



Gujarat Technological University,
Ahmedabad INDIA



1

GTU's *New* MBA Program

**GTU's MBA: for serving the globalized
businesses**

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Agenda

2

- **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

3

- **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 way 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

4

- 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

Country-specific studies in MBA

5

- 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

6

□ 3rd Semester: Assignment 1

□ Module 1

- develop the frameworks for understanding differences between the business environments in India and the country of interest (*See the **List of Countries** document*)
- 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

7

- **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

8

- **In every College:** the students be divided into groups of **6** each.
- Students in a **group of 6** may choose a country of their interest from emerging economies in Asia/ Africa/ South (Latin) America under the guidance of a **faculty member**.
- **Every College:** To choose **two** countries.

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.

(A College may choose to make smaller groups if it can find more students to visit the countries of interest.)

Country-specific analysis

Assignment details - 2

9

- **Every group of 6 Students:** To prepare a 15 page report (double spaced 11 font size and 1 inch margin on all the sides) with 10 pages (7 minimum and 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 **'One Country and Business Opportunities'** for Gujarat's / India's businesses.

A soft copy of the Report in WORD and pdf format is to be put on a CD and submitted to the University.

- Another class of 60 students or less will prepare 2nd Report on Another Country and Business Opportunities
- Additional classes shall study 3rd, 4th, 5th 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**

□ --Slide by Dr Rajesh Khajuria

Output at a College:

after the 3rd semester

10

- Ten groups to study ten different aspects of a country
- Each group to also plan the business aspect of the country that the group will like to study

*References: Besides country profiles on **bbc** or the **world fact book of CIA** etc etc on Internet, **NRI communities will prove to be of invaluable help.***

NRI Centres have been set up by Government of Gujarat at Gandhinagar for Gujarat State, and Vadodara Chamber of Commerce & Industries for Central Gujarat region

The term-break:

between the third and fourth semesters

11

- *During the one to two weeks of the term-break:
the students, who can, may plan to visit the
country-of-interest*

GTU is Going Global...

12

- *GTU is working on establishing Collaborations with Universities in different countries to offer different options to students under study, exchange and experience programs.*
- *Example, our 30 MBA students were sent for Summer Experience to University of Alberta, Canada for 6 Weeks to study Strategic Management and International Business.*
- *--Slide by Dr Rajesh Khajuria*

Preparations by MBA Students

13

- ▣ *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 August 1, 2011.*
- ▣ *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 the **138** Colleges do not start badgering the embassies and do not get rebuffs.*

Country-specific analysis:

4th Semester Assignment

14

□ 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**, so that whole class can have knowledge of at least **2** countries before graduating

Country-specific analysis: Case-study

15

- 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

16

- To help the college establish an official contact through the local embassy after an informal contact has been established through an NRG
- To publish the Reports in the university knowledge repository.
- **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
 - Evaluation of the size of each country's market (slide 14)
 - Market analysis of Gujarat's / **India's** companies in the same field (slide 15)

Example of Pharma Research Project: Part 1

Evaluation of the size of a country's market

17

Use internet to do research. Try to network with Pharmacy or Medical students in those markets.

Size of Market	Drug Counterfeiting
Top 100 pharma drugs used / sold in the market	Affordability of the drugs and how does medical insurance for drugs exists
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 the current companies
Marketing Recommendation for Indian Company to enter this market	Current Inefficiencies in the Market

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 Asia-Pacific, China and Africa's 24 Nations, importing goods and services from India
- ▣ Developing and Developed Countries from where India is importing technologies, goods and services for home consumption
- ▣ Countries with which India has favourable 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:

20

- ▣ EXIM BANK OF INDIA
- ▣ MINISTRY OF COMMERCE
- ▣ CHAMBERS OF COMMERCE
- ▣ INDUSTRY ASSOCIATIONS
- ▣ EXPORTING COUNCILS OF GOVERNMENT OF INDIA IN MOSTLY DELHI
- ▣ WORLD TRADE CENTRE, MUMBAI
- ▣ UNITED NATIONS
- ▣ WORLD TRADE ORGANIZATION (WTO), GENEVA
- ▣ BOOKS AND PERIODICALS / DATA BASES / **INTERNET**
 - Most of Association / Trade Data are SUBSCRIPTION BASED.

--Slide by Dr Rajesh Khajuria

Sample Reports on Global / Country Studies by MBA Students

21

- ▣ **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](#).
- ▣ Download Reports from CKSVIM website link :
<http://www.cksvim.edu.in/projects/31-mba-2009-11/241-global-country-study>

--Slide by Dr Rajesh Khajuria

Handshake Today!

22

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

BREAKING NEWS

*GTU wins a National Award for
its*

GTU INNOVATION COUNCIL project

Questions and Suggestions

23

Thank you

Gujarat Technological University

www.gtu.ac.in

Two upcoming GTU Conferences:

- **The First National Conference on Contemporary Issues in Finance** : 26-27 August 2011 at AMA, Ahmedabad
- **The Second National Conference on “Business Ethics & Corporate Governance”** : 23-24 Sept 2011 at Vadodara