



# Gujarat Technological University, Ahmedabad, India



## GTU's New MBA Program: For serving the globalized businesses

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# Agenda

- **Vision:**
- **Present: Where are we today?**
  - GTU: A World-class University
- **Road map Ahead**
  - Country-specific Studies in New MBA Program
  - GTU is Going Global
- **Some Suggestions**
  - Preparations by Students
  - Sources of Data
  - Sample Reports on Global / Country Studies by MBA Students
- **Handshake Today!**





## Vision

- Our vision is to make GTU a hub of research, technology and entrepreneurship
- Gujarat is land of entrepreneurship and number # 1 in growth rate and industrialization.
- Need to develop new innovative and revolutionary ways to emulate a similar success in education to make GTU a world class university
- To move GTU to the same league as Nalanda/ Takshashila of the past and Harvard/Oxford of today



## GTU: A World-class University

- Attracting scholars who are global leaders in their fields.
- Internationalization of faculty and students
- Leader in academic research and teaching
- Creating an eco-system for innovation - leveraging academic and industrial research
- Fostering entrepreneurship through management education
- One-stop hub for continuing learning programs through regular as well as distance education

*Reference: Center for World-Class Universities (CWCU) at Shanghai Jiao Tong University (SJTU) -a strategic research unit of the Chinese Ministry of Education (<http://gse.sjtu.edu.cn/EN/centers.htm>)*





## Country-specific studies in MBA

- A Core Strategy Course: Include some attention to international business strategy.
  - Challenges of today:
    - Rapidly growing global competition
    - Significant differences across nations: institutional, social, and economic
- Challenges turn into opportunity through country specific global strategies based on detailed studies
- Millions of NRGs:
  - Excellent resource to help in country-specific studies.
  - May also use, along with Indian businessmen, the results of such studies



## 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 -1

- Every College (Intake of 120): To choose two countries of their interest from emerging economies in Asia/ Africa/ South (Latin) America **with the help of the University's Coordinator**, who will ensure that
  - Two colleges do not choose the same country, except where there is a very specific connectivity between the country and both the Colleges.
  - If a College has done excellent work during the previous year, it may be encouraged to continue with the same country, so that the faculty members and the library can be strengthened with books and journals about the country of interest.
  - However if two or more Colleges had somehow chosen the same country last year, **the University's Coordinator** will look at the report submitted by the two Colleges and work with the two Colleges to decide about, which of the Colleges would be permitted to continue working on the country.





## 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.



## The term-break: Between the 3<sup>rd</sup> & 4<sup>th</sup> semesters

During the two weeks of the term-break, between the 3<sup>rd</sup> and the 4<sup>th</sup> semesters: The students (at least one out of six students of every group) and their Faculty member may plan to visit the country-of-interest

- For this purpose, the students and their faculty member will have to prepare their passport and make arrangements for funding.
- The University will help by way of contacts in the country and it will work with the embassy for visas, if the College were to approach the Coordinator well-in-time.





## 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



## Preparations by MBA Students- for visit to a foreign country

- The groups should be formed so that at least one student from the group can visit their country of interest – as far as possible.
- The students should start working on the passport and visa from the start of Semester 3.
- The Colleges should start establishing contacts, right from the beginning of the semester, with Business Schools, Businesses and Industries and NRI communities in the country of interest.
- Contacts may be established with the embassies **through the University only** so that All the Colleges do not start badgering the embassies and do not get rebuffs.





## 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 HBS 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



## Examples

- Diamond trade in Surat –pick specific importing or exporting countries
- Countries importing industrial chemicals from Gujarat based companies
- MBA projects for Pharma Research Project for each country in Africa/Asia continent may be on the following lines:
  - Evaluation of the size of each country's market (slide 18 and 19)
  - Market analysis of Gujarat's / India's companies in the same field





## Example of Pharma Research Project: Part 1 - Evaluation of the size of a country's market

- Use internet to do research. Try to network with Pharmacy or Medical students 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



## Example of Pharma Research Project: Part 2 - Gujarat Market analysis

- Identify the largest Pharma companies in Gujarat
- Licensing of each of the companies who have got their facilities certified by foreign regulatory services. e.g. Maharashtra has the following list:
  - <http://www.fda-mah.com/usfda.pdf>
  - Googling does not throw up such a list for Gujarat.
- Evaluation of each company – Strengths, Countries to which the company is exporting – Contract manufacturing, research, generic or patented medicines
- Market analysis of each company and future growth prospects
- Future Recommendations





## 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.



## Source of Information / Data:

- EXIM BANK OF INDIA
- MINISTRY OF COMMERCE
- CHAMBERS OF COMMERCE in Major Cities: **Ahmedabad, Vadodara, Surat and Rajkot**
- INDUSTRY ASSOCIATIONS **in Smaller and Larger Cities & Towns**
- EXPORTING COUNCILS OF GOVERNMENT OF INDIA IN MOSTLY DELHI
- WORLD TRADE CENTRE, MUMBAI
- UNITED NATIONS
- **INTERNATIONAL TRADE CENTRE (ITC)**, WORLD TRADE ORGANIZATION (WTO), GENEVA
- BOOKS AND PERIODICALS / DATA BASES / INTERNET
  - Most of Association / Trade Data are SUBSCRIPTION BASED.

