

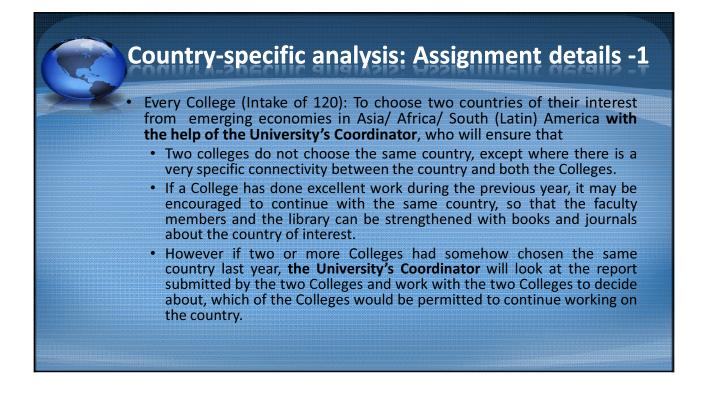


#### **Country-specific analysis: Module 1**

- 3<sup>rd</sup> Semester: Assignment 1
- Module 1
  - Develop the frameworks for understanding differences between the business environments in India and the country of interest
  - Focus on specific aspects of the institutional environment (government regulations, political situation, culture, family businesses, social problems, growing industries / sectors, financial markets, export-import opportunities etc.) which impinge upon business

#### **Country-specific analysis: Learning Outcome**

- 3rd Semester: Assignment 1
- Module 1
- Learning Outcomes
  - An understanding of specific country contexts that affect business decisions and
  - Opportunities for the Gujarat (India) based businesses or new ventures for export, import, investment, joint ventures, collaborations and partnerships



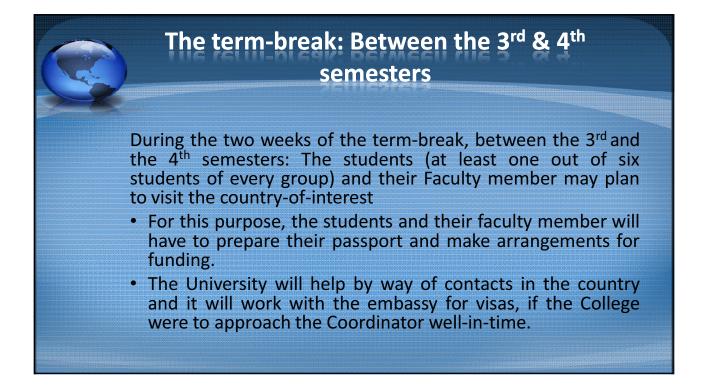
#### **Country-specific analysis: Assignment details -2**

- Thus in a batch of 120 (class of 60 each) students, 10 groups may study one country and the other ten groups may study another country.
- In every College: the students be divided into groups of 6 each. It is expected that out of each group of 6, one or more students would visit the country of interest during the break between the 3<sup>rd</sup> and the 4<sup>th</sup> semesters. (A College may choose to make smaller groups if it can find more students to visit the countries of interest.)
- Students in a group of 6 may choose a specific area of the country (of interest to their group of 60) under the guidance of a faculty member. The faculty member should ensure that every group of 6 does a distinctive study, different from that of the other nine groups. The study must be either different or a substantial enhancement of similar studies carried out in the past.

#### Country-specific analysis: Assignment details -3 Every group of 6 Students: To prepare a 15 page report. The Report may have additional pages (7 to 10 maximum) of exhibits (graphs, tables etc.) plus references. • 10 such Groups in a class of 60 students will combine their 15 page Reports to make ONE 150 Page Report on 'The Country and Business Opportunities' for Gujarat's / India's businesses. • A soft copy of the Report in PDF format is to be sent to the University by mail. • The second class of 60 students or less will prepare the 2<sup>nd</sup> Report on another Country and the Business Opportunities • Additional classes shall study 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup> Country and so on in a single MBA College. • Ten Best Reports from 10 MBA Colleges on 10 Country Studies shall be awarded by GTU with suitable recognition. - This slide By: Dr. Rajesh Khajuria, CKSVIM, Vadodara

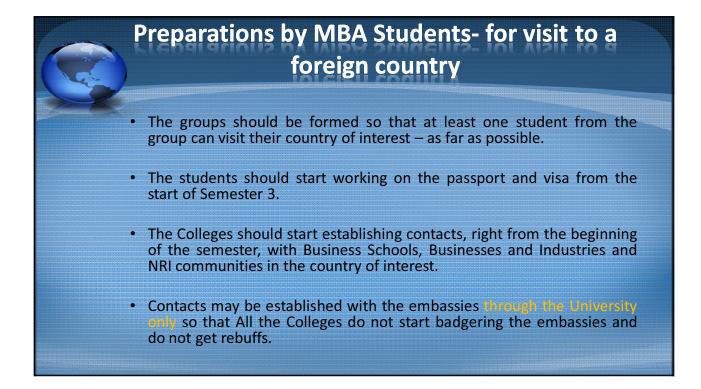
#### Output at a College: After the 3<sup>rd</sup> semester for every 60 students or less

