

MBA (SEMESTER III & IV)

GLOBAL / COUNTRY STUDY & REPORT

The document consists of (i) a note on the Global/Country study course and a list of countries, compiled by Dr Rajesh Khajuria and Ms. Nusarat Campwala – 11 pages - and (ii) A note prepared by Dr N N Patel, Hon. Director of Anand Institute of Management – 2 pages.

**To be read along with Power Point Presentation on
Global / Country Study by Dr Akshai Aggarwal, VC, GTU on www.gtu.ac.in**

“Increasing international business is crucial to the continuance of globalization. Without international business, nations would be limited to the goods and services produced within their own borders.”

The idea of including Global / Country Studies as an important part of the MBA Curriculum was given by **Dr. Akshai Aggarwal**, VC, GTU on 13th July 2010 at a meeting of more than 100 Directors of GTU's MBA Schools. A Committee chaired by **Dr. Rajesh Khajuria**, Director, SMJV's CKSVIM has designed a New MBA program, relevant to the needs of Businesses and Industries of today and the foreseeable future.

Why GLOBAL / COUNTRY STUDY in the New MBA Program?

We all know that there is a rapid increase in the economic activity across the national boundaries (Globalization). The meltdown of 2008-09 has shown that even during tough times, major economies have not tried to turn away from increasing Globalization.

The world has become smaller due to the revolution in communication technology, due to better connectivity across the globe through faster modes of travel and due to increased awareness of opportunities in other countries. This further increases the opportunities of business/ investments across the border, resulting in virtually borderless economies.

A Manager or Executive, in order to survive in this competitive world, must have knowledge of supply, demand, markets, type of investors, locations, partners, export – import policies, political environment, WTO's impact on business & industry, exchange rates, legal system, labour laws, accounting standards, local culture, language, business etiquette, food habits, environment etc to do successful business in any part of the world. Through this knowledge, the Manager will be able to **formulate strategies** which will help him run the business successfully in any part of the world.

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Therefore, by conducting a **GLOBAL / COUNTRY STUDY**, **GTU - MBA** students will be able to acquire the knowledge of the Global / Country Markets, which will help them do business or manage investments successfully across national boundaries.

Role of a Faculty @ MBA:

Faculties or Teachers can generate interest in students to conduct **GLOBAL / COUNTRY STUDY** through the following ways:

- Helping students understand the value of diverse cultures and languages.
- Motivating students to do extensive research to better understand the global issues.
- Helping students to study multinational companies and how they operate in select country / countries out of the **List of Countries in Asia and Africa for Global / Country Studies**.

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.

- Helping students develop ways to cope and find ways to resolve the global challenges to business, industries, Governments and NGOs.

List of Countries in Asia and Africa for Global / Country Studies









❖ **Asia**

Country or territory 	Location 	Name of Student	Faculty Name
 Afghanistan	West Asia		
 Armenia	West Asia		
 Azerbaijan	West Asia		
 Bahrain	West Asia		
 Bangladesh	South Asia		
 Bhutan	South Asia		
 Brunei	Southeast Asia		
 Burma	Southeast Asia		
 Cambodia	Southeast Asia		
 People's Republic of China	East Asia		
 Cyprus	West Asia		
 East Timor	Southeast Asia		
 Georgia	West Asia		
 <i>Hong Kong</i>	East Asia		
 Indonesia	Southeast Asia		
 Iran	West Asia		
 Iraq	West Asia		
 Israel	West Asia		
 Japan	East Asia		
 Jordan	West Asia		
 Kazakhstan	Central Asia		
 North Korea	East Asia		
 South Korea	East Asia		
 Kuwait	West Asia		
 Kyrgyzstan	Central Asia		
 Laos	Southeast Asia		
 Lebanon	West Asia		
 <i>Macau</i>	East Asia		
 Malaysia	Southeast Asia		
 Maldives	South Asia		
 Mongolia	East Asia		

 Nepal	South Asia		
 Oman	West Asia		
 Pakistan	South Asia		
 Papua New Guinea	Southeast Asia		
 Philippines	Southeast Asia		
 Qatar	West Asia		
 Russia	North Asia		
 Saudi Arabia	West Asia		
 Singapore	Southeast Asia		
 Sri Lanka	South Asia		
 Syria	West Asia		
 Republic of China (Taiwan)	East Asia		
 Tajikistan	Central Asia		
 Thailand	Southeast Asia		
 Turkey	West Asia		
 Turkmenistan	Central Asia		
 United Arab Emirates	West Asia		
 Uzbekistan	Central Asia		
 Vietnam	Southeast Asia		
 Yemen	West Asia		
Total	-		

