



**BITS Pilani**

Pilani | Dubai | Goa | Hyderabad | Mumbai

## Study India - Study Dubai

**BITS Pilani - Mumbai Campus**

**BITS School of Management (BITSOM)**

### Programme Curriculum

Week	Date	Time	Topic of Lecture / Field Visit
1	Monday	10 00 am -11 00 am	History of Mumbai
		11 15 am - 12 15 PM	Mumbai Spirit: The Anthropology of Mumbai
			Lunch
			Heritage Tour of the Island City
1	Tuesday	10 00 am -11 00 am	Understanding the Indian Consumer
		11 15 am - 12 15 PM	How does India shop?
			Lunch
			Visit to Crawford and Mangaldas Market
1	Wednesday	10 00 am -11 00 am	Indian Start-up Ecosystem
		11 15 am - 12 15 PM	E-Commerce & Digital Businesses in India
			Lunch
			Logistics Park in Bhiwandi
1	Thursday	10 00 am -11 00 am	India's Way of Doing Business
		11 15 am - 12 15 PM	Regulatory Framework for Businesses in India
			Lunch
			Horniman Circle and the Dalal Street, RBI
1	Friday	10 00 am -11 00 am	Hospitality & Tourism in India
		11 15 am - 12 15 PM	Food & Beverage Industry in India
			Lunch
			Sula Vineyards
	Saturday		Break
	Sunday		Break
2	Monday	10 00 am -11 00 am	Learning Operation & Service Excellence from Mumbai Dabbawallas
		11 15 am - 12 15 PM	Swiggy: India's New-age Food Delivery Business
			Lunch
			Khau Galli: Exploring Mumbai's Streetfood Culture
2	Tuesday	10 00 am -11 00 am	MSME: The backbone of India's economy
		11 15 am - 12 15 PM	Dharavi: A Billion dollar, self-created Special Economic Zone for the poor
			Lunch
			Dharavi Leather Manufacturing & Recycling Industry





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2	Wednesday	10 00 am -11 00 am	15. Women & Collective Ownership: Case of Lijjat Papad
		11 15 am - 12 15 PM	16. How Lijjat Papad become a \$20 Million brand?
			Lunch
			Lijjat Papad
2	Thursday	10 00 am -11 00 am	17. How the City Moves: Mumbai Local & the BEST
		11 15 am - 12 15 PM	18. Cutting open Mumbai's Belly: Urban Planning & Redevelopment
			Lunch
			CSMT Heritage Museum & MCGM Headquarters
2	Friday	10 00 am -11 00 am	19. Cinema & Culture
		11 15 am - 12 15 PM	20. India New-age Film Production Boom
			Lunch
			National Museum of Indian Cinema & Maratha Mandir / NMACC

**Refer to the following link for more details on Mumbai Campus (BITSoM) Instructors for the Programme**

**Web link:** <https://www.bitsom.edu.in/overview/>



An Institution Deemed to be University estd. vide Sec.3 of the UGC Act,1956 under notification # F.12-23/63.U-2 of June 18,1964