



## 2025 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 strategy skills to projects with social entrepreneurial ventures. These are real world projects in an emerging economy context that will challenge the students to find creative solutions and gain practical experience that cannot be found in any textbook. In the process, they will help rural Indians build the kind of businesses that can lift their families and communities out of poverty. This is a real opportunity to make a 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 nine days in March, then develop solutions in a required four-credit IBUS 579 class during Spring Quarter. Recommendations will be presented via Zoom in May 2025, with the client providing feedback.

### SEWA

The Self-Employed Women's Association (SEWA) 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](http://www.sewa.org)



### Schedule

The group will meet for **2 mandatory meetings during Winter Quarter 2025**, tentatively scheduled for Saturday, January 25 & Saturday, February 22. Students will leave from

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Seattle on Saturday, March 15, and begin the program Monday, March 17, arriving in Ahmedabad very early in the morning (India is 12.5 hours ahead of Seattle in March, so you will lose a day en route). The program includes a week of intense project work with SEWA. After final presentations to team's SEWA project managers on March 24, students have the option of either returning to Seattle on March 25, or participating in the optional sightseeing add-on to visit India's Golden Triangle (Jaipur, Agra, and Delhi). The add-on (\$1495 single occ./\$1095 double occ., paid directly to *Journey India Online*) will include flying from Ahmedabad to Jaipur and seeing the picturesque city palace, Amer Fort, and visiting textile markets. From Jaipur, the group will drive to Agra and see the Taj Mahal at sunset and Agra Fort. The excursion will conclude in Delhi, visiting the Qutab Minar, India Gate, Raj Ghat, and Old Delhi. The optional portion of the trip is not part of the UW program and will be managed by our tour provider, Sanjay Mishra of *Journey India Online*.

## Travel

<b>Tentative Program Itinerary*</b>	
Sat 3/15	Depart Seattle (due to time difference, lose one day in transit)
Mon 3/17	Early AM arrival in Ahmedabad + Welcome Dinner
Tues 3/18	SEWA intro meeting + free afternoon with optional activities
Wed 3/19	SEWA meetings & field work near Ahmedabad
Thurs 3/20	SEWA meetings & field work near Ahmedabad
Fri 3/21	SEWA meetings & field work near Ahmedabad
Sat 3/22	Project workday/Final meetings
Sun 3/23	Ahmedabad sightseeing/yoga class
Mon 3/24	Final presentations with SEWA and Farewell Dinner
Tues 3/25	End of UW program/start of optional <i>Journey India Online</i> add-on

\*subject to change

## Spring Quarter Class

IBUS 579 will meet on six evenings in Spring Quarter 2025 to develop solutions and produce deliverables for SEWA. Final presentations will take place in early May, at which point the class ends. Students interested in the March program to India must take IBUS 579 during Spring Quarter (a 4-credit class).

## 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](#)

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**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 Gupta. Projects will be announced in January. Examples of past projects:

- Communication Strategy for Swachh Akash (Clean Sky) Campaign (2024)
- Agriculture: Cluster Approach Evaluation (2024)
- Agriculture: Business Plan for Agriculture Initiatives (2024)
- 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)



## Application

To apply, you will need to complete [the application](#) by October 20. If selected, you will need to secure your spot in the program with a non-refundable \$500 deposit by November 6. The remainder of the fee (\$1800) is due by December 1, 2024. The optional add-on cost is paid directly to Journey India Online and due by December 1, 2024.

## Costs

<b>Program Fee (\$2300) includes:</b>	
<b>All transport within India</b>	Airport transfers to/from Ahmedabad airport, all car and bus transport including group project cars
<b>Lodging</b>	Double room with bath in Ahmedabad for a total of 9 nights
<b>Meals</b>	Breakfast and dinner every day, including Welcome and Farewell dinners
<b>Admissions &amp; Activities</b>	Tour of Old Ahmedabad, Bai Harir Vav stepwell, private yoga class and lunch with local family

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<b>Guides and Tours</b>	Guiding services provided by Sanjay Mishra throughout time in Ahmedabad
<b><i>Additional expenses, not included in fee:</i></b>	
<b>Airfare</b> (roundtrip ticket to Ahmedabad)	\$1000-\$2000 – usually \$1600 or less if purchased early.
<b>Indian Tourist Visa</b>	About \$100 for a tourist visa plus service fee for non-Indians. <a href="#">Tourist visa steps</a>  <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>
<b>Insurance</b>	You will be automatically enrolled in <a href="#">UW's Student Abroad Insurance</a> . The cost (~\$25) will be charged to your student account.
<b>Preventive Health Measures</b>	Talk to a travel doctor. You will likely need Hep A, Hep B, Typhoid and/or whatever vaccinations your doctor recommends. You may also need a prescription for malaria pills.
<b>Spending Money</b>	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.
<b>OPTIONAL Add-On Excursion to India's Golden Triangle (Jaipur, Agra, Delhi)</b>	The optional add-on costs are paid directly to <i>Journey India Online</i> . The excursion fee is \$1025 (double occ./pp) or \$1495 (single occ./pp). Included in the fee is five nights in 5-star accommodations in Jaipur, Agra, and Delhi, monuments entrance fees, English speaking guides in each city, the flight from Ahmedabad to Jaipur, coach transportation in Jaipur, Agra, and Delhi, breakfast, bottled water, and private tour guide services from Sanjay Mishra. Tips and lunch/dinner not included.

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## Program Leadership



### **Abhinav Gupta, Faculty Director**

Abhinav Gupta is a Michael G. Foster Endowed Professor of Strategic Management at the University of Washington, Seattle. Abhinav earned his PhD from the Smeal College of Pennsylvania State University. He is an award-winning teacher and an active researcher. His research interests include Corporate Social Responsibility, governance, and stakeholder management. His research has appeared in top management journals, such as *Administrative Science Quarterly*, *Academy of Management Journal*, and *Strategic Management Journal*, and has been featured in popular media outlets, such as the *Wall Street Journal*, the *New York Times*, NPR Radio, and *Seattle Times*. He has led an undergraduate study abroad program focusing on social entrepreneurship in India, and an MBA study tour focusing on environmental sustainability to France and Italy. On campus, he teaches various courses on business strategy and corporate social responsibility. Abhinav grew up in India and is a native Hindi speaker.



### **Courtney Omlin, Staff Director**

Courtney has built a career in international education and study abroad, with roles at Rice University, Brandeis University, and UW. Her passion for travel was ignited during her time at the University of Oklahoma, where she participated in three study abroad programs. This global journey continued as she earned a master's degree in European studies from the University of Amsterdam. In 2018, Courtney transitioned to a new path, joining Good & Well Supply Co., a small, woman-owned startup, where she discovered her interest in entrepreneurship. Currently, as the Assistant Director for the MS in Entrepreneurship program at Foster, Courtney recruits and supports both budding and established entrepreneurs on their entrepreneurial journeys.

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### **Sanjay Mishra, Tour Operator**

Sanjay Mishra, of [Journey India Online](http://JourneyIndiaOnline.com), 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 our time in Ahmedabad as our official tour guide and third program leader. He will manage and accompany the optional add-on to India's Golden Triangle, as well.

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