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Indian Business Through Film

Collaborative Project

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Indian Business through Film

- P.V. Viswanath
Lubin School of Business
- Noushi Rahman
Lubin School of Business
- Open, takers anyone?



A 2007 film based on the life of Dhirubai Ambani, a business magnate who left behind a business empire worth more than \$100b!

The movie summarizes the anomalies of the pre-liberalization Indian business situation: Market Imperfections, Corruption, Excise duties, Import-Export and their impact on the economy.

- To develop a course that will allow students to get a feel for the social and economic context of business in South Asia
- To help students understand management and finance themes through viewing and analyzing such films

Social and economic concepts can often become clearer when placed in a different context. Studying these in an Indian context has the potential to bring some of these concepts into clearer focus.

To the extent that film-makers capture the key aspects of a society, looking at business through film can afford a clearer picture for an outsider than spending a few days in a different culture