

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Global Program)

Year – II (Semester – IV) (W.E.F. January 2014)

Specialization: Asian Business

Subject Name: Immersion Study of Social Businesses (ISSB)

Subject Code: 2840801

The Immersion Study of Social Business (or Enterprise) subject carries total **6 credits** out of which 3 credits are given for theory exam and **3 credits will be given for practical / immersion study** performed by the student with a company / government organization / NGO in India or Asia.

The course will consist of **minimum 6 case studies** to be selected by the professor / faculty teacher / students and discussed in the class. The professor / teacher may select cases related to the subject. Out of 6 case studies, 3 cases will be **major/comprehensive case studies** and will cover major areas of the subject, while other 3 case studies will be issue-based / sectorial cases as determined by the teaching professor / faculty member / industry expert.

Also out of total 6 cases, minimum 2 cases should be of **private firms or companies / government organizations / NGOs / PPP (Public Private Partnership)** which are operating out of India i.e. in Asia or other foreign countries. Other cases may be from India under any ownership format as mentioned above.

Examples of Social Business / Enterprise are Public, Private or Joint Sector Corporations / Companies in Telecom, Gas, SEZ (Special Economic Zones), Power (Electricity), Energy (Wind / Solar / Tidal / Wave / from Agriculture Waste like Sugarcane Bagasse, Rice Bran, Forest Waste etc), Food and Agriculture Processing, Public Transportation including Railways, Bus, Ship, Aircraft etc), Environmental Projects, Water Management, Roads, Dams and other infrastructure management and social / rural development projects.

The student will prepare a Report at the end of the semester, consisting of all the case studies discussed in the class as well as during industry visits, and may even publish select cases in reputed / referred journals of Management, Business, Industry, Technology, Government etc.