

To
All Principals
GTU Affiliated Colleges

Principals of all the colleges, affiliated to GTU, are requested to set up Clubs as given below. Please complete the process of setting up the Club at your College and please send the following information on or before 15th February 2011 to GTU:

- (i) The contact details (e-mail addresses and mobile tel numbers) of the Coordinator of the Udisha Club and the Principal**
- (ii) the names of the Club Executive Committee**

Please send the information to [Ms. Toral Vandra at patovc@gtucolleges.in](mailto:patovc@gtucolleges.in)

Clubs in GTU Colleges

Navsarjan Sankuls: To bring industries, businesses and GTU Colleges together, GTU is planning to set up Navsarjan Sankuls. Each Sankul will represent a cluster of GTU Colleges and the industries in the area. One such Sankul of which your college would be a member will be set up soon by GTU.

A Club at every GTU College: To take advantage of the Sankuls and to organize other placement activities at each College, it has been suggested that every GTU college should set up a Club. The Club may be called the **Udisha¹** (Universal Development of Integrated Skills through Higher Education) **Club of the College**. The Principals/ Directors of every GTU-affiliated institution should set up the Club to kick- start the activities before 15th of February 2011.

General Guidelines for setting up a Club:

- Each club will have an Executive Committee.
- The Executive Committee will have some faculty and students of various branches as members. One of the faculty member will act as its coordinator.
- Faculty Members: As far as possible, each Branch should have one faculty member in the Executive Committee.
- Student Members: As far as possible, from every Branch, there may be one student from each year. Thus during this semester, from each branch, there may be three students, one each from the first, the second and the third year respectively.

The members of the Executive Committee at a College will be nominated by the Principal/ Director of the College. The Training and Placement Officer of the College may be an important member of the Club.

The Principal/ Director will be the Patron of the Club.

Activities:

1. The club will coordinate the activities of corresponding Navsarjan Sankul at college level.
 - a. To establish a close and continuing inter-action between the industries and the College
 - b. To decide about the Final Year projects in consultation with industries
 - c. To be able to seek and get the help of industries in execution of the Final Year project by way of
 - Mentoring
 - Help by way of materials
 - Help in evaluation of the project
 - d. To identify and to help solve the problems of the industries.
 - e. To have students and teachers visit industries
 - f. To have summer internships in the industries
 - g. To work out exchange of teachers and professionals from the industry
 - h. To participate in the activities of the industry associations for developing a closer inter-action by helping the associations in organization of their activities
 - i. To organize continuing education programs for industries by assessing the needs of the industry and society.
 - j. To harness the effective potential of young technical minds and faculties.
2. The Club will work towards ensuring that every student gets an excellent placement after she/ he completes his/ her studies. For this purpose, the activities will be as follows:
 - a. Club would provide information about career options and job avenues
 - b. Career counselling and placement.
 - c. Training for developing Soft skills and Activities for inculcating the habit of reading books (Vanche Gujarat)
 - d. Motivational activities

- e. Organizing mock-interviews to equip students with interview etiquettes at college level
- f. Arranging local campus / interviews
- g. Helping organize sports or cultural activities at the College and helping participate in such activities at the University and at the Inter-University level

The Club may consult the Principal if it wants to take up any other extra-curricular activity.

3. **Additional Activity for MBA Colleges Only:** MBA students have to prepare studies on strategies required for global businesses. So they have to study and prepare papers on some specific countries.

When a student is encouraged to do an original case-study, it also helps him become a more creative person.

GTU Objectives in developing country-specific studies: Our management institutions have done a good job educating our MBA students by using Harvard case studies as well as similar material from other good sources. Our management and business schools have also conducted many good studies about businesses in China, USA and a few other countries. However Indian Universities must study the business environment from the Indian perspective for all the 270 countries of the world. A study from the Indian perspective may lead to a significantly different understanding as compared to a study from the American or European or Chinese perspective. Such studies may be valuable to Indian businesses. But these may also add value to the world's store-house of knowledge by providing a study from the Indian perspective to the available studies from the American, European and the Chinese perspectives.

GTU Strength for becoming a leader in country-specific studies: Universities can conduct such studies and keep them updated through '**relay studies**', whereby a student performs the study and it is then carried forward, improved and updated by the next year's student. GTU has 106 Management Colleges and more than 1,000 faculty members. Many of the faculty members are interested in the global business environment. So GTU is uniquely placed to conduct such studies and become a store-house of information about the business environment in the 200 countries of the third and the fourth world. GTU proposes to encourage its students and faculty members to conduct such studies and it proposes to put such case studies on its cloud, so that the work may be widely disseminated for obtaining feedback.

The process for the study of global strategy:

- a. During the visits to the businesses and industries, every student should learn about linkages of these businesses with countries in the third and the fourth world. Then one should try to locate an Industry Defined Problem (IDP) for a case study.

In case no business, with external linkages, can be located through visits to the industry, one may take the help of trustees, teachers and friends to locate some such businesses.

b. During the summer after the first year, preparation of a report about a couple of countries by a class. Each report should include the following for each country: (each component may be taken up by a Group of about 6 students.)

(i) Its economic history and its historical context

(ii) Its trading partners and the products

(iii) Its economic linkages with India

(iv) Its major companies

(v) Any Indian-owned businesses

(vi) Any prominent Indians in the country

(vii) Good Business Colleges

c. Submission and Evaluation of the Report at the start of the third semester

d. Using the IDP, preparation of an 'Intent to do- a Case study' about some business aspect in the country of interest by every group of 6 students during the third semester

If possible, some students may plan to visit the country-of-interest during the term-break between the third and fourth semesters for one to two weeks.

d. During the fourth semester, analysis of a global strategy problem currently or recently facing a firm/country of interest. The case study should identify mechanisms for winning the global strategy game overcoming cultural/social and institutional differences in the country. The outputs should be a Case-study and a 30 minute presentation.

The issues involved in the MBA programs in our country are that most of the programs in their syllabus content and in the way these are delivered do not inculcate and encourage the spirit of creativity and innovation. GTU is attempting, through both the design of its new MBA program (i) to create a syllabus, which has an intimate relationship with the local context, while it is designed to prepare managers for the 'flat' world of today and (ii) to deliver the program such that the native creativity and spirit of innovation of a student is sharpened and the student starts feeling comfortable in using his own ideas, along with the ideas of great management thinkers, for solving practical business problems. The objective is that a GTU MBA should be able to face the uncertainties and challenges at his work place by calling upon his native creativity and spirit of innovation.

An UDISHA Club is required to be set up in every College(Engineering, Pharmacy or Business/ Management Studies or Computer Science and Applications) affiliated with GTU.