

# Gujarat Technological University

## Centre for Global Business Studies



# Handbook

of

# Global Country Study Report

## (GCSR)

*(A Part of Global MBA Program: Applicable from Academic Year 2014-15 and Onwards)*

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To

**All Directors, Faculty Members and Students,**

GTU has implemented a new Global MBA program since August 2011. This program requires immersion studies and preparation of reports and case studies in different subjects. To manage the immersion studies and to systematize the professionalism in various areas, GTU has set up three Skills councils (Marketing, HR and Finance) with 25 Sectorial Panels (7, 8 and 10 Sectorial Panels respectively for the Marketing, HR and Finance Councils respectively) on June 25, 2011. ([www.gtu.ac.in/circulars/11July/MoM%20SDC.pdf](http://www.gtu.ac.in/circulars/11July/MoM%20SDC.pdf))

GTU's new MBA Program has three characteristics: Global, Innovative and Skill-oriented, with about 50% theory and 50% practical components in terms of number of hours, expected to be devoted by students. In case at a College, students and faculty members execute each of the courses, as expected, the market value of GTU's MBA graduates can soar to very high levels.

GCSR (Global Country Study Report) was introduced with a vision to enable the students to enrich their management knowledge with global perspectives in competitive scenarios. On 25<sup>th</sup> of April 2013, GTU appointed a Board of Advisors for the GCSR program. The Board consists of Mr. N. K. Goyal, President CMAI Association of India and a person with offices and correspondents in more than 52 countries, Mr. K. H. Patel, Former High Commissioner to Uganda and a former ambassador to many African countries and Mr. Sunil Modi, an expert on Business opportunities in Africa, having more than 30 years of experience in his field. Mr. Modi said that every MBA, who has learnt the **practical course on GCSR** well, would be offered high salaries by Indian as well as African companies.

The Handbook has been prepared to help students and faculty members maintain quality in their studies of GCSR.

We acknowledge the contributions made by the **Dr. Rajesh Khajuria**, Convener of the MBA Syllabus Committee, **Dr. S. O. Junare** for preparing the FAQ and Clarifications, **Mr. Sunil Modi** for his presentation on the African countries, **Mr. Hiren Thaker**, **Mr. Keyur Darji**, **Dr. Sarika Srivastava** and **Dr. Kaushal Bhatt** for compiling the material. Every faculty member and student is invited to add to the Handbook by sending details of good practices to Mr. Keyur Darji [[research.gbs@gtu.edu.in](mailto:research.gbs@gtu.edu.in)].

**Dr. Akshai Aggarwal**  
**Vice Chancellor, GTU**

**1<sup>st</sup> October 2013**

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## Contact Details of CENTRE FOR GLOBAL BUSINESS STUDIES (CGBS) Mentors for GCSR Program at Gujarat Technological University:

- Mr. Keyur Darji - [research.gbs@gtu.edu.in](mailto:research.gbs@gtu.edu.in)
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- Dr. Sarika Srivastava - [ap2\\_cgbs@gtu.edu.in](mailto:ap2_cgbs@gtu.edu.in)

## **1. Presentation on GCSR – GTU’s New MBA Program**

**By**

**Dr. Akshai Aggarwal, Honorable Vice Chancellor**

**&**

**Dr. Rajesh Khajuria, Chairman, GTU’s Global MBA Program  
Syllabus Committee (Director, CKSVIM, Vadodara)**

[Final GCSR Presentation by Hon.VC - Dr Khajuria.pdf](#)

## **2. Presentation on “African Countries”**

**By:**

**Mr. Sunil Modi**

**(Member – Board of Advisers Committee, GCSR)**

[Presentation on African Countries by Mr. Sunil Modi.pdf](#)

### 3. New Guidelines for Global Country Study Report (GCSR)

**Importance:**Global Country Study Report (GCSR) was introduced as a compulsory practical study in the academic year 2011-12 as a part of GTU's New Global MBA Program, currently offered by the MBA Institutes / Colleges affiliated to GTU. The student carries out this practical study in small Groups of 6 Students each, partly in Semester III and partly in Semester IV during the 2<sup>nd</sup> year of MBA program.

**Objectives of GCSR for a Class of 60 Students: (With explanations)**

*(Please read thoroughly to prepare better quality Report):*

1. To **study and understand** the people, business environment and demographic profile of the selected Country or its Province or State,
2. To **study** the STEEPLED Analysis of the selected sector/industry of Selected Country or Province.
3. To **carry out STEEPLED** Analysis of the selected sector/industry of Gujarat or India with the latest data and **compare** with STEEPLED Analysis of Selected Country *(in a Tabular form)* to find relative strengths and weakness, as well as opportunities and threats for selected sector/industry.
4. To **identify business segments or products or services** in which Gujarat or India has substantial bilateral trade (export – import) and bilateral investment in each-other countries or Provinces or States by using SWOT analysis.
5. To study the export – import and investment opportunities, based on published data of last 3 to 5 years, for selected **industry or business segment or products or services** between India or Gujarat and the selected Country / Province / State of foreign country.*(E.g. One industry / segment/ product-group or services may be studied by a Group of 6 Students and so on, such that all the 10 Groups are engaged).*
6. To study Indian state and its major Industry to carry out SWOT analysis of selected sector/Industry