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## 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,

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



## Sources of Information / Data

- **aepcindia.com** - Incorporated in 1978, 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.

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## 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.
- **eepcindia.org** - The EEPC INDIA (Formerly Engineering Export Promotion 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

- **fita.org** - The FITA Global Trade Portal, is the source for international import export trade leads, events, and links to 8,000 international trade (export import) related Websites.
- **export.gov** - Export.gov is managed by the International Trade Administration in US.
- **wto.org** - It is an organization for trade opening. It is a forum for governments to negotiate trade agreements.

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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).
- **eximguru.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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## Sources of Information / Data

- [infodriveindia.com](http://infodriveindia.com)
- [economywatch.com](http://economywatch.com)
- [countrystudies.us](http://countrystudies.us)
- [asiatradehub.com](http://asiatradehub.com)
- [ibef.org](http://ibef.org)
- [theasianbanker.com](http://theasianbanker.com)
- [state.gov](http://state.gov)

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## Sources of Information / Data

### Illustrative Country Specific Sites (China)

- [china-embassy.org](http://china-embassy.org)
- [hktdc.com](http://hktdc.com)
- [starmass.com](http://starmass.com)
- [china-briefing.com](http://china-briefing.com)
- [researchinchina.com](http://researchinchina.com)
- [travelchinaguide.com](http://travelchinaguide.com)
- [cnto.org](http://cnto.org)
- [chinahighlights.com](http://chinahighlights.com)
- [tourismchina-ca.com](http://tourismchina-ca.com)
- [china-britain.org](http://china-britain.org)
- [China.org.cn](http://China.org.cn)

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## Sources of Information / Data

### • Illustrative Country Specific Sites (South Korea)

- indochamkorea.org
- etri.re.kr
- korea4expats.com
- korea.net
- amnesty.org
- koreatimes.co.kr
- *kama.or.kr*
- gone2korea.com

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## Sources of Information / Data

### Export Promotion Councils in India

- **ENGINEERING EXPORT PROMOTION COUNCIL**  
WebSite: <http://www.eepc.gov.in>
- **OVERSEAS CONSTRUCTION COUNCIL OF INDIA**  
Website : <http://www.ocei.org>
- **BASIC CHEMICALS, PHARMACEUTICALS AND COSMETICS EXPORT PROMOTION COUNCIL**  
Website: <http://www.chemexcil.com>
- **PLASTICS & LINOLEUMS EXPORT PROMOTION COUNCIL**  
Website: <http://www.plexcon.com>
- **COUNCIL FOR LEATHER EXPORTS**  
Website : <http://www.leatherindia.com>

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## Sources of Information / Data

### Export Promotion Councils in India

- **SPORTS GOODS EXPORT PROMOTION COUNCIL**  
Website: <http://www.sportsgeepc.com>
- **ELECTRONICS AND COMPUTER SOFTWARE EXPORT PROMOTION COUNCIL**  
Website: <http://www.indiansources.com>
- **APPAREL EXPORT PROMOTION COUNCIL**  
Website: <http://www.aepc.com>
- **COTTON TEXTILE EXPORT PROMOTION COUNCIL**  
Website: <http://www.texprocil.com>
- **EXPORT PROMOTION COUNCIL FOR HANDICRAFTS**  
Website: <http://www.epcfl.asiansources.com>
- **WOOL & WOOLENS EXPORT PROMOTION COUNCIL**  
Website: <http://www.wwepec.com>

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## Sample Reports on Global / Country Studies by MBA Students

- Sample Reports on Global / Country Studies by MBA Students
  - 45 Reports on Global / Country Studies and the Strategies adopted Companies to enter / expand / survive in foreign markets are prepared by 45 MBA Semester IV Students of SMJV's C K Shah Vijapurwala Institute of Management, Vadodara in 2010-11 voluntarily, based on suggestion by Dr Akshai Aggarwal, VC, GTU, and under the direction of Dr. Rajesh Khajuria, Director and Dr Madhukumar Mehta, Distinguished Visiting Professor at CKSVIM and IIMA. Reports on China and Korea prepared by MBA Batch (2010-12) are also given in the link below:
- Download Reports from CKSVIM website link [as Sample Reports till Year 2012-13](#):
  - <http://www.cksvim.edu.in/projects/31.mba-2009-13/241-global-country-study>
  - [http://cksvim.edu.in/images/stories/files/gscr\\_report\\_china\\_korea.pdf](http://cksvim.edu.in/images/stories/files/gscr_report_china_korea.pdf)

Note: The Case Study based GCSR by students is proposed from Academic Year 2013-14.

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## Handshake Today!

**Let us work together, so that GTU becomes  
the repository of knowledge for our business  
houses.**



**Thank you  
Gujarat Technological University**

**[www.gtu.ac.in](http://www.gtu.ac.in)**