- Every group of 6 students to study one distinct aspect of a country
- Each group to also plan the business development with the country in a specific area, that the group will like to study
- References: Besides country profiles on bbc or the world fact book of CIA etc. on Internet, NRI communities will prove to be of invaluable help.
- NRI Centers have been set up by Government of Gujarat at Gandhinagar for Gujarat State, at Gujarat Chamber of Commerce and Industries, Ahmedabad and at Vadodara Chamber of Commerce & Industries.



#### GTU is Going Global... A few Examples

- 34 MBA students and a faculty member were sent for Summer Experience to University of Alberta, Canada for 6 Weeks to study Strategic Management and International Business.
- GTU has signed an MOU with a university in Germany to send 60 MBA students for 6 Weeks.
- GTU is working on three joint Research Projects one with Kellogg School of Business, USA and two with a University in Germany



#### Country-specific analysis: 4<sup>th</sup> Semester Assignment

#### Module 2

– The group of students should analyze a global strategy problem currently or recently facing a firm/country of interest to the group. The group should identify mechanisms for winning the global strategy game overcoming cultural/social and institutional differences in the country.

#### Outputs

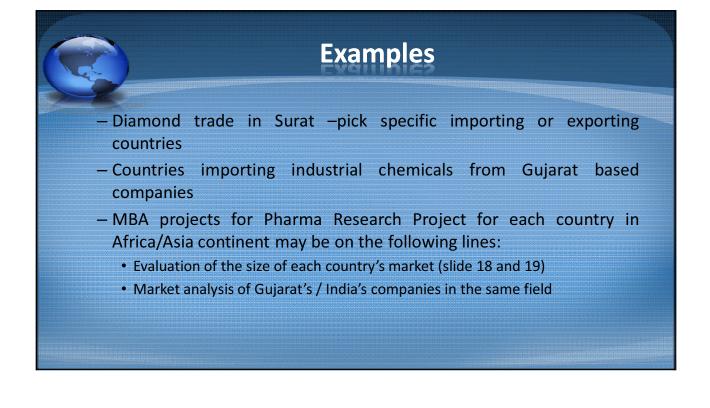
- A Case study write-up in the same format as in module 1
- 30 minute presentation by a Group of 6 students, so that the whole of the class can have knowledge of at least 2 countries before graduating.

# **Country-specific analysis: Case-study**

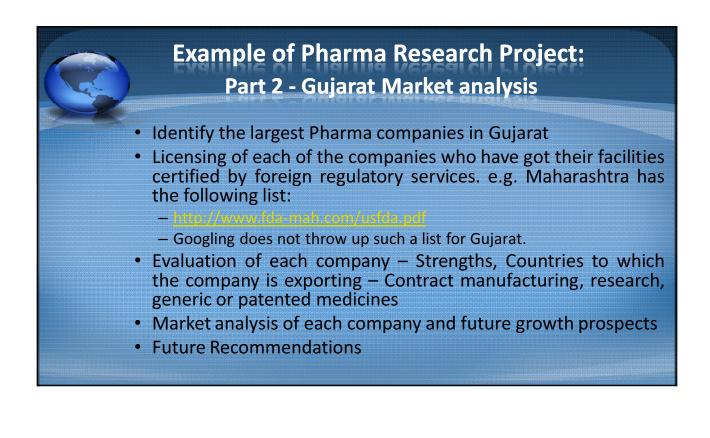
- Case study write-up should take as their model the professional case studies published by Harvard business school (HBS), Darden School of Business (Virginia) or Richard Ivey School of Business
- Purpose of this initiative is to slowly build the business case study repository of more than 100 countries during the next 5 years
- This repository should serve as the reference database for academics and businesses around the world
- Provide in-depth information as HB5 cases do, but from Indian point of-view, wherever applicable.

