

**Graduate School of Management Studies  
(GSMS)**

**Gujarat Technological University**



# **Handbook**

of

## **Country Study & Foreign Language (CSFL)**

*A Part of MBA (International Business)*

*(Applicable from Academic Year 2018-19 and Onwards)*

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# 1. Vision and objectives of Country Study Project

## ABOUT COUNTRY STUDY

In the new MBA (International Business) program, introduced by Graduate School of Management Studies (GSMS), GTU since August 2018, every student is required to study the business environment in some country with the perspective of an Indian analyst. The two-semester course of Country Study has been introduced at the 2<sup>nd</sup> and the 3<sup>rd</sup> semesters in MBA (IB) program and the students are encouraged to establish contacts with businesses and scholars in the country, which they are studying.

They are also encouraged to visit the country during the course.

## VISION OF COUNTRY STUDY PROJECT:

**SCALING UP THE EXISTING REGIONAL / NATIONAL BUSINESS PRACTICES ON GLOBAL PLATFORM**

**TAG LINE: "THINK GLOBALLY, ACT LOCALLY"**

## OBJECTIVES OF PROJECT:

- To prepare GTU's Management students for their globally competitive future.
- To impart the knowledge of international business among management students.
- To understand the cross cultural diversity in implementing sound business policies and creating the knowledge economy.
- To enhance the skills of management faculties as an expert of International trade.
- To develop the higher order thinking skills among all stakeholders to meet global competitiveness.

## 2. Guidelines regarding contents and flow of the project (for one group of 3 students)

*(Please read thoroughly to prepare better quality Report):*

**Semester-II:**

**1. Know the Country in Nutshell:** study and understand the people, culture, business environment, economy, international relations and demographic profile of the selected Country.

**2. Select the prospective industry:**

Through the analysis of the country in general, and analysis of its economic scenario, identify the list of prospective industries of the country. The prospects shall be considered generally (in overview) in terms of the positive industry growth (past and forecasted), favourable policies of state and federal government of the country, positive growth in export/import with India/other countries of the world, match with the same industry prospects in Gujarat.

**Note:**

1. The industry selection has to be done through basic information search by the student group only.
2. Industry Should not be allocated from the faculty guide by their own judgements.
3. In case, multiple group come with the same industry as a preferred industry for study, the faculty has to take the decision in terms of proper analysis and justification from the specific group.
4. More than one group may work on same industry but they have to take the different industry sectors (sub-industry) for the study on mandatory basis.

**3. Study the Industry in - depth: STEEPLED Analysis:**

- a. Carry out STEEPLED analysis of the selected industry/industry sector of Selected Country.
- b. To carry out STEEPLED analysis of the industry/industry sector of Gujarat with the latest data.
- c. Compare the findings of both STEEPLED analysis of selected industry/industry sector (of Foreign Country & Gujarat) (in a Tabular form) to find relative strengths and weakness, as well as opportunities and threats for selected sector/industry.

**4. Know the Value Chain of your industry/industry sector:**

To understand the value chain of the selected industry/industry sector in depth, each group of the students must identify and visit a company located within Gujarat during sem-II and sem-III on regular basis.

**Note:**

1. The company has to be identified during the sem-II and approval of the company visit has to be confirmed before the final viva.
2. The company should be of considerable size. i.e **minimum size of the company should come under the category of MSME or above.**

### Semester-III:

#### 5. Selection of Product/Service:

- a. Based on STEEPLED analysis of the industry, published data of 3-5 years (latest and forecast) for the exports-imports, company visit and other required sources of information, **identify products or services** in which the bilateral trade can be established between Gujarat and Country of study.
- b. Students have to take care that selected product /service must have a proper demand/supply status to justify the export/import/trade in the same.

#### 6. Prepare a Business Plan:

After selecting the product/service, develop a proper business plan which consist appropriate market identification, marketing strategies, financial analysis, logistic and supply chain analysis etc. which may provide a complete guide to any business house on – **“How to start/expand international trade with reference to country of study”** of specific product/service from/to Gujarat/Foreign country.

