

Program Overview:

This 3-week intensive program is tailored to provide international undergraduates with a comprehensive understanding of India's entrepreneurial ecosystem. Through a blend of classroom sessions and practical exposure, participants will experience the Indian market and its vast opportunities for entrepreneurs.

Program Objectives:

Grasp the Indian Entrepreneurial Landscape:

Understand the unique challenges and opportunities presented by the diverse Indian market.

Engage with Success:

Spend a week shadowing a successful entrepreneur from ISB, gaining insights into their journey, the impactful ideas they're working on, and the broader market potential.

Hands-On Learning

Combine theoretical knowledge with practical market exposure to understand the nuances of doing business in India.

Program Structure:

Week 1: Understanding Indian Entrepreneurship