



2024 MBA Global Consulting: India (IBUS 579)

Overview

A select group of MBA students will travel to India in March to apply their ingenuity and advanced skills to complex strategy projects. These are real projects that will challenge MBAs to find creative solutions and build practical global experience that cannot be found in any textbook. In the process, they will help rural people build the kind of businesses that can lift their families and villages out of poverty. This is a real opportunity to make a major difference in people's lives...and to get a first-hand look at social entrepreneurship and how it works.

The group will meet on one evening and two Saturdays during Winter Quarter. Teams will work with the client on the ground in India for eight to ten days in March as part of a two week program, then develop solutions in a required four-credit IBUS 579 class during Spring Quarter. Recommendations will be presented via Zoom in May 2024, with the client providing feedback.

SEWA

The Self-Employed Women's Association - (SEWA – pronounced SAY-va) - represents 1.9 million self-employed Indian women, most supporting families on less than \$2 per day. SEWA organizes these women into collective businesses and helps them feed their families, educate their children and improve the health of their communities. This is a world-class group that believes that business is the answer to poverty. Former U.S. Ambassador Melanne Verveer calls them “a model for the world” in providing livelihoods. We will be working with SEWA's excellent staff – one Indian magazine has called them “power women” – in the group's headquarters in Ahmedabad as well as surrounding villages. More info: www.sewa.org



2019 MBA Team with SEWA managers at SEWA headquarters

Questions? Contact Tracey Seslen (seslen@uw.edu) or Angela Shelley (angelajs@uw.edu)



Schedule

The group will meet for **at least 2 mandatory meetings during Winter Quarter**, tentatively scheduled for Saturday, January 27 & Saturday, February 24. Students will leave from Seattle on Saturday, March 9, and begin the program Monday, March 11, arriving in New Delhi very early in the morning (India is 12.5 hours ahead of Seattle in March, so you will lose a day en route). We will start the program with several days of sightseeing in New Delhi, Agra, and Jaipur. During the sightseeing period, we will travel by bus to Agra to see the Taj Mahal (hopefully catching it at sunrise). The group will then visit the Pink City of Jaipur to see the picturesque city palace, Amer Fort, and visit textile markets. After several days of sightseeing, the group will fly to Ahmedabad and begin 8 days of intense project work with SEWA. After final presentations to SEWA, everyone will fly home in time for the start of Spring Quarter.

Travel

Tentative Trip Itinerary*	
Sat 3/9	Depart Seattle (due to time difference, lose one day in transit)
Mon 3/11	Early morning arrival New Delhi; Delhi sightseeing & Welcome Dinner
Tues 3/12	Delhi sightseeing; transfer to Agra
Wed 3/13	Visit Taj Mahal and Agra sightseeing; transfer to Jaipur
Thurs 3/14	Jaipur sightseeing
Fri 3/15	Jaipur sightseeing; flight to Ahmedabad
Sat 3/16	Group Orientation & first meeting with SEWA in Ahmedabad
Sun 3/17	Free day/Ahmedabad sightseeing
Mon 3/18	SEWA Project Activities near Ahmedabad
Tues 3/19	SEWA Project Activities near Ahmedabad
Wed 3/20	SEWA Project Activities near Ahmedabad
Thurs 3/21	SEWA Project Activities near Ahmedabad
Fri 3/22	Final Presentations to SEWA
Sat 3/23	Arrive home by noon if you take a midnight/early morning flight

*subject to change

Spring Quarter Class

IBUS 579 will meet on six evenings in Spring quarter to develop solutions and produce deliverables for SEWA. Final presentations will take place in early May, at which point the class ends. IBUS 579 is a required four-credit class.

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Program Requirements

For full-time MBAs, this program counts as a practical (PRACT) experience and also meets one international perspective (INTL) requirement. For the [Global Business Program Certificate](#), it can meet either the Experiential Opportunity requirement or the International Elective Courses requirement, but not both.

Projects

Students will select from a list of strategy projects that SEWA will provide Professor Seslen. Examples of past projects:

- SEWA 360-Degree Review: Alternative Sources of Capital (2019)
- SEWA Mobile App (2019)
- SEWA Ecotourism Growth Strategy
- Rachaita Construction Diversification (market analysis, benchmarking competitors, etc.) (2019)
- Energy Farming (2023)
- Clean and Green Sky - Business Viability for Swachh Aakash (2023)
- Commodity Cluster Planning (2023)
- SEWA Manager Ni School- Learning Arm for SEWA Members (2023)
- SEWA Bazaar (2023)



UW group visits a district office to meet with leaders and members



SEWA members on their solar powered farm



MBAs visit STFC



Group dinner at Kamla Cafe

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Application

To apply, you will need to complete [the application](#) by October 18. Applicants will be asked to take part in a short interview that week. If selected, you will need to secure your spot in the program with a non-refundable \$500 deposit by November 15. The remainder of the fee (\$2700) is due by December 3, 2023.

