

GUJARAT TECHNOLOGICAL UNIVERSITY, AHMEDABAD

MBA PROGRAM (Academic Year 2012-13)

Observations and Clarifications regarding Global Country Study Report (GCSR)

Dear Directors and Faculty Members

We all have tried to make our MBA programme more qualitative & practical oriented. We also tried to give global exposure through our Global Study Reports. When we were designing the new structure of MBA programme, we had decided to introduce Global Study Report in our Syllabus as a compulsory subject to give global exposure to our students.

The major objectives of GTU to introduce the Global Country Study Report as a full fledged subject are:

1. To make the students aware about the global business.
2. To study the different sectors of global economies.
3. To study the overall economy and one or more sector or industry of different countries.
4. To know about the demographic profile of the selected country, business environment, business overviews, business laws and strengths and weaknesses of business / sector / industry of that country.
5. To compare the industry / sector / business with India and Gujarat.
6. To adopt the business model or adopt the appropriate business strategies for Indian business which is adopted by that country.
7. To find out the potential of business opportunities including setting up of an industry/ business unit or import / export or investment opportunities with the different countries.

During the academic year 2011-12, most of the MBA Institutes have made very good start and prepared reasonably good reports. Last year, **GTU has given clear-cut guidelines which are available on the GTU website**. But some Institutes still have doubts and therefore, last year they have prepared GCSR report with wide of variations. Some of the observations made by the GTU **as well as Suggested Correct Method** are as under:

Observations by GTU	Suggested Correct Method
Some Institutes have selected one industry from one country and divided in to different groups.	<ul style="list-style-type: none">• One Institute with 60 students should select one country.• Therefore, the Institute should form the groups of 6 students, as per convenience of the Institute.• One Institute with 60 students should form 10 groups of 6 students each. There may one group consisting of more than six or less than six students. (for example, there are 44 students in one class, then there will be 6 groups of 6 students each and one group of 8 students. OR there will be 5 groups of 6 students each and two groups of 7 students and the institute should accommodate remaining students in earlier formed groups.• In Sem-III only PESTEL ANALYSIS is necessary and the study of industry / sector at micro level is to be done in Sem-IV.• Each group should select one sector or one industry and study thoroughly that sector or industry in Sem-IV. (However the Institute may allot one Sector or Industry to <u>maximum two groups</u>, if the sector / Industry is large and has several Products and the institute feel the appropriate to allot this one industry to two groups, But both the groups should

	<p>study the different aspects of that sector/industry. And while allotting the sector/industry to two different group, there should be justification).</p>
<p>Some Institutes have selected more than one industry / sector of selected country and divided in to different groups.</p>	<ul style="list-style-type: none"> • It is a Correct Method and the Institutes are required to select more than one industry / sector of selected country and divide them in to different groups. • Each Group is required to select one Industry / Sector and study it thoroughly. (However the Institute may allot one Sector or Industry to <u>maximum two groups</u>, if the sector / Industry is very large and the institute feel it necessary, But both the groups should study the different aspects of that sector/industry. And while allotting the sector/industry to two different group, there should be justification).
<p>Some institutes have studied only industry / sector specific business aspects and not studied the demographic profile and economic overview of that country.</p>	<ul style="list-style-type: none"> • The GTU has suggested making PESTEL Analysis in the Sem-III, so as to know the overall business environment of the selected country and by making PESTEL analysis, the students will be able to select the Industry / sector of the country to study it at micro level. • Every institute is required to study the PESTEL Analysis in semester-III itself and the detailed report on that analysis should be prepared in Sem-III, which will be evaluated by the external and internal examiner at the end of Sem-III. • The length of group report to be prepared by each group in Sem-III will be around 75 to 100 pages and <u>this entire report of 75 to 100 pages will be evaluated by the examiners (not only the summery).</u> • However, the summery of 5 to 10 pages from each group report is to be prepared in Sem-III, separately and presented in the report as Executive Summery. • The summary reports of all the groups of that country will be merged / combined at Institute level for uploading on GTU portal. Thus the reports after combining 10 summaries of 10 groups from one class will be around 75 to 100 pages and it will be uploaded on GTU website.
<p>Some Institutes are allotting entire PESTEL analysis to every group and the entire work is being repeated by all groups. Then how to allot the Components to the Groups in Sem-III?</p>	<ul style="list-style-type: none"> • The Institutes are suggested to allot one component to one group in Sem-III to make PESTEL Analysis (Political Environment, Economical Environment, Social Environment, Technological Environment, Ecological Environment and Legal Environment). The Institute are required to allot other component like Analysis of Major Trading Partners of selected country, Overview of Financial Market of selected country, Overview of Major Industries of selected Country, WTO and other Trade Unions and its impact on commerce and industry of selected country etc. (however, over and above the suggested topic, the Institute is free to add any relevant issue related to trade and commerce of the selected country, in consultation with the internal guide). • If one group select one component, then the above mentioned 10 components will be sufficient for 10 groups consisting of intake of 60 students. • It means the Institute will prepare one COMBINED REPORT of 75 to 100 pages prepared by all groups together of one class of 60 students) at the end of Sem-III and should be uploaded on the website.