### Country-specific analysis: GTU help

- To help the college establish an official contact through the local embassy after an informal contact has been established by the College through an NRG or NRG Centre
- To publish the Reports in the university knowledge repository
- To provide the help of mentors



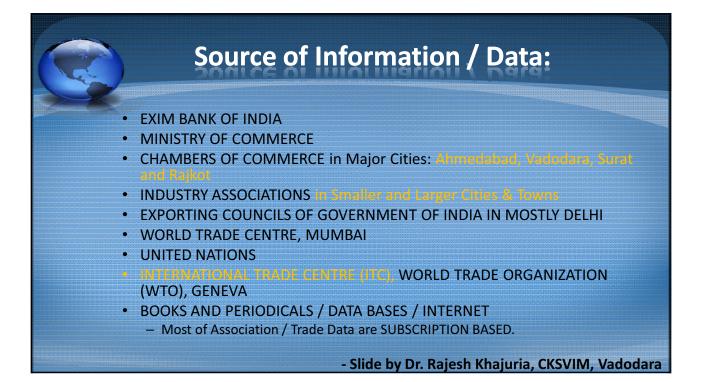
Example of Pharma Research Project: Part 1 - Evaluation of the size of a country's market	
<ul> <li>Use internet to do research.</li> <li>Pharmacy or Medical stude</li> </ul>	nts in those markets.
Top 100 pharma drugs used / sold in the market	Affordability of drug and how dose medical insurance for the drug exist
Major Competitors	Regulation Hurdles
Penetration by Indian Pharma companies	Economy and How does cost of drugs compare to Indian Market
Market Analysis: Opportunities and challenges	Marketing Strategies follows by current companies
Market recommendation for Indian company to enter in to the market	Current inefficiencies in the market



#### **Country-specific analysis**

#### **Preferred Countries**

- Countries in Africa, Central Asia, West Asia, Asia-Pacific, importing goods and services from India
- Developing and Developed Countries from where India is importing technologies, good and services for home consumption
- Countries with which India has favorable Bilateral relations
- If a College or its management or faculty or some students have a very close relationships in a country and if this relationship can help the studies by the group of students, the University's Coordinator may be informed about it and the College may use that country as one of the countries to be its country of interest.



# Sources of Information / Data

- COMMERCE.NIC.IN The basic role of the Department of Government of India is to facilitate the creation of an enabling environment and infrastructure for accelerated growth of international trade.
- fieo.org The Federation of Indian Export Organisations known popularly as "FIEO", this apex body of Indian export promotion organizations was set up jointly by the Ministry of Commerce, Government of India and private trade and industry in the year 1965. FIEO is thus a partner of the Government of India in promoting India's exports.
- eximbankindia.com- Export-Import Bank of India is the premier export finance institution of the country, set up in 1982 under the Export-Import Bank of India Act 1981. Government of India launched the institution with a mandate, not just to enhance exports from India,

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#### Sources of Information / Data

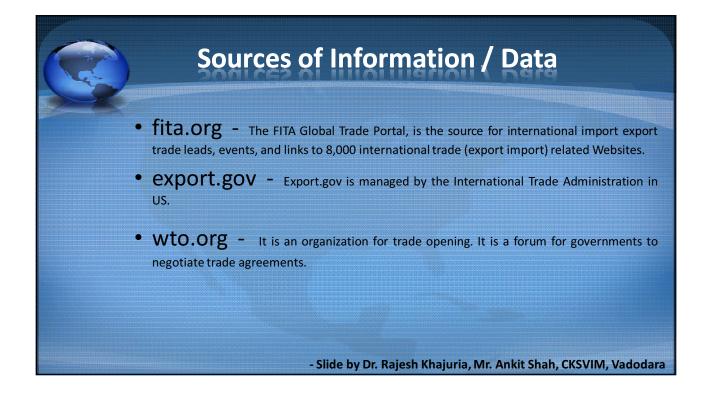
- aepcindia.com Incorporated in1978, AEPC is the official body of apparel exporters in India that provides invaluable assistance to Indian exporters as well as importers/international buyers who choose India as their preferred sourcing destination for garments.
- projectexports.com- Project Exports Promotion Council of India (PEPC) is an export promotion council set up by the Government of India in 1984 (as Overseas Construction Council of India).
- escindia.in- Electronics and Computer Software Export Promotion Council (ESC), sponsored by the Government of India is India's largest Electronics and IT trade facilitation organization.

