



# Global Business, Innovation & FinTech in India

Muthoot Business School, Kochi,  
Kerala, India

Duration: 4 Weeks (20 weekdays)

Language of Instruction: English

Credits: 6 ECTS (upon request)



**Muthoot**  
**Business School**  
*Leaders Nurturing Leaders*

# SUMMER SCHOOL

# Program Summary

This immersive 4-week summer school offers international participants an opportunity to explore India's business, innovation, and FinTech ecosystems while experiencing the rich cultural and social life of Kerala. Through academic modules, company visits, interactive workshops, and a team project, participants gain practical insight into emerging markets and intercultural collaboration.

<b>Feature</b>	<b>Description</b>
Duration	4 weeks (July & August)
Location	Kochi, Kerala (India's south-west coast)
Language	English
Target audience	Bachelor's and Master's students from Asia, Europe, MENA
Credits	6 ECTS (with transcript & certificate)
Group size	15–30 participants
Visa support	Included (short-term study visa assistance)

# Course Modules and ECTS Breakdown

This immersive 4-week summer school offers international participants an opportunity to explore India's business, innovation, and FinTech ecosystems while experiencing the rich cultural and social life of Kerala. Through academic modules, company visits, interactive workshops, and a team project, participants gain practical insight into emerging markets and intercultural collaboration.

Module Title	Contact Hours	ECTS Credits
1. Introduction to India: History, Culture & Business	8 h	1.0
2. Indian Economy & Society	6 h	0.5
3. Cross-Cultural Communication & Business Etiquette	4 h	0.5
4. Innovation & Frugal Entrepreneurship in Emerging Markets	10 h	1.0
5. FinTech in India: Platforms, Policy & Inclusion	10 h	1.0
6. Business Model Development & Design Thinking	10 h	1.0
7. Group Project: Business Innovation	18 h	0.75
8. Reflection & Presentation Skills	4 h	0.25
<b>Total</b>	<b>70 hrs</b>	<b>6.0 ECTS</b>

**Note:** *Each ECTS equals approximately 25–30 hours of total student workload (including contact hours, preparation, assignments, and project work).*



# Program Structure by Week

## Week 1: Indian Business Environment & Society

- India: Economy, Religion, Social Structures
- Kerala Model of Development
- Fort Kochi Heritage Tour: churches, synagogue, palace
- Guest lecture: Indian Market Entry Strategies
- Cultural night with traditional dance

## Week 2: Innovation, Startups & Social Enterprise

- Jugaad & Frugal Innovation
- Design Thinking Bootcamp
- Visit to Startup Village & local NGOs
- Social Entrepreneurship Workshop

## Week 3: FinTech & Digital India

- FinTech Systems: UPI, Aadhaar, Digital Lending
- FinTech case studies: Paytm, Razorpay, PhonePe
- Visit to FinTech accelerator / bank innovation lab
- Guest speaker from Indian FinTech startup

## Week 4: Group Project & Cultural Immersion

- Project coaching and preparation
- Final pitch in front of expert jury
- Backwater day trip & tea/spice plantation tour (Munnar)
- Indian cooking class & Farewell Dinner





## Assessment & Certification

Component	Weight
Class Participation & Engagement	15%
Case Study Assignment	20%
Final Group Project & Pitch	45%
Reflective Essay (1000 words)	20%

- **Certificate of Completion**
- **Official Transcript with ECTS**



## Logistics

- **Accommodation:** Student guesthouses or partner hostels (Wi-Fi, AC, secure)
- **Meals:** Weekday lunch provided; welcome & farewell dinners included
- **Airport Transfers:** Cochin International Airport (COK)
- **Support:** Buddy system, 24/7 coordinator assistance

## Academic modules (6 ECTS)

### Key Themes:

- Indian business & culture
- Innovation & startups in emerging markets
- FinTech in India: UPI, Aadhaar, platforms, inclusion
- Business model innovation (Design Thinking)
- Group project with real-world relevance

### Delivery Format:

- Interactive lectures, case studies, startup visits, workshops, cultural immersion

## Cultural Program

- Walking tour of Fort Kochi (churches, palace, synagogue, spice market)
- Traditional dance & music evening
- Backwaters houseboat day trip
- Tea & spice plantation trip (Munnar hills)
- Indian cooking class

## Costing (Per Participant, Indicative)

Item	Cost(EUR)
Program Fee (tuition, teaching, materials)	€200
Accommodation (shared guesthouse, 28 nights)	€400
Meals (weekday lunch, welcome & farewell dinners)	€150
Excursions & Cultural Activities	€250
Local transport (airport, field visits)	€100
Admin & Support Services	€100
<b>Total Package Price (all inclusive)</b>	<b>€1,200</b>

- Flight, insurance, visa fee not included
- Discounts for groups (3+) and partner universities available
- Invoice and visa invitation provided upon acceptance

