

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 2016-17 and onwards)

To

All Directors, Faculty Members and Students,

GTU has implemented a new Global MBA program since August 2011 under the visionary leadership of Dr. Akshai Aggarwal, former Vice Chancellor of GTU. 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)

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.

Through an in-depth brain storming by Dr. Akshai Aggarwal, former Vice Chancellor of GTU, Dr. Rajesh Khajuria, Director CKSVIM, GTU Management Deans and Senior faculties of leading B Schools of India, GCSR (Global Country Study Report) was introduced in year 2011 with a vision to enable the students to enrich their management knowledge with global perspectives in competitive scenarios.

After subsequent revisions and upgradations as per the industry needs and feedback from stakeholders, the Handbook has been prepared to help students and faculty members maintain quality in their studies of GCSR.

Every faculty member and student is requested to study the handbook thoroughly in beginning of Sem III of MBA for getting clear understanding about the objectives, scope and structure of GCSR. All stakeholders are invited to share their feedback on the Handbook by sending details of good practices on cgbs@gtu.edu.in.

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Dr. Sarika Srivastava**

10th August 2016

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1. Vision and Objectives of GCSR

ABOUT GCSR

In the new Global MBA program, introduced by GTU since August 2011, every student is required to study the business environment in some country with the perspective of an Indian analyst. The two-semester course of Global Country Study Report has been introduced at the 3rd and the 4th semesters in MBA program and the students are encouraged to establish contacts with businesses and scholars in the country, which they are studying.

They are also encouraged to visit the country during the semester gap between 3rd and 4th semester.

VISION OF GCSR:

SCALING UP EXISTING REGIONAL / NATIONAL BUSINESS PRACTICES ON GLOBAL PLATFORM

OBJECTIVES TO INTRODUCE GCSR:

- To prepare GTU's Management students for their globally competitive future.
- To impart the knowledge of international business among management students.
- To understand the cross cultural diversity in implementing sound business policies and creating the knowledge economy.
- To enhance the skills of management faculties as an expert of International trade.
- To develop the higher order thinking skills among all stakeholders to meet global competitiveness.

2. Guidelines regarding contents and flow of the project (for one group of 6 students)

(Please read thoroughly to prepare better quality Report):

SEMESTER III:

1. Know the Country in Nutshell:

Study and understand the people, culture, business environment, economy, international relations and demographic profile of the selected Country.

2. Select the prospective industry:

Through the analysis of the country in general, economic scenario as well as international trade statistics in detail, identify the list of prospective industries of the country. The prospects shall be considered generally (in overview) in terms of the positive industry growth (past and forecasted), favorable policies of state and federal government of the country, positive growth in export/import with India/other countries of the world and match with the same industry's prospects in Gujarat.

Note:

1. The industry selection has to be done through basic information search by the student group only.
2. Industry should not be allocated from the faculty guide by their own judgements.
3. In case, multiple group come with the same industry as a preferred industry for study, in this case, the faculty has to take the decision (for approving the industry to one of those groups) in terms of proper analysis and justification from the specific group.
4. More than one group (maximum two groups) may work on same industry (in case the industry is having very large scope and varied sub-industry sectors) but they have to take the different industry sectors (sub-industry) for the study on mandatory basis.

3. Study the Industry in - depth: STEEPLD Analysis:

- a. Carry out STEEPLD analysis of the selected **industry/industry sector of selected country**.
- b. To carry out STEEPLD analysis of the **industry/industry sector of Gujarat** with the latest data.
- c. Compare the findings of both STEEPLD analysis of selected **industry/industry sector (of Foreign Country & Gujarat) (in a Tabular form)** to find relative strengths and weakness, as well as opportunities and threats for selected sector/industry.

4. Study Indian state and its major Industry to carry out SWOT analysis of selected sector/Industry of the state.

SEMESTER GAP:

5. Know the Value Chain of your industry/industry sector:

To understand the **Value Chain of the selected industry/industry sector in depth**, each group of the students shall visit a company which is engaged in manufacturing/trade of the products in the selected industry/sub-industry in the gap between semester III and IV **OR** up to the 1st month of the semester IV (on weekends).

Note:

1. The company has to be identified during semester III and approval of the company visit has to be confirmed before the final viva of semester III.
2. The company should be of considerable size i.e. **minimum size of the company should come under the category of MSME or above.**

SEMESTER IV:

6. Select your Product/Service:

- a. Based on your STEEPLED analysis of the industry, published data of 3-5 years (latest and forecast) for the exports-imports, company visit and other required sources of information, **identify products or services** in which the bilateral trade can be established between Gujarat and GCSR country.
- b. Students have to take care that selected product/service must have a proper demand/supply status (in from of export - import statistics / market analysis) to justify the export/import/trade in the same.