# 3. PROJECT REVIEW SYSTEM (PRS) for Country Study – Semester II

## PERIODIC PROJECT REVIEW (PPR)

### PPR - 1:

#### About selected Country

- Overview – Geographic location, languages, currency & exchange rate, religions, flag, national anthem, ruling party etc.
- Latest news/ developments in the country

#### Overview of Industries, Trade and Commerce in the Country of study

- List of Industries
- Contribution of industries in national GDP
- Export-Import statistics
- Major players of each industry with their market share
- Details of selected industry w.r.t. Gujarat: Brief about sub-segments of the industry/ sector, Contribution of selected industry in national GDP, Major players of selected industry and its sub-segments with their market share, Local taxes and duties applicable in selected industry/sector, any special benefits given by state government to the industry

### PPR – 2

#### About selected Industry / Sector of country of study

- Overview of selected industry
- Justification for selecting the Industry / Sector in terms of bilateral trade opportunities with India/Gujarat (Literature review from published reports, Ministry of External affairs, National / International reputed organization or any other authentic sources for selecting industry/ product/ sector, List of Web sources/ References )

### PPR – 3:

#### STEEPLED analysis

- STEEPLED analysis of selected sector/Industry in the country of study
- STEEPLED analysis of selected sector/Industry in Gujarat
- Comparative analysis of STEEPLED in tabular form

### PPR – 4

#### SWOT analysis of the Industry

- SWOT analysis of selected sector/Industry in the country of study
- SWOT analysis of selected sector/Industry in Gujarat

**Findings in terms of comparative analysis** of selected industry in Gujarat and Country of study w.r.t. specific bilateral trade opportunity **(in tabular form)**

**PROJECT REVIEW SYSTEM (PRS) for Country Study – Semester III**  
**PERIODIC PROJECT REVIEW (PPR)**

**PPR - 5:**

**Description of Business**

- Summary of Part-I report
- Brief Introduction of company selected (Name, Location, Registered office, Contact Information, Product portfolio, Export/Import status, Value Chain analysis)
- SWOT analysis of selected company / firm (For International Trade)

**Product/Service**

- Brief about selected product / service
- Discussion about foreign trade policy and procedures w.r.t. selected product/service

**Competitive Environment (w.r.t. India and selected country)**

- Porter's five forces analysis for selected industry/sub- segment of product and industry

**PPR - 6:**

**Import/export policies & procedures for selected product/service. (W.r.t. Gujarat)**

- Import/Export Norms
- Required documents to be prepared/procedure to be followed
- Mode of entry in to foreign markets
- Supporting Institutes to facilitate export/import
- Shipping & Packaging norms

**Supply Chain Analysis**

**PPR - 7:**

**Market Analysis & Marketing Plan (w.r.t. India and selected country)**

- STP, 4Ps, IMC, CRM strategies, etc.