## **Guidelines for GCSR**

### **GCSR (Part-I) on Macro Analysis in MBA Semester III (By a Group of 6 Students):**

1. To **adopt** a Country or Province or State outside India for study as approved or allotted by **Gujarat Technological University (GTU)**. (*One Country per class of 60 students*). The current priorities are **54 African nations and other under-developed or developing countries** in the world. State or Province allowed **only** in case of large countries.
2. To study the particular Sector/ Industry in detail by analyzing all components of **STEEPLED**.
3. To carry out **STEEPLED** Analysis of Gujarat / India, Comparison between the two Countries / States and its impact on selected Industry / Sector.
  - To prepare a **60-100 pages Global Country Study Report (Part – I) including 6 – 10 pages of Summary**, (addressing the Objective 1 to 5), supplemented by Tables / Annexure. **This summary shall be included in the report of Semester IV.**
  - check Plagiarism under 30%, and submit in **Word and PDF** file with a Power Point Presentation to the **Institute / College**. (*1 Report by a Group of 6 students, therefore 10 such Reports per class of 60. For Report Format, please refer Annexure I*).
4. To study Indian state and its major Industry to carry out SWOT analysis of selected sector/Industry.
5. The Institute shall integrate the Reports of all the groups, which have studied a specific country to make **ONE INTEGRATED REPORT** of about 60 -100 pages, containing summary of Indian state study and common components of STEELED analysis followed by industry/ sector specific analysis by all the groups, **and submit to GTU in CD / soft copy**. (*Example of Report Title: "GCSR : China (Hunan Province) and Business Opportunities for Gujarat / India"*). For Report Format, please refer **Annexure II**.

### **GCSR (Part – II) on Micro Analysis in MBA Semester IV (By a Group of 6 Students):**

1. To **identify** one or more large **companies** or prominent Small & Medium Enterprises (**SMEs**) under the selected sector/industry **OR business segments, with specific products or services having export-import and investment potential**.
2. To **carry out SWOT Analysis** of the selected **Companies / Firms under the selected industry / segment**. (*Field Visit by a Group of 6 students to one of the local companies/ MSMEs to study the possibility of bilateral trade*).

3. To **analyze the market opportunities** for the same **company / firm's** products or services.
4. To **suggest potential business opportunities** including setting up of an industry/ business unit or import / export or investment or buy-out opportunities for the company / firm.
5. To **develop an international business model / business plan or to create appropriate business strategies** for selected Indian companies / firms for a more fruitful business with that country.
6. To **prepare a 60-100 pages Global Country Study Report (Part – II) including summary of Part I (6 -10 pages) + summary of Part II (6 -10 pages)** supplemented by Tables / Annexure, to check the Report for Plagiarism under 30%, and submit it in **Word and PDF** file with a Power Point Presentation to the **Institute / College**. (*1 Report by a Group of 6 students, therefore 10 such Reports per class of 60*. For Report Format, please refer **Annexure I**).
7. The Institute shall send **full reports of 10 groups** in separate files per class of 60 students. **This Sem – IV Country Report shall contain summary of Part I + summary of Part II + Micro analysis followed by 'Business Plan / Strategies'** and it will be submitted to GTU in **CD / soft copy**. For Report Format, please refer **Annexure II**.

## 4.

# Frequently Asked Questions (FAQs) about GCSR

FAQs/ Observations by GTU	Suggested Correct Method
Regarding selection of Country	To one Class of up to 60 students, GTU's CGBS Mentor at Chandkheda, will allocate one Country / Province or State for study. Province or State shall be allowed for study only in case of large countries like China where it is almost impossible to study the entire country by one class of students in one year.
What should be the size of a Group of Students in each class?	One Institute with 60 students should form 10 groups of 6 students each. <i>The group size and the number of groups can vary depending upon the needs of the College.</i>
What is <b>STEEPLED Analysis</b> ? It's something new? When it is to be done and who will examine students?	Yes, it's new way of analyzing a sector/industry of selected Country or Province or State. In Sem-III, essentially <b>STEEPLED (Social, Technological, Economic, Environmental, Political, Legal, Ethical and Demographic) Analysis</b> is required to be done for selected industries / sectors. The Report on the STEELED analysis is to be evaluated by the <b>External and Internal examiner</b> at the end of <b>Sem-III</b> .
What shall a student study in Semester - IV?	The micro study of company / firm / Product/ Services followed by <u>Business Plan / Strategies</u> may be completed during <b>Sem-IV</b> . (Follow the objectives mentioned in this Hand Book).
Tell me about the Report to be submitted in Semester – IV. Will Reports of same class of students contain common content of STEELED Analysis?	The GCS Report to be submitted in <b>Sem – IV</b> must cover the company / firm / Product/ Services based Micro Analysis (carried out in Sem-IV), prepared by a Group of 6 Students. Hence each Group's Reports shall have no resemblance in content and data with the Report of any other group as the industry/sector will be different for each group. Every year, new data will be available from published sources and the study may be for different companies / firms/ Products/ Services. The analysis and syntax would also differ from student to student.
Some Institutes have selected more than one industry / sector of selected country and divided into different groups.	<b>Each group of 6 students should select one sector or industry or a segment of business</b> , and study thoroughly with respect to all the components of STEELED analysis <b>from the beginning of Sem III</b> . (Please refer the objectives for more clarification)  10 different groups will study 10 different Industries / Sectors.



