INTERNATIONAL EXECUTIVE PROGRAM

Information Technology Offshoring and Outsourcing to India
The Gateway to Cost Efficiency and Service Excellence

Bangalore, India
9, 10, 11 and 12 of March, 2009

In collaboration with
Before you outsource to India, do your homework

The rise of India as a powerhouse of information technology has been slow and steady over the past decade. Boasting at least three IT companies listed on the New York Stock Exchange and several multinational companies, India has become the ultimate destination for IT outsourcing. Furthermore, the international outsourcing market is allowing companies to lower costs and improve their efficiency permitting them to focus on core competences.

IT Offshoring and Outsourcing to India is a four-day international executive program which will provide its participants with a first-hand view of India’s offshoring and outsourcing context. The academic sessions are led by faculty members from both IE Business School and the Indian Institute of Management in Bangalore. The program combines in-depth lectures on India-specific business topics taught by prominent experts as well as company visits and cultural events.

Bangalore is home to numerous public and private sector industries such as metallurgical industries, software companies, aerospace, telecommunications, machinery, heavy equipment and defence organizations. Known as the Silicon Valley of India due to its pre-eminent position as the leading contributor to India’s IT offshoring and outsourcing industry, Bangalore has developed into one of India’s major economic hubs; the city is constantly described as one of the “best places to do business in the wired world”.

Program Overview

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PROGRAM OBJECTIVES

IT Offshoring and Outsourcing to India has been designed to offer its participants:

- An in-depth view of India’s outsourcing context.
- Interactive sessions with prominent experts on outsourcing business topics.
- Company visits to gain first-hand insight into outsourcing to India.
- Awareness of the challenges presented to foreign companies offshoring to India.
- Strategies for selecting local partners.
- Understanding the characteristics of Indian corporate and cultural behaviour.
- Submersion into the ancient Indian culture.
- Networking opportunities with other business leaders and executives interested in IT outsourcing and offshoring.

WHO SHOULD ATTEND

This international executive program has been designed for executives who are interested in initiating IT outsourcing and offshoring projects in India, or who are already working in India and are seeking to improve their business services as well as their business relationship within the country. Participants will receive an overview of the political, legal, social, and above all, outsourcing and offshoring context in India.

Participants include, top executives from companies with substantial IT infrastructures; CEOs, CIOs, managing directors, general managers, chief representatives, country heads and functional directors. Participants either manage IT Departments or drive operations that rely heavily on IT. The program also meets the needs of executives of companies that deliver IT services.
The program features several stimulating modules that address numerous issues of concern to executives interested in outsourcing and offshoring IT services to India. Topics to be discussed include:

Doing Business in India
Indian’s unique value-proposition

These sessions provide a socio-economic perspective of the Indian economy and its reforms. They will also address the key strengths of the Indian IT industry such as its educational system, availability of skilled manpower, quality orientation and cost advantages.

The Indian Outsourcing Industry
A global, current business perspective of Outsourcing and Offshoring to India

These sessions will describe outsourcing and offshoring as a business decision. How does a company deal with what to keep in-house and what to outsource? Why choose India? Various trends in outsourcing will be discussed as well as an in-depth examination of the differences between offshoring and outsourcing, providing a deep understanding of the changes in these business functions over the years.

The Changing Landscape
The transformation of the IT industry and its major players

With several thousands of professional engineers and mathematically skilled workers eager to work at low wages, India has become Asia’s software development centre. These sessions will study the IT and outsourcing industry in India during the last few years. Who are the main players? Who are the major offshore clients? What is being outsourced?
Managing Challenges in IT Outsourcing

The outsourcing lifecycle

These sessions have been designed to develop executives’ knowledge of outsourcing challenges. They provide an understanding of the primary tools and techniques used to manage outsourcing projects: how to build a sustainable outsourcing relationship that will increase value year after year? How to manage these risks effectively? How to align outsourcing objectives: Buyer vs. Provider perspectives.

Choosing the Right Outsourcing Company

Strategies for long-term relationships

This session will provide an in-depth analysis of the necessary key success factors when selecting the right strategic partners for outsourcing. Different types of relationships in outsourcing and offshoring will be presented. The appropriateness and challenges of each type of relationship will be discussed as well as the most important criteria when choosing a service provider in an offshore or outsource contract.

Managing Human Resources and Legal Issues

Indian work practices

These sessions will study how to hire and retain personnel in an outsourcing relationship as well as the legal aspects involved. What are the contractual implications for a company that offshores or outsources to India?

