



ABOUT CHRIST (Deemed to be) UNIVERSITY

Christ (Deemed to be) University was born out of the educational vision of St Kuriakose Elias Chavara, an educationalist and social reformer of the nineteenth century in South India. He founded the first Catholic indigenous congregation, Carmelites of Mary Immaculate (CMI), in 1831 which administers Christ (Deemed to be) University.

Established in 1969 as Christ College, it undertook path breaking initiatives in Indian higher education with the introduction of innovative and modern curricula, insistence on academic discipline, imparting of Holistic Education and adoption of global higher education practices with the support of creative and dedicated staff. The University Grants Commission (UGC) of India conferred Autonomy to Christ College in 2004 and identified it as an Institution with Potential

for Excellence in 2006. In 2008 under Section 3 of the UGC Act, 1956, the Ministry of Human Resource Development of the Government of India, declared the institution a Deemed to be University, in the name and style of Christ (Deemed to be) University. One of the first institutions in India to be accredited in 1998 by the NAAC, and subsequently, in 2004 and 2016, Christ (Deemed to be) University has the top grade 'A' on the 4-point scale.

Christ (Deemed to be) University is constituted by over 16,000 pursuing various undergraduate and post graduate students across three campuses in the city alone. It also houses 450 international students, about a hundred of whom are exchange students. With over six hundred full-time professors and over 140 visiting professors, the University is ably administered by over 480 administrative staff members.

The University offers a range of nationally and internationally recognized undergraduate and postgraduate programs in a variety of academic disciplines including Law, Business Administration, Commerce, Management, Humanities, Sciences, and Social Sciences. In addition, it offers professional courses in a number of fields including Business Management, Computer Application, Hotel Management, Mass Communication, Social Work, and Tourism.

Rankings :

Being a premier education institution in the country, most of the University's programs are ranked one among top 20 in India.

According to the **India Today ranking, May 22, 2017:**

Overall Ranking:

1 st	Best in India for Bachelor of Business Administration
1 st	Best in India for Bachelor of Computer Application
3 rd	Best in India for Mass Communication
3 rd	Best in India for Commerce
3 rd	Best in India for Bachelor of Arts programs
4 th	Best in India for Hotel Management
5 th	Best in India for Law
7 th	Best in India for Pure Sciences

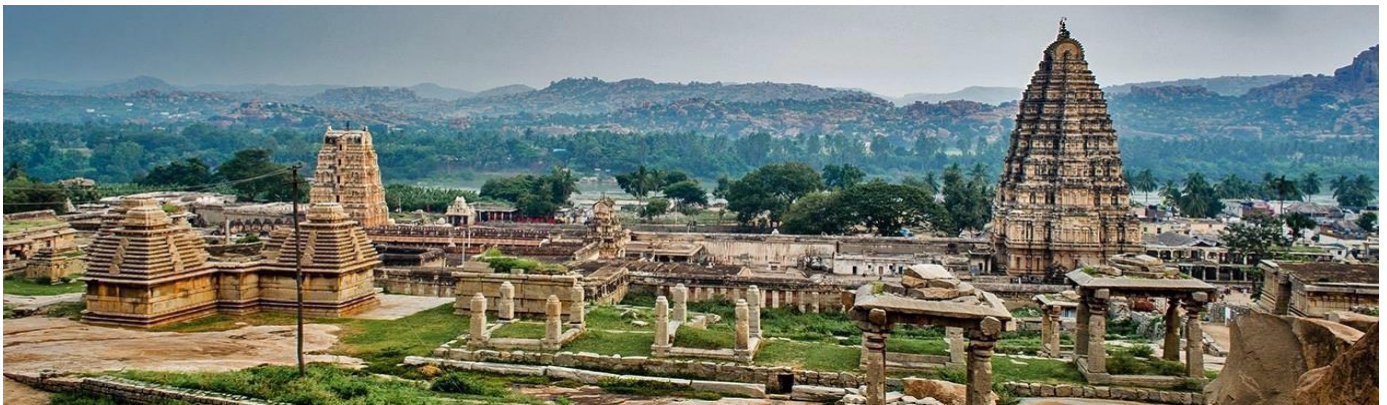
Membership: As a growing university, its affiliation and associations with educational governing bodies like the All India Council for technical Education, and industrial bodies like the Confederation of Indian Industry is noteworthy.

Karnataka, India

Karnataka is a state in southwest India with Arabian Sea coastlines. The capital, Bengaluru (formerly Bangalore), is a high-tech hub known for its shopping and nightlife. To the southwest, Mysore is home to lavish temples including Mysore Palace, former seat of the region's maharajas. Hampi, once the medieval Vijayanagara empire's capital, contains ruins of Hindu temples, elephant stables and a stone chariot. From being the once majestic empire of Vijayanagara, it is now the Silicon Valley of India and has seen the highest growth rate in the span on 20 years.

