

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (Global Program)

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

**Specialization: Sustainable Global Businesses (Immersion Study)**

**Subject Name: The Corporation, the Regulators and Society (CRS)**

**Subject Code : 2840902**

For the subject ‘The Corporation, the Regulators and Society’ as an Immersion Study, the student is required to select a corporate / listed or non-listed company and study the following through at least **6 Case Studies** including 3 major cases and 3 small cases / caselets. At least 50% cases should be from India and 50% from any other countries of choice by the professor and student together:

- Changes happening in the company/industry due to technology change or policy change.
- How the situation in the society changes due to this kind of technology change or policy change.
- Study the new situation and its impact on corporate and society.
- Further study the results due to the impact.
- Further policy changes required or expected due to **impact of technology, government policies, market competition, consumer pressure, pressure from international business community, World Trade Organization (WTO)** etc.

**Examples are Public, Private, PPP or Joint Sector Corporations / Companies operating in highly regulated environment** like petrochemicals, Chemicals, Pharmaceuticals, 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 projects.

**The student will prepare a Report at the end of the semester**, consisting of all the case studies discussed in the class / at the industry visit, and also can publish select cases in reputed /referred journals of Management, Business, Industry, Technology, Government etc.

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