- Slide by Dr. Rajesh Khajuria, Mr. Ankit Shah, CKSVIM, Vadodara

# Sources of Information / Data

- **indiatradefair.com** The basic role of the Department of Government of India is to facilitate the creation of an enabling environment and infrastructure for accelerated growth of international trade.
- **Council)** was set up in 1955 under the sponsorship of Ministry of Commerce & Industry, Govt. of India, for export promotion of engineering goods, projects and services
- **WWW.Cashewindia.org** The Cashew Export Promotion Council of India(CEPC) was established by the Government of India in the year 1955

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# Sources of Information / Data

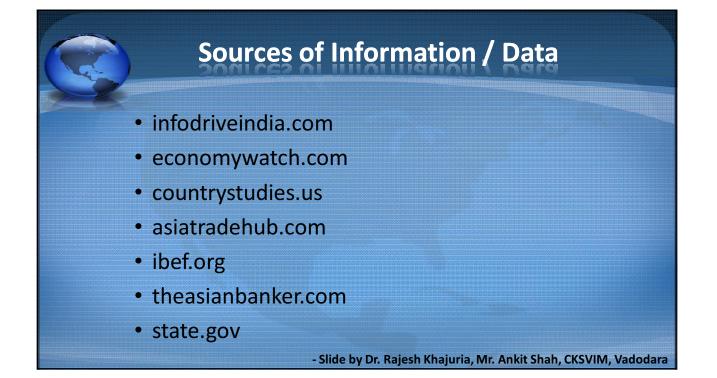
- indiancarpets.com The CEPC was established by the Ministry of Textiles of the government of India to promote the export of hand-knotted rugs and all other types and styles of floor coverings from India.
- pharmexcil.org the recommendations of four major Pharma associations made the Ministry of Commerce & Industry to realize the need for separate export promotion council. Accordingly, pharmaceuticals Export Promotion Council (PHARMEXCIL).
- **EXIMGUIL.COM** EximGuru is the most Authoritative, Online, Searchable Encyclopedia of India Foreign Trade Rules, Regulations and Policies..

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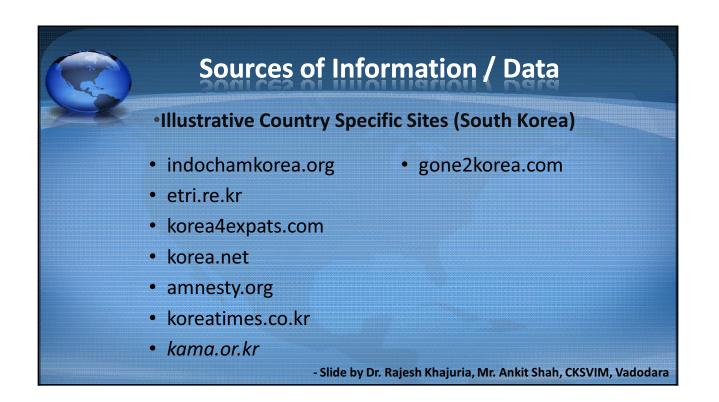
#### Sources of Information / Data

- **tradingeconomics.com** Trading Economics provides its users with accurate information for 232 countries including historical data for more than 300.000 economic indicators, exchange rates, stock market indexes, government bond yields and commodity prices. Our data is based on official sources, not third party data providers, and our facts are regularly checked for inconsistencies. TradingEconomics.com has received more than 66 million page views from more than 200 countries.
- nationmaster.com
- asiaecon.org

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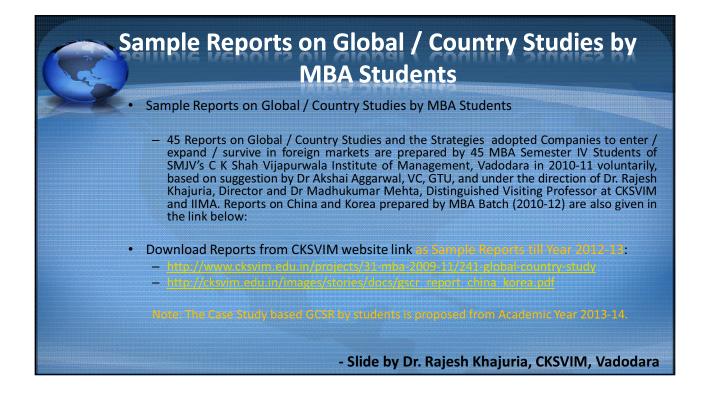








R	Sources of Information / Data
	Export Promotion Councils in India
	SPORTS GOODS EXPORT PROMOTION COUNCIL     Website : http://www.stortsgeepc.com
	ELECTRONICS AND COMPUTER SOFTWARE EXPORT PROMOTION COUNCIL     Website: http://www.indiansources.com
	APPAREL EXPORT PROMOTION COUNCIL Website : http://www.acoc.com
	COTTON TEXTILE EXPORT PROMOTION COUNCIL Website : http://www.ierupoil.com
	EXPORT PROMOTION COUNCIL FOR HANDICRAFTS Website : http://www.encd.anlansources.com
	WOOL & WOOLENS EXPORT PROMOTION COUNCIL     Website : http://www.wwepc.com
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#### Let us work together, so that GTU becomes the repository of knowledge for our business houses.