Link: http://en.wikipedia.org/wiki/List_of_Asian_countries_by_GDP

❖ Africa

Country 	Name of Student	Faculty Name
Africa		
 South Africa		
 Egypt		
 Nigeria		
 Algeria		
 Morocco		
 Angola		
 Libya		

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 Sudan		
 Tunisia		
 Kenya		
 Ethiopia		
 Cameroon		
 Côte d'Ivoire		
 Tanzania		
 Equatorial Guinea		
 Ghana		
 Zambia		
 Uganda		
 Gabon		
 Botswana		
 Senegal		
 Democratic Republic of the Congo		
 Republic of the Congo		
 Mozambique		
 Madagascar		
 Mali		
 Mauritius		
 Namibia		
 Chad		
Burkina Faso		
 Benin		
 Niger		
 Guinea		
 Rwanda		
 Malawi		
 Mauritania		
 Zimbabwe		
 Togo		
 Swaziland		

Link: [http://en.wikipedia.org/wiki/List_of_African_countries_by_GDP_\(nominal\)](http://en.wikipedia.org/wiki/List_of_African_countries_by_GDP_(nominal))

❖ Europe

	Name of Student	Faculty Name
<u>Europe</u>		
 <u>European Union</u> ^[2]		
 <u>Germany</u>		
 <u>France</u>		
 <u>Italy</u>		
 <u>Russia</u>		
 <u>Spain</u>		
 <u>Netherlands</u>		
 <u>Turkey</u>		
 <u>Switzerland</u>		
 <u>Poland</u>		
 <u>Belgium</u>		
 <u>Sweden</u>		
 <u>Norway</u>		
 <u>Austria</u>		
 <u>Denmark</u>		
 <u>Greece</u>		
 <u>Finland</u>		
 <u>Portugal</u>		
 <u>Ireland</u>		
 <u>Czech Republic</u>		

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 Romania		
 Ukraine		
 Hungary		
 Kazakhstan		
 Slovakia		
 Croatia		
 Belarus		
 Luxembourg		
 Azerbaijan		
 Slovenia		
 Bulgaria		
 Serbia		
 Lithuania		
 Latvia		
 Cyprus		
 Estonia		
 Bosnia and Herzegovina		
 Iceland		
 Albania		
 Georgia		
 Macedonia		
 Armenia		
 Malta		
 Kosovo^[a]		
 Moldova		
 Montenegro		

Link: [http://en.wikipedia.org/wiki/List_of_sovereign_states_in_Europe_by_GDP_\(nominal\)](http://en.wikipedia.org/wiki/List_of_sovereign_states_in_Europe_by_GDP_(nominal))

❖ South America

Country	Name of Student	Faculty Name
South America		

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 Brazil		
 Colombia		
 Argentina		
 Peru		
 Venezuela		
 Chile		
 Ecuador		
 Bolivia		
 Paraguay		
 Uruguay		
 Guyana		
 Suriname		
 French Guiana (France)		
 Falkland Islands (UK)		
 South Georgia and South Sandwich Islands (UK)		


Link: http://en.wikipedia.org/wiki/List_of_South_American_countries_by_population

❖ **North America**

<u>North America</u>	Name of Student	Faculty Name
 Mexico		
 Cuba		
 Dominican Republic		
 Puerto Rico		
 Guatemala		
 Costa Rica		
 El Salvador		
 Panama		
 Honduras		
 Nicaragua		
 Haiti		
 Jamaica		
 The Bahamas		
 Barbados		
 Belize		
 Antigua and Barbuda		
 Saint Lucia		
 Saint Vincent and the Grenadines		
 Saint Kitts and Nevis		
 Dominica		



Link: [http://en.wikipedia.org/wiki/List_of_North_American_countries_by_GDP_\(PPP\)](http://en.wikipedia.org/wiki/List_of_North_American_countries_by_GDP_(PPP))

❖ **Oceania**

Country	Name of Student	Faculty Name
 American Samoa		
 Ashmore and Cartier Islands		