7. Prepare a Business Plan:

After selecting the product/service, develop a proper business plan which consists appropriate market identification, marketing strategies, financial analysis, logistic and supply chain analysis etc. This may provide a complete guide to any business house/entrepreneur on – **“How to start/expand international trade”** of specific product/service from/to Gujarat/GCSR country.

3. CGBS – PROJECT REVIEW SYSTEM (PRS)

CGBS – Project Review System (PRS) is an online portal which has been developed to review the **Global Country Study Report (GCSR)** Projects. It is the common platform for GCSR Coordinators, Faculty Guides and Students to interact with each other. It is the unique initiative taken by Centre for Global Business Studies (CGBS) to upload, review, modify and view progress of 'Global Country Study Reports'. The main objective of implementing Project Review System (PRS) is to ensure the good quality project by providing real time feedback to students.

SEMESTER III	
Activities	Description
GCSR Country Allocation	Announcement by CGBS-GTU for Academic Year 2016-17
Registration of GCSR Coordinator (Country wise)	<ul style="list-style-type: none"> Principal/Director of Institute has to appoint one GCSR coordinator for each country of study GCSR coordinator has to login from 'Institute Login' available on International tab of GTU website for doing all registrations. http://international.gtu.ac.in/
Student Registration	<ul style="list-style-type: none"> GCSR Coordinator has to register all the students of his/her country of study
Industry Identification & Project Registration	<ul style="list-style-type: none"> Students have to identify industry GCSR Coordinator has to register all projects (group wise) of country.
Faculty Registration (Allocation of Faculty guide)	<ul style="list-style-type: none"> GCSR Coordinator has to allocate faculty guide against each group. One faculty can guide maximum 3 groups.
Submission of Periodic Project Review (PPR)-I	<ul style="list-style-type: none"> Faculty guides and Students have to login from 'CGBS-PRS' available on International tab of GTU website for reviewing and uploading PPRs on regular bases. http://international.gtu.ac.in/ Students have to upload PPR by using login ID and Password provided at the time of student registration. Faculty guides have to review PPR by using login ID and Password provided at the time of Faculty registration. Faculty guides have to suggest corrections/ modifications within given time period of PPR-I
Submission of Periodic Project Review (PPR)-II	<ul style="list-style-type: none"> Instructions - Same as PPR I

Submission of Periodic Project Review (PPR)-III	<ul style="list-style-type: none"> • Instructions - Same as PPR I
Company details (to be visited) & Corrections in Final Report as suggested by Faculty Guide	<ul style="list-style-type: none"> • Students are supposed to identify the company which is to be visited. • Students have to upload required details on portal.
Plagiarism check, Assigning grades and Final Report Submission on Portal	<ul style="list-style-type: none"> • Faculty guides have to check plagiarism of full project report through the software provided by University. • Acceptable limit of plagiarism is 30%. • Students have to do modifications in GCSR project as per suggestions given by faculty guide. • Faculty guides have to again review the project and give final approval to upload the project on portal. • Faculty guides have to assign grades to individual students based on the work done by them. • Students have to submit Final Report on portal. • No changes would be allowed once the report is uploaded on portal.
Generate 'Report Completion Certificate' & 'Plagiarism Report'	<ul style="list-style-type: none"> • Generate 'Report Completion Certificate' and 'Plagiarism Report' • Students have to attach these two certificates in hard copy of project report for appearing in External Viva. • Report completion certificate would not be generated if students fail to submit PPR in given time duration.
Internal Viva at Institute level	<ul style="list-style-type: none"> • Institute has to conduct internal viva for GCSR as per convenient date during the said period.
Tentative Dates of External Viva – Semester III	<ul style="list-style-type: none"> • GCSR Centralized Viva
Company Visit	<ul style="list-style-type: none"> • Company visit is mandatory. • Duration: 1 Week (Min.) – 4 Week (Max.)
SEMESTER IV	
Submission of Periodic Project Review (PPR)-IV	<ul style="list-style-type: none"> • Faculty guides and Students have to login from 'CGBS-PRS' available on International tab of GTU website for reviewing and uploading PPRs on regular bases. http://international.gtu.ac.in/ • Students have to upload PPR by using login ID and Password provided at the time of student registration. • Faculty guides have to review PPR by using login ID and Password provided at the time of Faculty registration.