<p>Some institutes have selected only one industry.</p> <p>What is the right path, which should be followed?</p>	<p>This is <b>not</b> right. If necessary, an Institute may allot one Sector or Industry, from the country under study, to one or maximum two groups, if a sector / Industry is large and the institute feels it necessary and can justify such an allocation. But both the groups should study different aspects of that sector/industry.</p> <p><b>Example:</b> The industry must have multiple product segments like the automobile sector has two wheelers – scooters, mopeds, bikes, four wheelers – Cars, LCVs, HCVs, etc.</p> <p>The various aspects of an industry or business segment may be studied by one group of 6 students. (<i>Refer Objectives</i>).</p>
<p>What should be the size of the GCSR Report by one Group of 6 Students in <b>Semester III and Semester IV?</b></p>	<p><b>Sem III: Every group of 6 Students</b> should prepare a <b>60 – 100 pages</b> report (<b>Part I</b>) including summary of 6 – 10 pages. The Report includes <b>exhibits (graphs, tables etc.)</b> and references.</p> <p><b>Sem IV:</b> Every group of 6 students should prepare a <b>60 - 100 pages</b> Report (<b>Part – II</b>) including <b>summary of Part I (6 -10 pages) + summary of Part II (6 -10 pages)</b> supplemented by Tables / Annexure etc.</p>
<p>What is the Institute's/Faculty's role in sending Report to GTU in <b>Semester III and Semester IV?</b></p>	<p><b>Sem III:</b> GCSR coordinator shall integrate the reports of all the groups, which have studied a specific country to make ONE INTEGRATED REPORT of about 60 -100 pages, containing study of an Indian state and common components of STEEPLED analysis followed by industry/ sector specific analysis by all the groups.</p> <p><b>Sem IV:</b> GCSR coordinators shall send <b>full reports of 10 groups</b> in separate files per class of 60 students. <b>This Sem – IV Country Report shall contain summary of Part I + summary of Part II + Micro analysis followed by 'Business Plan / Strategies.'</b></p> <p>The faculty guide must <b>check the Report for Plagiarism under 30% limit.</b> The institute will <b>send a soft copy</b> in <b>Word and PDF</b> format to the University for uploading on GTU website to let the world know about new knowledge developed by students under faculty's guidance and supervision. <i>This way, the faculty and students also learn and become a store-house of knowledge for advising / working with Industry and Business Houses.</i></p>
<p>What are the formats for GCSR Reports for Sem III and Sem IV?</p>	<p><b>For format of Reports, please refer Annexure I and Annexure II.</b></p>

<p>Which Report shall be used for Evaluation by the Examiner?</p>	<p>The EVALUATION will be based on the Report submitted by a Group of 6 Students at the end of semester III and semester IV each. However, the <b>Marks may differ</b> even in the same Group depending on <b>each and every student's performance</b> in Report, Presentation and VIVA VOCE.</p> <p>The <b>INTEGRATED REPORT</b> prepared by the GCSR Coordinator will not be considered for evaluation purpose. This report is to be sent to GTU for uploading on website.</p>
<p>Is it compulsory for a OLD student to appear for VIVA VOCE?</p>	<p><b>Yes, it is compulsory for all OLD students</b> (those who failed or remained absent in previous year in GCSR) to appear for <b>VIVA VOCE</b>. <b>The evaluation of OLD students will be as per the OLD Marking System.</b> Kindly Go through the link given below for more details. <a href="http://www.gtu.ac.in/circulars/13Oct/Circular_GCSR.pdf">http://www.gtu.ac.in/circulars/13Oct/Circular_GCSR.pdf</a></p>
<p>How to show Potential of Business between two countries: Gujarat / India and a foreign country under study?</p>	<p>The main expectation from the GCSR is to find out the Potential of Business / Trade (Export – Import) with the selected country and presented with Projections for say next 3 to 5 years using appropriate statistical methods like Trend Analysis.</p>
<p>Is it compulsory to provide references to the data and published information used in the Report?</p>	<p><b>Yes.</b> The information contained in the previously submitted or published reports, if used, must be updated with the latest published data and new perspectives researched by every batch of new students. It is compulsory to provide a full reference of the previously submitted or published reports, otherwise the <b>student may be detained</b> on the ground of copying or plagiarism.</p>
<p>Several institutes have not co-related the study with India or Gujarat and not found the business potential with India / Gujarat.</p>	<p>The purpose of the GCSR is to find out the business potential between India / Gujarat and the selected country. Therefore, it is <b>compulsory</b> to study, analyze and co-relate the data and find out the business potential of the selected sectors / industries / products / services between India / Gujarat and the country under study.</p>
<p>Marks for GCSR Report in Sem III. <b>(Revised as 30 + 70 + 50 = 150 Marks Pattern)</b></p>	<p>The Complete Report preparation and Presentation at the end of Sem-III has a weightage of <b>150 Marks</b>.The pattern of evaluation shall have 30 for University Exam Internal + 70 for University Exam External + 50 for Continuous Evaluation Component (CEC). <b>Thus more weightage is given in Semester III now onwards.</b></p> <p>The internal examiner/faculty guide will consider the student's/group's performance throughout the semester while allocating the marks out of 50 for Continuous Evaluation Component.</p> <p>The evaluation of the GCSR at the end of Sem-III will be done by both</p>