Interactive Session - Key Success Factors and Risks in Outsourcing to India

Bringing it all together

The aim of these final sessions is to bring the program together in an interactive workshop where program participants will have the opportunity to apply the knowledge acquired throughout the program. They will discuss the key success factors and best practices required when leading outsourcing projects successfully while establishing their own action plan. The workshop will also deliberate on the future outlook of IT outsourcing and emerging competitive landscape.
This intense four-day international executive program has been structured to provide its participants with an inside view into outsourcing to India through India-specific academic sessions, company visits, case studies, interactive workshops, networking opportunities and cultural events. Participants will attend academic sessions and take part in company visits throughout the day. Cultural events will be held in the evening.

MONDAY, MARCH 9, 2009

At the Oberoi Hotel

Morning Agenda:
Welcome and overview.
A global, current and socio-economic perspective of doing business in India.
Overview of the Indian economy and its reforms.
A changing landscape: transformation of the IT industry and its major players.

Afternoon Agenda:
IT and ITES Industry in India. Where is the industry headed?
The Indian advantage: why choose India?
Types of outsourcing.

TUESDAY, MARCH 10, 2009

At CISCO Headquarters

Morning Agenda:
CISCO welcome session.
IT Outsourcing and Offshoring strategies.
What to outsource and why?
Managing outsourcing through its lifecycle: strategy and risk analysis.

Afternoon Agenda:
Technology session and Company visit. “Living the CISCO Experience”. The role of IT as an enabler: Virtualization of resources, services and data consolidation.

Evening Agenda:
Cultural event.
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WEDNESDAY, MARCH 11, 2009
At the Oberoi Hotel
Morning Agenda:
Outsourcing partners and outcomes: choosing the right partner, joint ventures and alliances.
Managing successful outsourcing relationships. Business case presentations.

Afternoon Agenda:
Company visit. Leading Indian company dedicated to offering IT outsourcing services to western companies.

THURSDAY, MARCH 12, 2009
At the Indian Institute of Management in Bangalore
Morning Agenda:
Human Resource issues and contractual implications.

Afternoon Agenda:
Interactive panel: key success factors and risks when outsourcing to India.
Legal issues, data protection laws.
Future outlook.

Evening Agenda:
Closing dinner.
This international executive education program is developed and will be taught by experts on Indian IT services and outsourcing processes. Lecturers are faculty member from IE Business School, Adjunct Professor Nirup Menon, and from the Indian Institute of Management, Professor Rajendra Bandi, Professor Rupa Chanda and Professor Vasanthi Srinivasan.

Prof. Nirup Menon

Professor Nirup obtained a PhD in Management Information Systems at the University of Arizona, as well as an M.S. in Mechanical Engineering at Washington State University, USA. He is professor of Information Systems & Operations Management. He is interested in information technology (IT) and information systems (IS) phenomena from several perspectives. His interest in IS stems from the days when he worked as a systems analyst at HMT Bangalore, India, writing business application programs. His experience and education led to an interest in measuring the business value of IS, which was his dissertation topic, and which he pursues to this day.

Just as technology managers must possess a well-rounded skill base covering various business areas, Nirup believes that as an IS professor, he needs to stay in touch with findings in the areas of strategy, marketing, accounting and economics. He is currently working on the strategy and competition of telecommunications companies in the US, as well as researching the budgeting of IT in hospitals.

Dr. Rajendra K Bandi obtained his Doctorate in Computer Information Systems from the Robinson College of Business, Georgia State University in Atlanta, USA. His other educational qualifications include a Bachelors degree in Engineering from the National Institute of Technology, Jamshedpur, followed by a Post Graduate Honors Diploma in Personnel Management from XLRI, Jamshedpur. As a doctoral student, he was the recipient of Exemplary Doctoral Student award.

His research interests are in the Social Impacts of Computing, Computing Ethics, Knowledge Management, IT in Government, Software Engineering Metrics & Reuse and Systems Development Methodologies. His current research is directed in the topic of "ICT Enabled Relocation of Work and Global Sourcing of Work". He has designed and conducted several executive programs in the areas of Management and Development of Information Systems, Software Project Management, IT in Government, IT and Society and the Strategic Role of IT.

Dr. Bandi is a member of the Technical Advisory Panel Department of IT, Karnataka Government and in this role has guided several e-governance initiatives.
Rupa Chanda is a Professor in the area of Economics and Social Sciences. Her areas of interest concern multilateral trade liberalization, WTO and services, migration, child labor and macroeconomic stabilization.