	<ul style="list-style-type: none"> Faculty guides have to suggest corrections/ modifications within given time period of PPR-IV
Submission of Periodic Project Review (PPR)-V	<ul style="list-style-type: none"> Instructions - Same as PPR I
Submission of Periodic Project Review (PPR)-VI	<ul style="list-style-type: none"> Instructions - Same as PPR I
Corrections in Final Report as suggested by Faculty Guide	<ul style="list-style-type: none"> As mentioned above (in Semester III)
Plagiarism check, Assigning grades and Final Report Submission on Portal	<ul style="list-style-type: none"> As mentioned above (in Semester III)
Generate 'Report Completion Certificate' & 'Plagiarism Report'	<ul style="list-style-type: none"> As mentioned above (in Semester III)
Internal Viva at Institute level	<ul style="list-style-type: none"> Institute has to conduct internal viva for GCSR as per convenient date during the said period.
Tentative Dates of External Viva – Semester IV	<ul style="list-style-type: none"> GCSR Centralized Viva

CGBS-PROJECT REVIEW SYSTEM (PRS) for GCSR – Semester III
PERIODIC PROJECT REVIEW (PPR)

PPR - 1:

a. About selected Country

- Overview – Geographic location, languages, currency & exchange rate, religions, flag, national anthem, ruling party etc.
- Latest news/ developments in the country

b. Overview of Industries, Trade and Commerce in the Country of study

- List of Industries
- Contribution of industries in national GDP
- Export-Import statistics
- Major players of each industry with their market share
- Details of selected industry w.r.t. Gujarat: Brief about sub-segments of the industry/ sector, Contribution of selected industry in national GDP, Major players of selected industry and its sub-segments with their market share, Local taxes and duties applicable in selected industry/sector, any special benefits given by state government to the industry

c. About selected Industry / Sector of country of study

- Overview of selected industry
- Justification for selecting the Industry / Sector in terms of bilateral trade opportunities with India/Gujarat (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)

PPR – 2:

a. STEEPLD analysis

- STEEPLD analysis of selected sector/Industry in the country of study
- STEEPLD analysis of selected sector/Industry in Gujarat
- Comparative analysis of STEEPLD in tabular form

b. SWOT analysis of the Industry

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

Note: SWOT analysis must be done thoroughly by using proper and in-depth strategic management approach.

PPR – 3

About selected state of India

- a. Overview of selected state:** Population, official language, ethnic groups, natural resources, transportation connectivity of Gujarat with selected state, major industries, contribution in GDP etc.
- b. 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
- c. SWOT analysis of selected sector/Industry in selected state**
- d. Findings in terms of comparative analysis** of selected industry in Gujarat and Country of study w.r.t. specific bilateral trade opportunity **(in tabular form)**

CGBS-PROJECT REVIEW SYSTEM (PRS) for GCSR – Semester IV
PERIODIC PROJECT REVIEW (PPR)

PPR - 4:

a. Description of Business

- Summary of Part-I report
- Brief Introduction of company selected (Name, Location, Registered office, Contact Information, **Product portfolio, Export/Import status, Value Chain analysis**)
- SWOT analysis of selected company / firm (**in terms of International Trade**)

b. Competitive Environment (w.r.t. Gujarat and selected country)

- Porter's five forces analysis for selected industry/sub- segment of product and industry

c. Product/Service

- Brief about selected product / service
- Export and Import data analysis of the selected product/service (volume / value)
- Study of Demand and Supply scenario and relevant analysis to provide a rational justification for importing/exporting/trading in the product/service

PPR - 5:

a. Import/export policies & procedures for SELECTED PRODUCT/SERVICE (w.r.t. Gujarat and selected country)

- Import/Export Norms
- Required documents to be prepared/procedure to be followed
- Mode of entry in to foreign markets
- Supporting Institutes to facilitate export/import
- Shipping & Packaging norms

b. Supply Chain Analysis

PPR - 6:

a. Market Analysis & Marketing Plan (w.r.t. India and selected country)

- STP, 4Ps, IMC, CRM strategies, etc.

b. Break Even Analysis

- Costing of Product and Selling price fixation

c. Projected Financial Statements for next 3 years

- Income Statement
- Balance Sheet

d. Findings and Suggestions

e. Conclusion in terms of Export-Import opportunities w.r.t. selected product/ service between Gujarat and selected country.