	External and Internal examiners.
Marks for GCSR Report in Sem IV. <b>(Revised as 30 + 70 + 50 = 150 Marks pattern)</b>	<p>The GCSR preparation and Presentation of Sem-IV has a weightage of <b>150 Marks</b>. The pattern of evaluation shall have 30 for University Exam Internal + 70 for University Exam External + 50 for Continuous Evaluation Component (CEC).</p> <p>The evaluation of the GCSR at the end of Sem-IV will be done by both External and Internal examiners.</p> <p>The internal examiner/faculty guide will consider the student's/group's performance throughout the semester while allocating the marks out of 50 for Continuous Evaluation Component.</p>
It is observed that, several institutes have given more than 90% marks in both internal as well as external exam of GCSR viva voce to all the students.	<p>Appropriate differentiation by giving credit to original work by visiting or inter-acting with businesses in India or in the country of interest versus derived work, should be done by the evaluators – both internal and external. The evaluators must take into consideration the analysis methodologies and the relative quality of study by considering different relevant factors must be done. A uniform marking shows indifferent and irresponsible work as an examiner.</p>
Institute's responsibility at the compilation of report and plagiarism check.	<p>It is the responsibility of the <b>Principal</b> and <b>GCSR Coordinators</b> of Institute to ensure that the integrated report is prepared in the proper way including attachment of required certificates etc. and submitted to GTU on or before due date.</p> <p>It is the responsibility of the <b>GCSR Coordinators</b> of Institute to ensure the plagiarism level within the limit of 30% per Report as per the freeware recommended by GTU. Otherwise the Report shall be given back to the students for re-work and re-submission by the Institute's GCSR Coordinator, before it is finally submitted for evaluation purpose. <b>Non – compliance of this condition may result into declaring the student Group of 6 as 'FAIL' in both Internal and External Exams.</b></p>
How many reports is to be sent to GTU at the end of Sem III and Sem IV?	<p><b>Sem III: ONE INTEGRATED REPORT</b> of about 60 -100 pages, containing study of an Indian state and common components of STEEPLED analysis followed by industry/ sector specific analysis by all the groups.</p> <p><b>SemIV:</b> The Institute shall send <b>full reports of 10 groups in separate files</b> per class of 60 students.</p>

# Annexure - I

## (Format for Report Submission at Institute Level)

*Kindly follow the format given below to prepare a report by a group of 6 students -*

S. No.	Content
1.	Title page
2.	Students' declaration
3.	Institute's certificate (Signed by Faculty guide and Director / Principal)
4.	Certificate of the Company Visit issued by Visited Company or Institute (for Sem-IV)
5.	Plagiarism report - for each group
6.	Preface
7.	Acknowledgement
8.	Index
9.	<b>Sem III:</b> Summary of Report (6 – 10 pages) <b>Sem IV:</b> Summary of Part I (6 – 10 pages) + Summary of Part II (6 – 10 pages)
10.	<b>Full Report</b>
11.	<b>Details of Company/Industry to be visited during semester gap of sem III and Sem IV</b>

# < First Page/Title Page >

Global Country Study Report

On

'<Selected Industry> of <Country Name>'

w.r.t

**Business Opportunities for Gujarat <and/or > <selected state>**

Submitted to

Institute Code: 123

Institute Name: (In Full)

Under the Guidance of

Name of Faculty

(Designation)

In partial Fulfilment of the Requirement of the award of the degree of  
Master of Business Administration (MBA)

Offered By

Gujarat Technological University

Ahmedabad

***Prepared by:***

Students of

**MBA (Semester - III / IV)**

Group No. \_\_\_\_\_

Month & Year:

<Second Page>

**Student's Declaration**

(On separate page)

We, following students, hereby declare that the Global/ Country Study Report titled “ \_\_\_\_\_ in **(Name of the Country / Province & Indian State)** is a result of my/our own work and our indebtedness to other work publications, references, if any, have been duly acknowledged. If I/we are found guilty of copying any other report or published information and showing as my/our original work, or extending plagiarism limit, I understand that I/we shall be liable and punishable by GTU, which may include ‘Fail’ in examination, ‘Repeat study & re-submission of the report’ or any other punishment that GTU may decide.

Enrollment no.	Name	Signature

Place : .....

Date : .....

**<Third Page>**

**Institute Certificate**

[Please attach signed and scanned copy of this certificate]

“Certified that this Global Country Study and Report Titled “.....” is the bonafide work of attached student list with enrollment numbers, who have carried out their research under my/our supervision. I/We also certify further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate. I/we have also checked the plagiarism extent of this report which is ..... % and the separate plagiarism report in the form of html /pdf file is enclosed with this.

**Signature of the Faculty Guide/s  
(Name and Designation of Guide/s)**

**Signature of Principal/Director  
(Name of Principal / Director)**

< Fourth Page >

**Certificate of the Company Visit (for Sem-IV)**

<Fifth Page >

**Plagiarism Report - for Integrated Report of all Groups  
(Student Groups must also check their Reports for Plagiarism)**

The Student Group Leader / Faculty-in-Charge needs to paste the 1<sup>st</sup> page of plagiarism report of the Integrated Report of all Groups of Students.

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**PREFACE (SEPARATE PAGE)**

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**ACKNOWLEDGEMENT (SEPARATE PAGE)**

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**SUBJECT INDEX (SEPARATE PAGE)**

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**REPORT**

**Suggested model for Individual Group Report: Semester-III**

<b>PARTICULARS (Sem – III)</b>
<b>SUMMARY OF PART – I REPORT (6-10 pages)</b>
<b>PART – I: COUNTRY STUDY AND BUSINESS OPPORTUNITIES FOR GUJARAT / INDIA: MACRO ANALYSIS (Total Pages 60 – 100 including summary of 6 -10 pages)</b>
<b>About Country of study</b> <b>Introduction</b> <ul style="list-style-type: none"><li>✚ Overview – Geographic location, languages, currency &amp; exchange rate, religions, flag, national anthem, economic scenario, political stability etc.</li><li>✚ Latest news/ developments in the country</li></ul> <b>Overview of Industries, Trade and Commerce in the Country of study</b> <ul style="list-style-type: none"><li>✚ List of Industries</li><li>✚ Contribution of industries in national GDP</li><li>✚ Export-Import statistics</li><li>✚ Major players of each industry with their market share</li></ul>
<b>About selected Industry / Sector of country of study (Students have to select one industry/sector per group)</b> <ul style="list-style-type: none"><li>✚ Overview of selected industry</li><li>✚ Justification for selecting the Industry / Sector in terms of <b>bilateral trade opportunities with India/Gujarat</b></li><li>✚ <b>Details of selected industry w.r.t. Gujarat:</b> Brief about sub-segments of the industry/ sector, Contribution of selected industry in national GDP, Major players of selected industry and its sub-</li></ul>



segments with their market share, Local taxes and duties applicable in selected industry/sector, any special benefits given by state government to the industry