**Break Even Analysis**

- Costing of Product and Selling price fixation

**Projected Financial Statements for next 3 years**

- Income Statement
- Balance Sheet

**Findings and Suggestions**

**Conclusion in terms of Export-Import opportunities w.r.t. selected product/ service between the two Countries**

## 4. Frequently Asked Questions (FAQs) about Country Study Project

FAQs/ Observations by GTU	Suggested Correct Method
Regarding selection of Country	The country will be allocated to each group of students during semester-II
What should be the size of a Group of Students in each class?	The group must consist maximum 3 students and the number of groups can vary depending upon the total number of students .
What shall a student study in Semester-II	The students have to study the Macro Factors of Industry/Country. STEEPLD is the new way of analyzing a sector/industry of selected Country or Province or State. In Sem-II, essentially STEEPLD (Social, Technological, Economic, Environmental, Political, Legal, Ethical and Demographic) Analysis is required to be done for selected industries / sectors.
What shall a student study in Semester - II?	The micro study of company / firm / Product/ Services followed by <u>Business Plan / Strategies</u> may be completed during <b>Sem-II</b> .
Report preparation for Semester-II and Semester-III	The Report to be submitted in <b>Sem – II &amp; III</b> must cover the Macro and Micro analysis as per PPRs mentioned in the handbook. Hence each Group's Reports shall have no resemblance in content and data with the Report of any other group as the Country/industry/sector will be different for each group. Every year, new data will be available from published sources and the study may be for different companies / firms/ Products/ Services. The analysis and syntax would also differ from group to group.
How the Industry selection can be done?	<b>Each group of 3 students should select one sector or industry or a segment of business</b> , and study thoroughly with respect to all the components of STEEPLD analysis <b>from the beginning of Sem II</b> . (Please refer the objectives for more clarification). No two groups must have same industry.
What should be the size of the Report by one Group of 3 Students in Semester II and Semester III?	<b>Sem II: Every group of 3 Students</b> should prepare a <b>60 – 100 pages</b> report ( <b>Part I</b> ) including summary of 6 – 10 pages. The Report includes <b>exhibits (graphs, tables etc.)</b> and references.  <b>Sem III:</b> Every group of 3 students should prepare a <b>60 - 100 pages</b> Report ( <b>Part – II</b> ) including summary of Part I ( <b>6 -10 pages</b> ) + <b>summary of Part II (6 -10 pages)</b> supplemented by Tables / Annexure etc.



What are the formats for Reports for Sem II and Sem III?	<b>For format of Reports, please refer Annexure II and Annexure III.</b>
Which Report shall be used for Evaluation by the Examiner?	The EVALUATION will be based on the Report submitted by a Group of 3 Students at the end of semester II and semester III each. However, the <b>Marks may differ</b> even in the same Group depending on <b>each and every student's performance</b> in Report, Presentation and VIVA VOCE.
How to show Potential of Business between two countries: Gujarat / India and a foreign country under study?	The main expectation from the Project is to find out the Potential of Business / Trade (Export – Import) with the selected country and presented with Projections for say next 3 to 5 years using appropriate statistical methods like Trend Analysis.
Is it compulsory to provide references to the data and published information used in the Report?	<b>Yes.</b> The information contained in the previously submitted or published reports, if used, must be updated with the latest published data and new perspectives researched by every batch of new students. It is compulsory to provide a full reference of the previously submitted or published reports, otherwise the <b>student may be detained</b> on the ground of copying or plagiarism.
Marks for Project Report in Sem II and Sem III. <b>(30 + 70 + 50 = 150 Marks Pattern)</b>	The Complete Report preparation and Presentation at the end of Sem-II and Sem III has a weightage of <b>150 Marks</b> . The pattern of evaluation shall have 30 for University Exam Internal + 70 for University Exam External + 50 for Foreign Language.  The evaluation of the Project at the end of Sem-II & Sem-III will be done by both External and Internal examiners.
Is it compulsory to check the plagiarism of the report?	It is the responsibility of the <b>Student/ Faculty Guide</b> of project to ensure the plagiarism level within the limit of 30% per Report. The plagiarism must be checked by the licensed software. Otherwise the Report shall be given back to the students for re-work and re-submission, before it is finally submitted for evaluation purpose. <b>Non – compliance of this condition may result into declaring the group as 'FAIL' in both Internal and External Exams.</b>
Is it compulsory to visit company?	Company Identification must be done in the initial stage of semester-II and it is mandatory to visit company during 2 <sup>nd</sup> and 3 <sup>rd</sup> semester for the duration of 2 - 4 Week