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 Team CGBS will allocate one Country for study.
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. The group size and the number of groups can vary depending upon the needs of the College.
What is STEEPLED Analysis ? It's something new? When it is to be done?	Yes, it's new way of analyzing a sector/industry of selected Country or Province or State. In Sem-III, essentially STEELED (S ocial, T echnological, E conomic, E nvironmental, P olitical, L egal, E thical and D emographic) Analysis is required to be done for selected industries / sectors.
Will Reports of same class of students contain common content of STEELED Analysis?	Each Group's Report 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 differ. The analysis and syntax would also differ from student to student.
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 Sem-IV .
Some Institutes have selected more than one industry / sector of selected country and divided into different groups.	Each group of 6 students should select one sector or industry or a segment of business , and study thoroughly with respect to all the components of STEELED analysis from the beginning of Sem III . (Please refer the objectives for more clarification) 10 different groups will study 10 different Industries / Sectors.
Some institutes have selected only one industry. What is the right path, which should be followed?	This is not 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. <ul style="list-style-type: none"> ● Example: The industry must have multiple product segments like the automobile sector has two wheelers – scooters, mopeds, bikes, four wheelers – Cars, LCVs, HCVs, etc. ● The various aspects of an industry or business segment may be studied by one group of 6 students. (<i>Refer Objectives</i>).

<p>What should be the size of the GCSR Report by one Group of 6 Students in Semester III and Semester IV?</p>	<p>Sem III: Every group of 6 Students should prepare a 60 – 100 pages report (Part I) including summary of 6 – 10 pages. The Report includes exhibits (graphs, tables etc.) and references.</p> <p>Sem IV: Every group of 6 students should prepare a 60 - 100 pages Report (Part – II) including summary of Part I (6 -10 pages) + summary of Part II (6 -10 pages) supplemented by Tables / Annexure etc.</p>
<p>What is the Institute's/Faculty's role in sending Report to GTU in Semester III and Semester IV?</p>	<p>Sem III: Students shall submit final reports on CGBS PRS portal</p> <p>Sem IV: Students shall submit final reports on CGBS PRS portal. This Sem – IV Country Report shall contain summary of Part I + summary of Part II + Micro analysis followed by 'Business Plan / Strategies.'</p> <p>The faculty guide must check the Report for Plagiarism. It must be under 30% limit.</p>
<p>What are the formats for GCSR Reports for Sem III and Sem IV?</p>	<p>For format of Reports, please refer Annexure I.</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 Marks may differ even in the same Group depending on each and every student's performance in Report, Presentation and VIVA VOCE.</p>
<p>Is it compulsory for an OLD student to appear for VIVA VOCE?</p>	<p>Yes, it is compulsory for all OLD students (those who failed or remained absent in previous year in GCSR) to appear for VIVA VOCE.</p> <p>The evaluation of OLD students will be as per the OLD Marking System. Kindly Go through the link given below for more details. http://www.gtu.ac.in/circulars/13Oct/Circular_GCSR.pdf</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>Yes. 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 student may be detained 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 Gujarat and the selected country. Therefore, it is compulsory to study, analyze and co-relate the data and find out the business potential of the selected sectors / industries / products / services between Gujarat and the country under study.</p>
<p>Marks for GCSR Report in Sem III. (Revised as 30 + 70 + 50 = 150 Marks Pattern)</p>	<p>The Complete Report preparation and Presentation at the end of Sem-III has a weightage of 150 Marks. 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 internal examiner/faculty guide will consider the student's/group's performance throughout the semester through CGBS-PRS and allocate marks accordingly as a part of CEC.</p> <p>The evaluation of the GCSR at the end of Sem-III will be done by both External and Internal examiners.</p>
<p>Marks for GCSR Report in Sem IV. (Revised as 30 + 70 + 50 = 150 Marks pattern)</p>	<p>The GCSR preparation and Presentation of Sem-IV has a weightage of 150 Marks. 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 through CGBS-PRS and allocate marks accordingly as a part of CEC</p>
<p>It is observed that, several institutes have given more than 90% marks in internal exam of GCSR viva voce to all the students.</p>	<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>
<p>Institute's responsibility at the compilation of report and plagiarism check.</p>	<p>It is the responsibility of the Principal and GCSR Coordinators of Institute to ensure the plagiarism level within the limit of 30% per Report. The plagiarism must be checked by the software provided 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.</p>

Annexure - I

(Format for Report Submission)