#### **STEEPLED analysis**

- ✚ STEEPLED analysis of selected sector/Industry in the **country of study**
- ✚ STEEPLED analysis of selected sector/Industry in **Gujarat**
- ✚ Comparative analysis of STEEPLED in tabular form

#### **SWOT analysis of the Industry**

- ✚ SWOT analysis of selected sector/Industry in the **country of study**
- ✚ SWOT analysis of selected sector/Industry in **Gujarat**

#### **About selected state of India**

**Overview of selected state:** Population, official language, ethnic groups, natural resources, transportation connectivity of Gujarat with selected state, major industries, contribution in GDP etc.

**Overview of selected industry:** Contribution of selected industry in national GDP, Major players of selected industry with their market share, Local taxes and duties applicable in selected industry/sector, any special benefits given by state government to the industry

#### **SWOT analysis of selected sector/Industry in selected state**

*(Note- If students do not find selected industry in the selected state, they can study any of the major industry of selected state)*

**Findings in terms of comparative analysis of selected industry in Gujarat, selected state (Any other industry in case of non existence of selected industry in state) and Country of study w.r.t. specific bilateral trade opportunity (in tabular form)**

**Annexure containing Data / Tables (Charts / Graphs may be in Report)**

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## **COMPANY/INDUSTRY DETAILS (TO BE VISITED IN SEMESTER GAP) (ON SEPARATE PAGE AT THE END OF THE REPORT)**

1. Name of the Company:
2. Address of the company:
3. Sub – Segment of the Selected Industry in which company is dealing:
5. Product/Service offered by the company ( to be studied by group):
6. Contact Person’s Name, designation and contact details:
7. Date of Company Visit ( Proposed): \_\_\_\_\_ to \_\_\_\_\_

## Suggested model for Individual Group Report: Semester-IV

Particular (Sem – IV)
<b>SUMMARY OF PART – I REPORT (MBA III Semester) (6 - 10 pages)</b>
<b>SUMMARY OF PART – II REPORT (MBA IV Semester) (6 - 10 pages)</b>
<b>PART – II: MICRO ANALYSIS: Business Plan / Model/ Business Strategies (Total Pages 60 – 100 including summary of Part I (6 -10 pages) + summary of Part II (6 -10 pages)</b>
<b>Proposed contents of Business Plan / Model</b>
<b>Section One: The Business (<i>Select any one product/ service</i>)</b>
<b>A. Description of Business-</b>
Brief introduction of the selected Company / Firm, SWOT analysis of the selected companies / firms
<b>B. Product/Service</b>
Brief about selected product / service
<b>C. Market Analysis &amp; Marketing Plan ( w.r.t. India and selected country)</b>
Segmentation, 4Ps analysis etc.
<b>D. Competitive Environment ( w.r.t. India and selected country)</b>
Porter’s five forces analysis for selected industry/sub- segment of product and industry
<b>E. Import/export policies &amp; procedures for selected product/service. ( w.r.t. Gujarat/Selected State and selected country)</b>
<ul style="list-style-type: none"><li>❖ Import/Export Norms</li><li>❖ Required documents</li><li>❖ Mode of entry to foreign markets</li><li>❖ Supporting Institutes to facilitate export/import</li><li>❖ Shipping &amp; Packaging</li></ul>
<b>Section Two: Financial Data</b>
<b>A. Projected Financial Statements for next 3 years</b>
<ul style="list-style-type: none"><li>❖ Income Statement</li><li>❖ Balance Sheet</li></ul>
<b>B. Break Even Analysis</b>
o Findings & Suggestions
o Conclusion in terms of Export-Import opportunities w.r.t. selected product/ service between the two Countries
o Annexure
o Bibliography

# Annexure – II

## (Format for Submission to GTU)

*Kindly follow the format given below before sending the report to GTU-*

S. No.	Content
1.	Title page
2.	Student's declaration (Attach the scanned copy of this sheet having signature of all students with name of the institute (code no. ___), date and place)
3.	Institute's certificate (Signed by GCSR Coordinator and Director / Principal)
4.	Certificate of the Company Visit issued by Visited Company or Institute (for Sem-IV)
5.	Plagiarism report - for combined reports of all groups
6.	Preface
7.	Acknowledgement
8.	Index
9.	<p><b>SEMESTER III: ONE INTEGRATED REPORT</b> of about 60 -100 pages, containing study of an Indian state and common components of STEEPLED analysis followed by industry/ sector specific analysis by all the groups.</p> <p><b>SEMESTER IV:</b> The Institute shall send <b>full reports of 10 groups</b> in separate files per class of 60 students i.e. <b>All 10 reports of the groups will be sent to GTU.</b></p> <p><b>Every Report, sent to GTU in Sem III and Sem IV, will be sent in the WORD and in the PDF formats.</b></p>

< **First Page/Title Page** >

Global Country Study Report

On

“Country Name”

**Business Opportunities for Gujarat / India**

Submitted to

Institute Code: 123

Institute Name: (In Full)

Under the Guidance of

**Name of GCSR Coordinator**

(Designation)

In partial Fulfilment of the Requirement of the award of the degree of  
Master of Business Administration (MBA)

Offered By

Gujarat Technological University

Ahmedabad

***Prepared by:***

Students of

**MBA (Semester - III / IV)**

Month & Year:

**<Second Page>**

**Student's Declaration**  
(On separate page)

We, following students, hereby declare that the Global/ Country Study Report titled “ \_\_\_\_\_ in **(Name of the Country / Province & Indian State)** is a result of my/our own work and our indebtedness to other work publications, references, if any, have been duly acknowledged. If I/we are found guilty of copying any other report or published information and showing as my/our original work, or extending plagiarism limit, I understand that I/we shall be liable and punishable by GTU, which may include ‘Fail’ in examination, ‘Repeat study & re-submission of the report’ or any other punishment that GTU may decide.