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	<u>Australia</u>		
	<u>Baker Island</u>		
	<u>Cook Islands</u>		
	<u>Coral Sea Islands</u>		
	<u>Fiji</u>		
	<u>French Polynesia</u>		
	<u>Guam</u>		
	<u>Howland Island</u>		
	<u>Jarvis Island</u>		
	<u>Johnston Atoll</u>		
	<u>Kingman Reef</u>		
	<u>Kiribati</u>		
	<u>Marshall Islands</u>		
	<u>Micronesia</u>		
	<u>Midway Atoll</u>		
	<u>Nauru</u>		
 or 	<u>New Caledonia</u>		
	<u>New Zealand</u>		
	<u>Niue</u>		
	<u>Norfolk Island</u>		
	<u>Northern Mariana Islands</u>		
	<u>Palau</u>		
	<u>Palmyra Atoll</u>		
	<u>Papua New Guinea</u>		
	<u>Pitcairn Islands</u>		

	<u>Samoa</u>		
	<u>Solomon Islands</u>		
	<u>Tokelau</u>		
	<u>Tonga</u>		
	<u>Tuvalu</u>		
	<u>Vanuatu</u>		
	<u>Wake Island</u>		
	<u>Wallis and Futuna</u>		

Link:

http://en.wikipedia.org/wiki/List_of_sovereign_states_and_dependent_territories_by_continent

The following Note was prepared independently by **Dr N N Patel**, Hon. Director of Anand Institute of Management. It has been modified to bring it in line with the GTU plans for country specific studies:

MBA (SEM III AND IV)

GUIDELINES FOR GLOBAL / COUNTRY REPORT

- The subject is based on the selection of a company in any of the country and analyzes it from various view points.
- Each group will have six students each.
- The group has to submit the **progress report every week** to the concerned faculty.
- At the end of the semester, 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 hard bound report is to be submitted to the institution. A soft copy of the Report in WORD and pdf format should be put on a CD and submitted to the University.

- TITLE**
- PREFACE**
- ACKNOWLEDGEMENT**
- DECLARATION**
- EXECUTIVE SUMMARY**

Sr. No.	Topics
1	INTRODUCTION:

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	<ul style="list-style-type: none"> • Information about the country selected • Information about the company selected
2	FACTORS AFFECTING THE SELECTION OF COUNTRY: <ul style="list-style-type: none"> • PESTLE **Analysis • SWOT Analysis • Per capita income of the country • Literacy rate of the country
3	OPERATIONS MANAGEMENT OF THE COMPANY: <ul style="list-style-type: none"> • Business in different countries • Marketing policies • Financial performance during the last five years with initial investments • Policies pertaining to human resources • Products produced and its distribution
4	EXPORT AND IMPORT STRATEGIES: <ul style="list-style-type: none"> • % of product sold domestically and its reasons • % of product exported --- WHY • Benefits the company is receiving from the country • INCOTERMS and their version used by the company • Major buyers of the company's product
5	BENEFITS: <ul style="list-style-type: none"> • Benefits to host country • Benefits to parent country • Benefits to Society (CSR Initiative) • Tax benefits • Export Promotion Capital Goods (EPCG) Scheme and its effect on company's operations
6	KEY INDICATORS: <ul style="list-style-type: none"> • Financial indicators • New products introduced • Employment to local people
7	CONCLUSIONS AND RECOMMENDATIONS

F. ANNEXURE

G. BIBLIOGRAPHY

The above Note- starting from page 12- was prepared independently by Dr N N Patel, Hon. Director of Anand Institute of Management. It has been modified to bring it in line with the GTU plans for country specific studies:

Notes:

**A PEST (Political, Economic, Sociocultural and Technological) analysis looks at the external business environment. The analysis examines the impact of each of these factors (and their interplay with each other) on the business. The results can then be used to take advantage of opportunities and to make contingency plans for threats.

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Also sometimes called:

- (i) STEP (**S**ociocultural, **T**echnological, **E**conomic and **P**olitical) analysis
- (ii) STEEP (**S**ociocultural, **T**echnological, **E**conomic, **E**cological / **E**nvironmental and **P**olitical) analysis
- (iii) PESTLE (**P**olitical, **E**conomic, **S**ociocultural, **T**echnological, **L**egislative and **E**cological / **E**nvironmental) analysis

A SWOT (**S**trengths, **W**eaknesses, **O**pportunities and **T**hreats) analysis builds on the results of the PEST analysis, which looks at the company's external environment. Its purpose is to identify company strengths and weaknesses so that strengths can be maintained or increased and weaknesses corrected. A further purpose is to identify opportunities and threats resulting from external factors - especially those that have an impact on the company's strengths and weaknesses.

Reference: <http://www.marketing-intelligence.co.uk/help/Q%26A/question24.htm>