Bengaluru, the Garden City of India

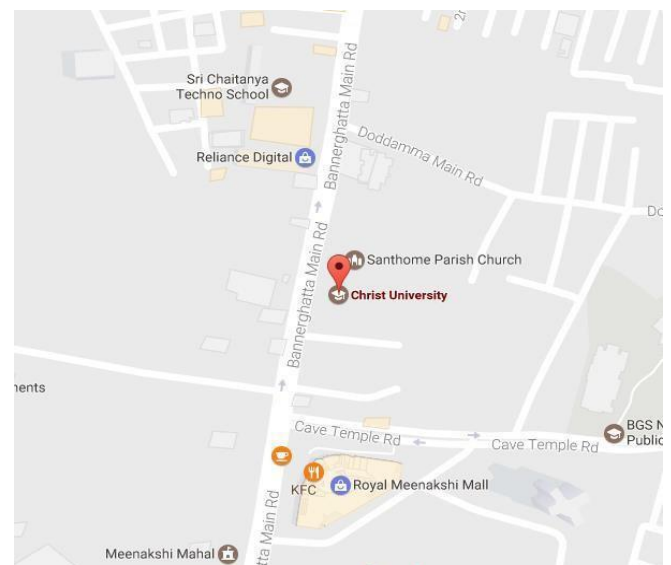
Located on Deccan Plateau is the city of Bangalore, the capital of the Indian State of Karnataka. Bangalore is the third most populous city in India and is dubbed the 'Indian Silicon Valley' due to its role as the country's leading exporter of information technology. At the altitude of 3,000 feet, the city is renowned worldwide for its good temperature round the year and is among the top 10 best places to invest in the world. 40% of Bangalore's landscape is gardens/parks and 15% lakes/ponds. It also has one of the highest per capita incomes in India, making it second only second to the capital New Delhi in terms of suitability to live.



How to reach Christ (Deemed to be)University, BGR Campus:

Situated in Bengaluru, the Bannerghatta Road (BGR) Campus is Christ's youngest campus that has been functional since the academic year of 2016-17. Strategically located in the heart of the city with close proximity to movie theaters, uptown restaurants, shopping malls and grocery stores, Christ (Deemed to be) University is an easily accessible place through a well-networked public transport system. The city is well-connected with a network of roadways and metro rail systems.

[Click for directions to Christ \(Deemed to be\) University, Bannerghatta Road Campus, Bengaluru](#)



ABOUT THE PROGRAM

Understanding Contemporary India is primarily envisaged for students of foreign universities to learn about and engage with an emerging idea of India in the twenty-first century. As a nation that has shown immense promise in its economic and cultural growth, the course aims to contextualize this India at the cusp of its transition into a significant entity and a force to reckon with. Apart from helping prospective students familiarize with the heterogeneity of India, the course enables students to negotiate the social, economic and cultural aspects of contemporary India with a nuanced and enriched dialogue. By providing readings of various aspects of India through several disciplinary perspectives, the course will also help students to locate the dialectics in the changing relations across domains of the everyday.

Topics covered:

1. Tourism and Heritage
2. Society and Culture(history)
3. Doing business in India:
 - Rural Marketing
 - Dynamics of consumerism
 - MSME'S
4. Indian Economy
5. Cultural Psychology
6. Service Learning
7. Creative programs
 - Film appreciation
 - Literature
 - Creative Writing

The session is designed in a manner where students will be engaged with **face-to-face lecture sessions** with their tutors learning the theoretical concept about the various topics as a part of the program and the remaining **days of close engagement with the everyday cultures of India**. As a part of the course students will be taken for a **one-day heritage walk** in Bengaluru. The purpose of the walk is to explore the culture of the city. It will help students to understand the heritage and culture of the city. Students will be taken to heritage sites to give them an insight about the importance and the existence of such culture prevalent in the society. As a part of the course students will be taken for a **3 days trip to Coorg**.



Coorg, officially known as Kodagu, is the most affluent hill station in Karnataka. It is well known for its breathtakingly exotic scenery and lush greenery. Forest covered hills, spice and coffee plantations only add to the landscape. Madikeri is the region's centre point with all transportation for getting around starting from here. Coorg is a must-visit place for nature lovers who love to explore the deep depths of nature. And, those who have adrenaline rush pumping inside them, Coorg is again an ideal destination with its number of adventure sports. As a part of the course students will be taken for a **rural visit** where they will be exposed to the rural market. The main advantage of the visit was to kind of build a bond among students from various streams. The visit will help students realize the way of life of people living in the rural part of the society. One day is solely assigned and kept aside for students to explore the city. Students will be taken for a **city tour** to explore the city and its cultural heritage.



During the Summer Course, students will:

- Receive a prologue to different parts of Indian culture and history.
- To get a holistic framework about the concept of service learning and its reach in India.
- Learn about the workings and accomplishments of Indian economy.
- Study the qualities and shortcomings of the economies of the nation in a worldwide point of view.
- Study different parts of the planning and change of business procedures.
- Visit local Entrepreneurs.
- Work together in group building exercises.
- Work separately on a 'journey'; accumulate significant information, complete research, propose a specific technique and think of answers for genuine business issues. This is all pieces of the Quest and last task.
- To be able to develop an effective marketing and promotional strategy it's important to learn how to distinguish between different national characteristics.

Contact hours

The course consists of a total of 75 contact hours (including classes, exam, excursions and company visits). Students will also need to spend an additional 25 hours on homework, preparation and self-study.

Credits

Course credits are set and awarded by the student's home institution in consultation with Christ (Deemed to be) University.

Course dates:

The course is offered from **26 June to 15 July 2018** on our campus.

Deadline for application: 15 April 2018

Course fee: \$2,500 for under-graduate students from any stream/discipline.

The course fee includes:

- Accommodation (in-house)
- Airport pick up and drop off service
- Excursions and company visits
- Welcome and farewell dinner

Facilities provided on campus:

Christ (Deemed to be) University, Bannerghatta Road Campus



Insight India Program



Understanding Contemporary India: Interdisciplinary Approach

Address:

Christ (Deemed to be) University,
Bannerghatta Road Campus,
Bannerghatta Road,
Hulimavu, Bengaluru - 560076

Telephone:

Telephone: +91 80 4655 1333/1334
Fax: 4655 1400

Opening hours:

Monday – Friday 8:30 - 5:00
Saturday – 8:30- 1:30
Sunday Holiday

Contact Details/Person	Mrs Rajani Ramdas
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