Name of Institute with code _____				
Country _____				
Semester _____				
Group No.	En. No.	Name of Student	Signature	Selected Industry
1				E.g. Telecom Industry
2				E.g. Automobile Industry

**And so on .....for all 10 Groups....**

**[Note: Attach the Scanned copy of this sheet having signature of all students with Name of the Institute (Code No.\_\_\_\_), Date and Place]**

<Third Page>

**Institute Certificate**

“Certified that this Global Country Study and Report Titled “.....” is the bonafide work of attached student list with enrollment numbers, who have carried out their research under my/our supervision. I/We also certify further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate. I/we have also checked the plagiarism extent of this report which is ..... % and the separate plagiarism report in the form of html /pdf file is enclosed with this.

**Signature of the GCSR Coordinator/s**  
**(Name, Designation, Email ID and Contact No. of GCSR Coordinator/s)**

**Signature of Principal/Director**  
**(Name of Principal / Director)**

[Please attach signed and scanned copy of this certificate]

**< Fourth Page >**

**Certificate of the Company Visit (for Sem-IV)**

**<Fifth Page >**

**Plagiarism Report**

**< Paste 1<sup>st</sup> page of Compiled Plagiarism Report >**

**(GCSR Coordinator needs to send full Plagiarism Report in a separate file by email)**

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**PREFACE(SEPARATE PAGE)**

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**ACKNOWLEDGEMENT (SEPARATE PAGE)**

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**SUBJECT INDEX (SEPARATE PAGE)**

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**REPORT**

# Annexure III

## How to Check plagiarism through open access software

- For plagiarism check, you can use your own plagiarism software if any. However please specify the software used in the Report.

OR

- You can use Open Access Plagiarism Search through – [www.oaps.eu](http://www.oaps.eu).
- For the Open Access Plagiarism Search, the steps to be followed are as follows:
  1. Open the home page through [www.Oaps.eu](http://www.Oaps.eu).
  2. Go to “Register” option
  3. Fill the required details
  4. You will get the confirmation link to your email id, which you have provided.
  5. Click on the link
  6. You get the message that your account is successfully registered.
  7. Go to “My Account”
  8. Choose File
  9. Upload File
  10. Your plagiarism will start for checking showing the status as “processing”
  11. After some time it shows the status as “Ready”. (Meanwhile, if you want you can do your other work, OR you can log off even. The software continues its check). It may take half a day to 2 days to check a Report, so please be patient.
  12. In the same window, you can see the options like, view, download or delete.
  13. Down load the report. It will be downloaded as html page. Then the “Ready” option will convert in “Fetched”
  14. You need to save this report on your local drive, and send it along with the **GCSR Report to GTU.**



# Annexure IV

## Important Instructions to Institutes for Report Submission

- i. Institutes need to submit GCSR Part- I and Part- II in **PDF and Word** file to GTU at the end of semester III and semester IV respectively.
- ii. The file name (**PDF and Word**) must have the following format:  
**For Sem III:**  
**College Code – Country Selected ( Ex. 721 – Ghana)**  
**For Sem IV:**  
**College Code – Country Selected –Industry Selected ( Ex. 721 – Ghana- Textile)**
- iii. In email 'subject line', the Institutes are requested to mention Only **Institute Code**.
- iv. Thereport submission or any other communication should be done from **Institute mail ID only** (mbaXXXowner@gtu.edu.in). **Please avoid using personal mail Id.**
- v. The institute's Director/GCSR coordinator must verify all the respective files which are asked to be submitted before sending the mail to university.
- vi. The institutes, having more than one country (for student intake more than 60) need to send separate reports for each country.
- vii. The Institutes are required to send their Part I and Part II reports on following IDs, Zone wise.
  1. Zone 1: gcsr\_zone\_1@gtu.edu.in
  2. Zone 2: gcsr\_zone\_2@gtu.edu.in
  3. Zone 3: gcsr\_zone\_3@gtu.edu.in
  4. Zone 4: gcsr\_zone\_4@gtu.edu.in
  5. Zone 5: gcsr\_zone\_5@gtu.edu.in

## Formatting Specifications for Reports

- MS Word format
- Font size: 12 for Regular text, 14 for Subtitles and 16 for titles
- Font Type: Calibri
- Line Spacing: 1.5
- Margin : 1.5 inch to Left and 1 inch to other sides
- Page : A4
- Alignment: Justified

The WORD file may be converted to pdf format.

