment Task Lists (By Mode)	Assessment Type	Assessment Description	% of Total Mark	Timing	Learning Outcomes	Group/Team Assessment
		Preparation and active participation in all pre- and post-trip classes and study tour activities.	20%	Ongoing	1,2,3	
		Presentation of an immersion exercise relating to the long-view theme of the tour and of the Indian experience.	30 %	Last day of class at O P Jindal	1,2,3	
		A reflective learning journal summarising the experiences and insights from the study tour. This should be backed up by academic research evidence (4000 words).	50%	On return from the trip TBA	1,2,3	

Signatures:

<b>Supervisor</b>	
(print name)	Signature
Date	Choose Date