# Annexure - I

## (Format for Report Submission)

*Kindly follow the format given below to prepare a report by a group*

S. No.	Content
1.	Title page
2.	Students' declaration
3.	Report Completion Certificate (Signed by Faculty guide and Director / Principal)
4.	<b>Sem-II:</b> Details of Company/Industry to be visited during semester II and Semester III <b>Sem-III:</b> Certificate of the Company Visit (issued by Visited Company or Institute)
5.	Plagiarism report
6.	Preface
7.	Acknowledgement
8.	Index
9.	<b>Sem-II:</b> Summary of Report (6 – 10 pages) + <b>Full Report</b> <b>Sem-III:</b> Summary of Part I (6 – 10 pages) + Summary of Part II (6 – 10 pages) + <b>Full Report</b>

# < First Page/Title Page >

Country Study Project

On

'<Selected Industry> of <Country Name>'

w.r.t

**Business Opportunities for Gujarat**

Submitted to

Institute Code: 839

Graduate School of Management Studies (GSMS), GTU

Under the Guidance of

Name of Faculty

(Designation)

In partial Fulfilment of the Requirement of the award of the degree  
of

Master of Business Administration (International Business)

Offered By

Gujarat Technological University

Ahmedabad

Month & Year:



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## Report Completion Certificate

This is to certify that, following students of Graduate School of Management Studies (GSMS), GTU (839) has submitted the project. The title of project is Country study Report on <Selected Industry> of <Selected Country> with respect to Business Opportunities for Gujarat.

Enrollment no.	Name	Performance in Internal Viva – Voce

**Signature of the Faculty Guide/s**  
(Name and Designation of Guide/s)

**Signature of Principal/Director**  
(Name of Principal / Director)

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**Sem II: Details of Company/Industry to be visited during  
semester Sem II and Sem III**

**Sem III: Certificate of the Company Visit (issued by Visited  
Company or Institute**

**COMPANY/INDUSTRY DETAILS**

1. Name of the Company:
2. Address of the company:
3. Sub – Segment of the Selected Industry in which company is dealing:
5. Product/Service offered by the company ( to be studied by group):
6. Contact Person’s Name, designation and contact details:
7. Date of Company Visit ( Proposed): \_\_\_\_\_ to \_\_\_\_\_

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**Plagiarism Report**

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**PREFACE (SEPARATE PAGE)**

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**ACKNOWLEDGEMENT (SEPARATE PAGE)**

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**INDEX (SEPARATE PAGE)**

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**FULL REPORT**

# Annexure II

## Plagiarism Check for Report

- Faculty guides have to check plagiarism of full project report through the software provided by University.
- Acceptable limit of plagiarism is 30%.
- Students have to attach '**Plagiarism Report**' in hard copy of project report for appearing in External Viva.

## Formatting Specifications for Reports

- MS Word format
- Font size: 12 for Regular text, 14 for Subtitles and 16 for titles
- Font Type: Calibri
- Line Spacing: 1.5
- Margin : 1.5 inch to Left and 1 inch to other sides
- Page : A4
- Alignment: Single column and Justified
- Printing: Both side of paper
- Binding Type: Spiral binding

The WORD file may be converted to pdf format.

# Annexure III

## Marks and Number of Pages for Project

### Allocation of Marks

Particulars	Internal Examiner (Viva – Voce)	External Examiner (Viva – Voce)	Foreign Language	Total Marks
Marks in sem II	30	70	50	150
Marks in sem III	30	70	50	150
Total Marks for Country Study Project				300

### Number of Pages

Semester	No. of pages required per group
Pages in II semester	60 – 100 (including summary of 6 -10 pages)
Pages in III semester	Total Pages 60 – 100 including summary of Part I (6 -10 pages) + summary of Part II (6 -10 pages)



# Annexure IV

## Parameters for Evaluation: MBA (IB) Semester II

- Summary
- STEEPLED ANALYSIS: (Social, Technological, Economic, Environmental Political, Legal, Ethical and Demographic) at the selected sector/industry of the Country / Province / State level (PPR 1 to 4)
- Findings in terms of comparative analysis
- Presentation & Communication Skills
- Report Content and Quality