Prof. Chanda is a Ph.D. in Economics from Columbia University, with a specialization in International Trade and a Bachelors degree in Economics from Harvard University. Prior to joining IIMB, she worked as an economist at the International Monetary Fund in Washington, DC. She has held short-term appointments at the World Bank and the United Nations and has been a consultant for various Indian and international organizations like the OECD, WHO and the ILO.

Dr. Chanda has published in international and national journals, books, IMF working papers and policy documents on various trade related issues. Her book titled, “Globalization of Services: India’s Opportunities and Constraints” was published by Oxford University Press.

Vasanthi Srinivasan is an Associate Professor in the area of Organizational Behaviour and Human Resource Management. Her areas of interest are Career and Performance Management, Team-based Human Resource Management systems, International Human Resource Management and Women Professionals in the Information Technology sector.

Prof. Vasanthi has a Bachelors degree in Commerce from Bangalore and a Post Graduate Diploma in Personnel Management and Industrial Relations from XLRI, Jamshedpur. She worked with Wipro Limited before obtaining her Fellowship in Management (doctoral degree) from the Indian Institute of Management, Bangalore. Her thesis was on assessing the effectiveness of the Human Resource Department using a multiple constituency framework.

Prior to joining IIMB, she worked as a Human Resource Management consultant for four years. She was also a visiting faculty member at the Management Development Institute, Gurgaon, India.

Her consulting experience has largely been in designing and developing performance management systems, leadership development and building capability of Human Resource professionals. She has done specialized performance management workshops for senior and middle-level managers in a number of organizations.

Another continuing area of interest has been Corporate Social Performance and the need to look at a theoretical methodology for Indian business and industry. She has engaged in social audits of businesses and has done work on Ethical Codes of Conduct and Labor Standards. She is currently the executive committee member of the International Society of Business Ethics and Economics.
IE Business School is a leading international business school that provides top-level training for executives. The recognised prestige of our teaching faculty, the excellence of our academic programs and a clear international focus are the factors that rank IE Business School amongst the best business schools in the world (Best Business School Worldwide in Executive Education Open Programs, according to the 2006 ranking carried out by the Economist Intelligence Unit).

The Executive Education Programs offered at IE Business School aim to develop the vision, skills and management capabilities required to meet the many and varied challenges facing business organizations, both today and in the future.

Our school’s training model promotes personal, intellectual and professional development and does so in a global framework to expand and deepen international perspectives among participants. The programs we run are open and/or tailored to meet company or individual needs and provide a targeted and thorough foundation that translates directly on business and individual performance.

In recognition of the high quality and academic rigour of our programs, IE Business School is accredited by EQUIS (European Quality Improvement Systems), AACSB International (The Association to Advance Collegiate Schools of Business) and AMBA (Association of MBAs).
About

Indian Institute of Management, Bangalore

The Indian Institute of Management Bangalore was established in 1973. Building on the base of its highly accomplished faculty and motivated student body, IIMB has evolved into a premier centre for management education and research.

The Executive Education Department is aimed at broadening the outlook and strengthening the skills of practicing managers. This is achieved by discussing the latest developments in management thinking and their applicability in the Indian context. Participants also obtain valuable insights from extensive interaction with their counterparts from other organizations.

The Institute's Executive Education Program comprises Open Programs, International Programs and Customized Programs. IIMB strives to achieve excellence through partnerships with industry and leading academic institutions, all over the world. Located in India's high technology capital, IIMB is a hub of innovative activity.
APPLICATION PROCESS

DATES AND VENUE
March 9, 10, 11 and 12, 2009
Bangalore, India.

The academic sessions will be hosted at the Oberoi Hotel, at CISCO Headquarters and at the Indian Institute of Management in Bangalore. The company visits and cultural events will take place outside the school’s premises.

FEE
The fee is 5,300 €.

Fee includes:
• Tuition
• Hotel accommodation beginning one day before the program start until the last evening of the program (5 nights)
• All lunches, dinners and coffee breaks during the program
• Local transportation for company visits and cultural events
• Company visits
• Cultural events
• Study materials and documentation

Hotel accommodations will be provided at the Oberoi Hotel in Bangalore.

Payment is due within 30 days of the invoice date or upon receipt of the invoice if admission is within 30 days prior to the start of the program. Cancellation policies are outlined in the information provided to applicants upon admission.

APPLICATION
Candidates can apply online at www.execed.ie.edu or send the application form that accompanies this information by fax to the following number: +34 91 745 47 62.

Applications will be processed on a strict first come first serve basis. Early application is encouraged since places are limited.

FOR FURTHER INFORMATION, PLEASE CONTACT:
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