## Marks and Number of Pages for GCSR

### Allocation of Marks

Particulars	Internal Examiner (Viva – Voce)	External Examiner (Viva – Voce)	CEC	Total Marks
Marks in III semester	30	70	50	150
Marks in IV semester	30	70	50	150
Total Marks for GCSR				300

### Number of Pages (At Institute Level)

Semester	No. of pages required per group
Pages in III semester	60 – 100 (including summary of 6 -10 pages)
Pages in IV semester	Total Pages 60 – 100 including summary of Part I (6 -10 pages) + summary of Part II (6 -10 pages)

### Number of Pages (At GTU Level)

Report Sent to GTU	What is to be sent?	Total No. of Pages
III Semester	<b>ONE INTEGRATED REPORT</b> containing study of an Indian state and common components of STEEPLED analysis followed by industry/ sector specific analysis by all the groups.	Final Report (60 – 100 Pages)
IV Semester	The Institute shall send <b>full reports of 10 groups</b> in separate files per class of 60 students i.e. <b>All 10 reports of the groups will be sent to GTU.</b>	(60 – 100 Pages) per Report

# Annexure V

## Gujarat Technological University

Format for External Examiner for GCSR Part – I & VIVA (Subject Code- 2830012)

### MBA Semester III

Name of the Institute:

Institute Code:

Enrollment No	Title of the GCSR (Report)	study of an Indian state	STEEPLED ANALYSIS: (Social, Technological, Economic, Environmental Political, Legal, Ethical and Demographic) at the selected sector/industry of the Country / Province / State level(Objective 1 to 3)	STEEPLED Analysis of Gujarat / India. Comparison between the two Countries / States.and its impact on selected Industry / Sector.	Presentation / Viva Voce (of Each Student)	Total Marks by External Examiner
			REPORT CONTENT AND QUALITY			
		10	30	10	20	70
<b>GROUP 1:</b>						
1						
2						
3						
4						
5						
6						
<b>GROUP 2:</b>						
7						
8						
9						
10						
11						
12						

Date:

Signature of External Examiner

Place:

Examiner's Name: \_\_\_\_\_

Examiners' Institute Name and Place: \_\_\_\_\_

# Gujarat Technological University

Format for Internal Examiner for GCSR Part - I & VIVA (Subject Code- 2830012)

## MBA Semester III

Name of the Institute: \_\_\_\_\_

Institute Code: \_\_\_\_\_

Enrollment No	Title of the GCSR (Report)	study of an Indian state	<b>STEEPLED ANALYSIS:</b> <i>(Social, Technological, Economic, Environmental Political, Legal, Ethical and Demographic) at the selected sector/industry of the Country / Province / State level.</i> STEEPLED Analysis of Gujarat / India. (Objective 1 to 3)	STEEPLED Analysis of Gujarat / India. Comparison between the two Countries / States and its impact on selected Industry / Sector.	Presentation / Viva Voce (of Each Student)	Total Marks by Internal Examiner
		<b>REPORT CONTENT AND QUALITY</b>			<b>VIVA</b>	
		<b>5</b>	<b>10</b>	<b>5</b>	<b>10</b>	<b>30</b>
<b>GROUP 1:</b>						
1						
2						
3						
4						
5						
6						
<b>GROUP 2:</b>						
7						
8						
9						
10						
11						
12						

Date: \_\_\_\_\_

Signature of *Internal Examiner* (Faculty)

Place: \_\_\_\_\_

Faculty/ Examiner's Name: \_\_\_\_\_

# Annexure VI

## Gujarat Technological University

Format for External Examiner for GCSR Part - II & VIVA (Subject Code – 2840009)

### MBA Semester IV

Name of the Institute:

Institute Code:

Enrollment No	Title of the GCSR (Report)	Summary	Study of Present Business with product/service identification  Selection of Companies / Firms by a Group, Visit and Discussions with them, and SWOT Analysis	Study of Export – Import and Investment opportunities for selected and identified <b>industries or business segments</b> between India or Gujarat and the selected Country / Province / State of foreign country.  Strategic problems, winning strategies for doing business with selected Country / Province / State in Gujarat / India	Business Plan/ Business Strategies	Presentation / Viva Voce (of Each Student)	Total Marks by External Examiner
		10	10	10	20	20	70
<b>GROUP 1:</b>							
1							
2							
3							
4							
5							
6							
<b>GROUP 2:</b>							
7							
8							
9							
10							
11							
12							

Date:

Signature of External Examiner

Place:

Examiner's Name: \_\_\_\_\_

Examiners' Institute Name and Place: \_\_\_\_\_

# Gujarat Technological University

## Format for Internal Examiner for GCSR Part - II & VIVA (Subject Code – 2840009) MBA Semester IV

Name of the Institute: \_\_\_\_\_

Institute Code: \_\_\_\_\_

Enrollment No	Title of the GCSR (Report)	Summary	Study of Present Business with product/service identification  Selection of Companies / Firms by a Group, Visit and Discussions with them, and SWOT Analysis (Objective 4)	Study of Export – Import and Investment opportunities for selected and identified <b>industries or business segments</b> <i>between</i> India or Gujarat and the selected Country / Province / State of foreign country.  Strategic problems, winning strategies for doing business with selected Country / Province / State in Gujarat / India	Business Plan/ Business Strategies	Presentation / Viva Voce (of Each Student)	Total Marks by Internal Examiner	
		<b>REPORT CONTENT AND QUALITY</b>					<b>VIVA</b>	
		<b>4</b>	<b>5</b>	<b>5</b>	<b>8</b>	<b>8</b>	<b>30</b>	
<b>GROUP 1:</b>								
1								
2								
3								
4								
5								
6								
<b>GROUP 2:</b>								

Date: \_\_\_\_\_

Signature of *Internal Examiner* (Faculty)

Place: \_\_\_\_\_

Faculty/Examiner's Name: \_\_\_\_\_

# Annexure VII

## Role of Director, Faculty Members & Students

### ROLE OF DIRECTOR/ PRINCIPAL / HOD:

- ✚ Considering the GCSR as an important subject for MBA students
- ✚ Allocating one or more groups to each faculty members
- ✚ Ensuring the regular sessions ( 18 sessions per semester) for GCSR
- ✚ Providing the facility for research work in terms of library, computer lab, journals, company visit etc.
- ✚ Coordination with the University by sending the students and faculty members in various events organized by Centre for Global Business Studies (CGBS)