## Parameters for Evaluation: MBA (IB) Semester III

- Summary
- Study of Present Business with product/service identification
- Selection of Companies / Firms by a Group Visit and Discussions with them, and SWOT Analysis
- Study of Export – Import and Investment opportunities for selected and identified industries or business segments *between* India or Gujarat and the selected Country / Province / State of foreign country.
- Strategic problems, winning strategies for doing business with selected Country / Province / State in Gujarat / India
- Business Plan/ Business Strategies
- Presentation & Communication Skills

# Annexure V

## Suggested Flow of Country Study Project

### SUGGESTED SESSIONS FOR CSP IN SEMESTER-II:

Sr. No.	Topics to be discussed
1	Detailed discussion about guidelines from HANDBOOK
2	<b>Why Country Study Project?</b> Importance of Country Study in terms of job employability, setting up new business, exporting the local product in the selected country, doing Consultancy work for the company visited, building the brand image of Institute, USP of MBA (IB) Program etc.
3	<b>About selected Country</b> <ul style="list-style-type: none"> <li> Overview – Geographic location, languages, currency &amp; exchange rate, religions, flag, national anthem, ruling party etc.</li> <li> Latest news/ developments in the country</li> <li> Documentary video on social/ cultural aspects/ major highlights of the country</li> </ul>
4	<b>Overview of major industries in the Country of study</b> <ul style="list-style-type: none"> <li> List of Industries</li> <li> Contribution of industries in national GDP</li> <li> Export-Import statistics</li> <li> Major players of each industry with their market share</li> <li> Literature review from published reports, Ministry of External affairs, National / International reputed organization or any other authentic sources for selecting industry/ product/ sector, List of Web sources/ References</li> <li> Tentative allocation of prospective industries to all groups (<b>One industry per group</b>)</li> </ul>
5	<ul style="list-style-type: none"> <li> Justification of selected industry (<b>small presentation must be given by students</b>)</li> <li> Finalization of selected industry (if faculty guide is satisfied with the presentation)</li> </ul>
6	Detailed discussion about STEEPLD – Discussion on general STEEPLD factors of the country and guidance on how to correlate the same with selected industry/sector
7	<b>About Gujarat</b> <ul style="list-style-type: none"> <li> Overview- Population, official language, ethnic groups, natural resources, transportation connectivity</li> <li> Major Industries and Contribution of industries in national GDP</li> <li> Local Taxes and Duties</li> </ul>
8	Organizing any festival/ cultural activity/ poster presentation/ National day celebration of the selected country to increase the involvement of students
9	How to prepare the project report and PPT for presentation
10	Conduct Mock Viva before appearing for University Viva Voce and submission of the name of company/industry to be visited with the confirmation/consent letter by group

### SUGGESTED FLOW FOR CSP IN SEMESTER-III:

Session	Topics to be discussed
1	Discussion about the experience of company visit
2	Discussion about the work to be done in semester III (Refer Handbook)
3	SWOT analysis of the selected Company ( <b>Presentation by students</b> )
4	Discussion about selected product/service by each group ( <b>Presentation by students</b> )
5	Discussion about foreign trade policy and procedures
6	Discuss on the contents of Business Plan
7	Organizing any festival/ cultural activity/ poster presentation/ National day celebration of the selected country to increase the involvement of students
8	<b>Presentation by students</b> on business plan prepared for selected product/service
9	Findings in terms of Export-Import opportunities w.r.t. selected product/ service between the two Countries ( <b>Presentation by students</b> )
10	Conduct Mock Viva before appearing for University Viva Voce
11	Compilation and Submission of final report & PPT in the given format

#### Important Points to be considered during the study:

- ✚ Faculties should encourage students to visit the selected country.
- ✚ **It is mandatory** to visit local company (2-4 week) during semester II and semester III, in case if students are not visiting the selected country.
- ✚ Certificate from the company or from the principal/HOD/ Director regarding company visit is to be furnished with the project report.
- ✚ Faculties should ask the students to submit weekly progress report of work done by them
- ✚ Above flow is indicative. Any other innovative way of conducting project can be suggested by faculty guide.