Costs

Program Fee (\$3200) includes:	
All transport within India	Airport transfers, all car and bus transport including group project cars, airfare from Jaipur to Ahmedabad, bus transport to Agra and then Delhi, tour bus in Delhi.
Lodging	Double room with bath in Delhi, Jaipur, Agra, and Ahmedabad for a total of 13 nights
Meals	Breakfast every day; welcome & farewell dinner; all meals in Delhi and Agra; dinner every night in Ahmedabad
Admissions & Activities	Tentative: Gurudwara Bangla Sahib, Qutub Minar, Old Delhi, and Akshardham Temple in Delhi; Taj Mahal and Agra Fort in Agra; Amber Fort, City Palace, Observatory, Hawa Mahal and Jal Mahal in Jaipur.
Guides and Tours	Guides in Jaipur, Agra (the Taj) and Delhi as well as tours on foot and by bus.
Additional expenses not included in fee:	
Airfare (ticket into Delhi and out of Ahmedabad)	\$1000-\$2000. This costs the same as a round-trip ticket to either city – usually \$1600 or less if purchased early.
Indian Tourist Visa	About \$100 for a tourist visa plus service fee for non-Indians. Tourist visa steps <i>Please note that applicants are responsible for knowing how geopolitical dynamics may impact their ability to obtain a visa or be granted entry into India based on their own individual backgrounds.</i>
Insurance	The UW requires you to purchase insurance – about \$25 for two weeks.
Preventive Health Measures	Talk to a travel doctor. You will likely need Hep A, Hep B, Typhoid and/or whatever vaccinations your doctor recommends. You will also need a prescription for malaria pills.
Spending Money	Most of your expenses will be paid. You will need to buy a few meals and drinks and will want to reserve funds for souvenirs.

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Program Leadership



Tracey Seslen is an Associate Teaching Professor in the Department of Finance and Business Economics at the University of Washington's Foster School of Business in Seattle, which she joined in 2013. A native of St. Louis, Missouri, she earned a B.A. from Tufts University and a Ph.D. in Economics from MIT. Prior to joining the faculty at Foster, she taught real estate courses at the University of Southern California Marshall School of Business and ran the Casden Real Estate Economics Forecast, put out by the

Lusk Center for Real Estate at USC.

At Foster, Tracey teaches courses in Real Estate Finance (FIN 425/525), Real Estate Capital Markets (FIN 435), and Real Estate Development and Feasibility Analysis (FIN 445). Her interests within real estate include valuation, trends in retail, and affordable housing. In addition to teaching real estate classes, Tracey has been heavily involved in the development and execution of MBA study tours. Since 2005, Tracey has taken students to Argentina, Brazil, Chile, China (including Hong Kong and Macau), Colombia, Cuba, India, Indonesia, Israel, Japan, Jordan, Mexico, Panama, Singapore, and the United Arab Emirates. 2024 will be Tracey's first-time leading Foster's India Consulting trip.

Outside of work, she loves to row, ski, hike, and build with Lego.



Angela Shelley has worked for the UW Foster School of Business's Global Business Center for over six years. She grew up in a small town in southern Colorado, holds a BA in English Literature from the University of Wyoming, and an MS in Global Studies and International Relations, with a concentration in Global Student Mobility, from Northeastern University. She studied abroad as an undergraduate four times and once as a graduate student. Angela also taught English in Hokkaido, Japan with the Japan Exchange and Teaching Program from 2011-12. She is passionate about study abroad, expanding student's worldviews, and strengthening their intercultural competence. This will be her first time to India and the 31st country she's lived, worked, or traveled to.

Questions? Contact Tracey Seslen (seslen@uw.edu) or Angela Shelley (angelajs@uw.edu)



Sanjay Mishra has supported Global Business Center study abroad programs in India for over a decade. He is the problem solver, the itinerary master, and the glue that keeps the group together. Sanjay will be with us during the majority of our program as our official tour guide.



2019 MBA Program Participants at the Taj Mahal

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