### ROLE OF GCSR COORDINATOR / FACULTY GUIDE:

- ✚ Conducting the sessions for GCSR
- ✚ Helping the students to understand the importance of GCSR
- ✚ Inviting the experts from Industry who are dealing with the country of study
- ✚ Encouraging students to prepare research papers/articles for publication.
- ✚ Monitoring GCSR progress report of students
- ✚ Motivate and guide the students for active participation in National Day Celebrations
- ✚ Sharing learning experiences and success stories of GCSR project at [cgbs@gtu.edu.in](mailto:cgbs@gtu.edu.in)

### ROLE OF STUDENTS:

- ✚ Preparing the weekly progress report and submit to faculty guide
- ✚ Trying to explore the country to be expert in your area
- ✚ Developing presentation skills for grabbing the job opportunity
- ✚ Preparing the good quality report as per the guidelines given in GCSR Handbook

## Annexure VIII Suggested Sessions for GCSR

### SUGGESTED SESSIONS FOR GCSR IN SEMESTER-III:

Session	Topics to be discussed
1	Detailed discussion about GCSR guidelines from GCSR HANDBOOK
2	<b>Why GCSR?</b> Importance of GCSR in terms of job employability, setting up new business, exporting the local product in the selected country, doing Consultancy work for the company visited, building the brand image of Institute, USP of Global MBA Program etc.
3	<b>About selected Country</b> <ul style="list-style-type: none"> <li>✚ Overview – Geographic location, languages, currency &amp; exchange rate, religions, flag, national anthem, ruling party etc.</li> <li>✚ Latest news/ developments in the country</li> <li>✚ Documentary video on social/ cultural aspects/ major highlights of the country</li> </ul>
4	<b>Overview of major industries in the Country of study</b> <ul style="list-style-type: none"> <li>✚ List of Industries</li> <li>✚ Contribution of industries in national GDP</li> <li>✚ Export-Import statistics</li> <li>✚ Major players of each industry with their market share</li> <li>✚ Literature review from published reports, Ministry of External affairs, National / International reputed organization or any other authentic sources for selecting industry/ product/ sector, List of Web sources/ References</li> <li>✚ Tentative allocation of prospective industries to all groups (<b>One industry per group</b>)</li> </ul>
5-6	<ul style="list-style-type: none"> <li>✚ Justification of selected industry (<b>small presentation must be given by students</b>)</li> <li>✚ Finalization of selected industry (if faculty guide is satisfied with the presentation)</li> </ul>
7-8	Detailed discussion about STEEPLED – Discussion on general STEEPLED factors of the country and guidance on how to correlate the same with selected industry/sector
9-10	<b>About Gujarat</b> <ul style="list-style-type: none"> <li>✚ Overview- Population, official language, ethnic groups, natural resources, transportation connectivity</li> <li>✚ Major Industries and Contribution of industries in national GDP</li> <li>✚ Local Taxes and Duties</li> </ul>
11-12	<b>About selected state of India</b> <ul style="list-style-type: none"> <li>✚ Overview- Population, official language, ethnic groups, natural resources, transportation connectivity</li> <li>✚ Major Industries and Contribution of industries in national GDP</li> <li>✚ Local Taxes and Duties</li> </ul>
13	Organizing any festival/ cultural activity/ poster presentation/ National day celebration of the selected country to increase the involvement of students
14	How to prepare the project report and PPT for presentation
15-16	Invite industry Experts/ Guest Lecturer/ International students studying at GTU for selected country
17-18	Conduct Mock Viva before appearing for University Viva Voce and submission of the name of company/industry to be visited with the confirmation/consent letter by group



## SUGGESTED SESSIONS FOR GCSR IN SEMESTER-IV:

Session	Topics to be discussed
1-2	Discussion about the experience of company visit
3	Discussion about the work to be done in semester IV (Refer GCSR Handbook)
4	SWOT analysis of the selected Company ( <b>Presentation by students</b> )
5-6	Discussion about selected product/service by each group ( <b>Presentation by students</b> )
7-8	Discussion about foreign trade policy and procedures
9-10	Discuss on the contents of Business Plan
11-12	Invite industry Experts/ Guest Lecturer/ International students studying at GTU for selected country/organize cultural events
13-14	<b>Presentation by students</b> on business plan prepared for selected product/service
15-16	Findings in terms of Export-Import opportunities w.r.t. selected product/ service between the two Countries ( <b>Presentation by students</b> )
17	Conduct Mock Viva before appearing for University Viva Voce
18	Compilation and Submission of final report & PPT in the given format

### **Important Points to be considered during the CGSR study:**

- ✦ *Faculties should encourage students to visit the selected country/state.*
- ✦ **It is mandatory** to visit local company (1-2 week) during gap of semester III and semester IV, in case if students are not visiting the selected country/state.
- ✦ *Certificate from the company or from the principal/HOD/ Director regarding company visit is to be furnished with the project report.*
- ✦ *Faculties should ask the students to submit weekly progress report of work done by them*
- ✦ *Above session plans are indicative. Any other innovative way of conducting GCSR sessions can be suggested by faculty guide.*
- ✦ *Directors/ Faculties should try to establish academic tie ups with the institutes of selected state/ country. For any kind of help, they are welcomed to contact CGBS mentors at GTU*

Kindly visit “**Centre for Global Business Studies (CGBS)**” website (<http://international.gtu.ac.in>) to know more about the Centre’s activities, Circulars for upcoming events, Reports of National Day Celebrations, Newsletters, Exam Related information, GCSR Handbook, list of National Day Celebration for Academic Year 2014-15 etc