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.	Report Completion Certificate (Signed by Faculty guide and Director / Principal)
4.	Sem III: Details of Company/Industry to be visited during semester gap of semester III and Sem IV Sem IV: Certificate of the Company Visit (issued by visited Company or Institute)
5.	Plagiarism report
6.	Preface
7.	Acknowledgement
8.	Index
9.	Sem III: Summary of Report (6 – 10 pages) + Full Report Sem IV: Summary of Part I (6 – 10 pages) + Summary of Part II (6 – 10 pages) + Full Report

< 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:

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Report Completion Certificate

[Please attach signed and scanned copy of this certificate]

<Each student has to generate his/her own certificate from the CGBS-PRS portal after the successful completion of project. The same certificate has to be attached in the hard copy of the project which is duly signed by Faculty Guide and counter signed by Director/Principal of the Institute. >

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

**Signature of GCSR Country Coordinator
(Name and Designation of GCSR County Coordinator)**

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

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Sem III: Details of Company/Industry to be visited during semester gap of semester III and Sem IV

Sem IV: Certificate of the Company Visit (issued by Visited Company or Institute)

COMPANY/INDUSTRY DETAILS (TO BE VISITED IN SEMESTER GAP)

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 _____

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Plagiarism Report

PREFACE (SEPARATE PAGE)

ACKNOWLEDGEMENT (SEPARATE PAGE)

INDEX (SEPARATE PAGE)

FULL REPORT

Annexure II

Plagiarism Check for GCSR

- Faculty guides have to check plagiarism of full project report through the software provided by University.
- Acceptable limit of plagiarism is 30%.
- Students have to attach '**Plagiarism Report**' in hard copy of project report for appearing in External Viva.

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.

Annexure III

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

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)

Annexure IV

Parameters for Evaluation: MBA Semester III

Industry Selection and Justification

1. Industry selection and Justification
2. STEEPLED ANALYSIS: (Social, Technological, Economic, Environmental, Political, Legal, Ethical and Demographic) of selected industry of the Country
3. study of an Indian state
4. Findings in terms of comparative analysis
5. Presentation & Communication Skills
6. Report Content and Quality
7. Performance during Question- Answer session

Parameters for Evaluation: MBA Semester IV

1. Study of Present Business with product/service identification
2. Selection of Company by a Group, Value Chain Analysis and SWOT Analysis
3. Study of Export – Import and Investment opportunities for selected industries *between* Gujarat and the selected Country.
4. Strategic problems, winning strategies for doing business with selected Country / State in Gujarat
5. Business Plan/ Business Strategies
6. Presentation & Communication Skills
7. Report Content and Quality
8. Performance during Question- Answer session

Annexure V

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

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 VI

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	Why GCSR? 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	About selected Country <ul style="list-style-type: none"> ✚ Overview – Geographic location, languages, currency & exchange rate, religions, flag, national anthem, ruling party etc. ✚ Latest news/ developments in the country ✚ Documentary video on social/ cultural aspects/ major highlights of the country
4	Overview of major industries in the Country of study <ul style="list-style-type: none"> ✚ List of Industries ✚ Contribution of industries in national GDP ✚ Export-Import statistics ✚ Major players of each industry with their market share ✚ 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 ✚ Tentative allocation of prospective industries to all groups (One industry per group)
5-6	<ul style="list-style-type: none"> ✚ Justification of selected industry (small presentation must be given by students) ✚ Finalization of selected industry (if faculty guide is satisfied with the presentation)
7-8	Detailed discussion about STEEPLD – Discussion on general STEEPLD factors of the country and guidance on how to correlate the same with selected industry/sector
9-10	About Gujarat <ul style="list-style-type: none"> ✚ Overview- Population, official language, ethnic groups, natural resources, transportation connectivity ✚ Major Industries and Contribution of industries in national GDP ✚ Local Taxes and Duties
11-12	About selected state of India <ul style="list-style-type: none"> ✚ Overview- Population, official language, ethnic groups, natural resources, transportation connectivity ✚ Major Industries and Contribution of industries in national GDP ✚ Local Taxes and Duties
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 (Presentation by students)
5-6	Discussion about selected product/service by each group (Presentation by students)
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	Presentation by students 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 (Presentation by students)
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.*
- ✚ *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, CGBS-PRS, Circulars for upcoming events, Reports of National Day Celebrations, Newsletters, Exam Related information, GCSR Handbook, list of National Day Celebrations, etc.