	<ul style="list-style-type: none"> For detailed guidelines for contents of the report and its format pl see the GTU website.
<p>Some Institutes are preparing Final Report at the end of Sem-IV, which is not containing summary of PESTEL analysis and it is only the industry analysis.</p>	<ul style="list-style-type: none"> Alike Sem-III, the students are required to prepare one Final GCSR report at the end of Sem-IV consisting TWO PARTS. Part-I of the final report of Sem-IV, will consist the summary (10-15 pages) of each report prepared in Sem-III and the Part – II will consist the micro analysis of industry / sector done in Sem-IV. After submission of individual group report by each group , the Institute is required to prepare one combined report by clubbing the summaries of all the group reports from one class of 60 students in around 100 to 150 pages for submission / uploading to GTU portal. But EVALUATION will be based on the individual comprehensive group report prepared by each group and not on the basis of summarised CLASS REPORT submitted by the Institute to GTU. It is once again clarified that the final report (prepared at the end of Sem-IV) prepared by the each group will be of about 100-150 pages, and it will contain the summary of Sem-III, and also micro level analysis of industry / sector in detail and the clear findings and suggestions for potential of business with that country. It is the main expectation from the GCSR that, the Potentials of Business / Trade Relations with the selected country are to be found and presented. The information contained in the previously submitted or published reports, if used, must be updated with the latest data and new perspectives of the students.
<p>Several institutes have not co-related the study with India or Gujarat and not founded the business potential with India / Gujarat.</p>	<ul style="list-style-type: none"> The purpose of the GCSR is to find out the business potential between India / Gujarat and that selected country. And therefore, it is compulsory to study, analysis and co-relate the data and find out the business potential of the selected sectors / industries / products / services between India / Gujarat and that country.
<p>Some institutes prepare complete report of 75 to 100 pages but submit only summary report to the Institute in Sem-III.</p> <p>Some Institute prepare complete report at the end of Sem-IV containing the report of work done in Sem-III as well as Sem-IV.</p>	<ul style="list-style-type: none"> The complete report (75 to 100 pages) along with Summary (5 – 7 pages), must be submitted by the groups before end of Semester III. The summary should be the part of Report. Also at the end of Sem-IV, each group is required to submit complete report (around 100 to 150 pages) along with its summary (10 to 15 pages). The summary should be the part of Report. Please see the explanation given above for what should contain in Summary Report and Final Report.
<p>Marks for GCSR Report in Sem III.</p>	<ul style="list-style-type: none"> The Complete Report preparation and Presentation at the end of Sem-III (including preparation of summary report) has weightage of 50 Marks and it is a part of Continuous Evaluation (CEC). The Evaluation of the Students at the end of Sem-III will be done on the basis of Final Report prepared by each group and the presentation made before the examiners panel. Final Report of Each group in Sem-III containing 75 – 100 pages will be evaluated by the Examiners. (not only summary) The marks in the practical examination are allotted by the internal and external examiners on the basis of report

	preparation and presentation.
Marks for GCSR Report in Sem IV.	<ul style="list-style-type: none"> • The Complete Report preparation and Presentation at the end of Sem-IV (including preparation of summery report) has weightage of 200 Marks. • The evaluation of the GCSR report at the end of Sem-IV will be evaluated by the external and internal examiners on the basis of the work done in Sem-III as well as Sem-IV. Final Report of Each group in Sem-IV should contain 100 to 150 pages, which will be evaluated by the Examiners. (not only summery) • The marks in the practical examination are allotted by the internal and external examiners on the basis of report preparation and presentation.
It is observed that, several institutes have given more than 90% marks in both internal as well as external exam of GCSR practical exam to all the students.	<ul style="list-style-type: none"> • As the total marks for GCSR practical examination at the end of Sem-IV are to be given out of 200 and if the external or internal examiner would like to give 75% or more marks to any student for GCSR practical examination, then the Examiner should submit a Statement of Justification along with the marksheet on a separate paper, signed by him/her with Cell Number for verification by GTU. • Ideally, those students who make a visit to the selected country under study and demonstrate first-hand experiences, or at least visit such foreign companies / firms in India and include such first-hand experiences in the report, only have chances of gaining higher than 75% marks. Even in such cases also, the given marks may not exceed 90%, since neither student nor examiner can claim to be perfect in all aspects of a Study and Report under 'Management discipline'.
Some of the Institutes give user ID and password to the students and they permit the students to upload the consolidated reports on GTU portal.	<ul style="list-style-type: none"> • It is the responsibility of the Institute to ensure that the consolidated/combined report is prepared in proper way. Each Internal Guide is required to ensure that the summery prepared by the group is proper and the Incharge faculty for the GCSR Exam or Exam Incharge at the Institute / GTU Exam Coordinator at institute will ensure for proper combining work in prescribed format including attachment of required certificates etc. • Since the most of the information of other countries will be obtained by the students from various websites, It is the responsibility of the Institute to ensure the plagiarism level with in the limit.

For any doubt or clarifications, please contact The GTU Dean (MBA) in your respective region.

Thank You.