

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Global Program)

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

Specialization: Asian Business

Subject Name: Indian Business: Systems and Policy Formulation (IB-SPF)

Subject Code: 2830801

1. Course Objective:

This course is designed to motivate the students to take up the family business and expand the same in international markets, especially focusing **China/Central Asia/West Asia/East Asia, or even AFRICAN Nations with whom India recently signed Agreements for increasing Bilateral Trade and Investment with most of 34 African Nations, that is expected to generate business opportunities to the tune of US\$ 80 Billion on both sides.**

2. Course Duration:

The total hours for teaching this course will be 45 hours, which will be divided into 36 sessions of 75 minutes duration each.

3. Course Contents:

For this course the student is required to study an industry/sector/business in China/Central Asia/West Asia/East Asia/Africa and scope for Indian companies for doing business in those countries in specific industry/sectors/businesses selected by the student as per his/her choice. For this purpose the student is **compulsorily required to visit one of these countries** of his interest for about a period of 4 weeks. The student can study one of the following or combination of the following:

- **Start ups**

- Functional departments
- Export-Import of Goods, Commodities or Services
- Managing growing venture
- Innovation Management
- Sustaining in the competitive market
- Feasibility of starting up, expansion or modernization a business
- Scope of Joint Ventures, strategic alliances, licensing, collaboration, etc. in the host and home country
- Prepare a Report on any of the above topic or topics as per student's utility and choice

4. Teaching Method:

The following pedagogical and practical tools will be used to teach / learn this course:

1. Lectures
2. Case Discussions
3. Role Play
4. Assignments and Presentation
5. **Practical Study / Working with a Business or Industry for Skill Development**

5. Evaluation:

A	Projects/ Assignments/ Quizzes/ Class participation etc	Weightage 50% (Internal Assessment- 50 Marks)
B	Mid-Semester examination	Weightage 30 % (Internal Assessment-30 Marks)
C	End –Semester Examination	Weightage 70% (External Assessment-70 Marks)

6. Basic Text Books:

Note: Wherever the standard books are not available for the topic, appropriate print and online resources, journals and books published by different authors may be prescribed.

7. Reference Books:

Following books can be referred for this subject, in addition to any books, periodicals, newspapers and online resources on the subject / industry of student's and faculty's choice :

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
R1	Mary Murray Bosrock	Asian Business Customs & Management	Macmillan	Latest Edition
R2	M.D. David	The Making of Modern China	Himalaya Publishing	Fifth Revised Edition
R3	Dr Ram Singh	International Trade Operations	Excel Books	Latest Edition
R4	P K Vasudeva	International Trade Text and Cases	Excel Books	Latest Edition
R5	Manab Adhikary	Global Business Management in an International Economic Environment	Macmillan Business Book	Latest Edition
R6	Mary Murray Bosrock	European Business Customs & Management	Macmillan	Latest Edition
R7	Vyuptakesh Sharan	International Business Concepts, Environment and Strategy	Pearson	Latest Edition

8. List of Journals/Periodicals/Magazines/News Papers:

- Asian Business & Management (Palgrave Macmillan)
- International Journal of Asian Business & Information Management (IGI publishing Academic Excellence)

1. Course Objective:

This course is designed to motivate the students to join the **Family Business** or set up a **New Business or Industry** by him/herself as a **first generation entrepreneur or 'technopreneur'**, and expand the same in national and international arena / markets. The course shall be an immersion study in the sense that the student shall partly (3 Credits) study the theories of business operations and improvement in the class with the help of Professor / faculty member who has an exposure in industry / Global business operations him/herself in past or present. The balance 50% of the subject shall be learnt through 'immersion in a business / industrial unit / manufacturing plant in India or Indian Business abroad (3 Credits). The **course therefore offers 6 credits, and is equal to two normal courses of 3 credits each.**

1. Course Duration:

The total hours for teaching this course will be 45 hours, which will be divided into 36 sessions of 75 minutes duration each.

Another set of 45 hours shall be devoted to immersion study or practical experience/ training (3 Credits)

3. Course Contents:

For this special course, the student is required to study an Indian Business/Organization as an ongoing entity, or the process of setting up a new business / industrial unit / company, and prepare a complete and practically useful Report for achieving the desired goal or expanding / improving Family Business or set up a New Business. The student will have to compulsorily work with a business organization of his/her choice for a period of about 4 weeks during this semester, in addition to learning other subjects, and hence will be demanding on his/her time.

Following are the broad areas to be studied; however the faculty in charge / visiting faculty from Industry / Business will guide the student as to what is to be studied and how to access resources, both financial and non-financial, to become a success business-person or entrepreneur.

Major areas of studies including practical work shall include, but not limited to:

- **Start ups**
- **Functional departments**
- **Managing growing venture**
- **Innovation Management**

- **Sustaining in the competitive market**
- **Feasibility of starting up, expansion or modernization an India Business**
- **Prepare a Report on any of the above topic or topics as per student's utility and choice**

4. Teaching Method:

The following pedagogical and practical tools will be used to teach / learn this course:

1. Lectures
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6. Basic Text Books:

Note: Wherever the standard books are not available for the topic, appropriate print and online resources, journals and books published by different authors may be prescribed.

7. Reference Books:

Following books may be referred for this subject, in addition to any books, periodicals, newspapers and online resources on the subject / industry of student's and faculty's choice :

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
R1	Taxmann's	Taxmann's Doing Business in India, Policies & Procedures	Vaish Associates, Advocates	2011, Latest Edition
R2	Lawrence Weber	Business & Society Stakeholders, Ethics, Public Policy	TMH	Twelfth Edition
R3	Rajiv Raj	Entrepreneurship	Oxford University Press	Latest Edition
R4	B Yerran Raju , Ram S Pujara	The Small Entrepreneur Starting & Growing	Excel	Latest Edition
R5	Biswajeet Pattanayak Phalgu Niranjana Kalyan Shankar Ray Sasmita Mirza	Sustaining Business in Turbulent times – The Indian Perspective	Excel	Latest Edition
R6	Maj.Gen.D N Khurana, AVSM (Retd.)	Public Policy – Contemporary issues	Excel	Latest Edition
R7	Vasant Desai	Small Scale Industries & Entrepreneurship	Himalaya	Latest Edition
R8	Poornima M Charantimah	Entrepreneurship Development Small Business Enterprise	Pearson	Latest Edition
R9	Bruce R. Barringer R. Duane Ireland	Entrepreneurship: Successfully Launching New Ventures	Pearson	Latest Edition
R10	A Sahay V Sharma	Entrepreneurship and New Venture Creation	Excel Books	Latest Edition

R11	Madhurima Lall Shikha Sahai	Entrepreneurship	Excel Books	2 nd Edition
R12	L. Venugopal Reddy P.V. Raveendra	Wealth Creation Through Entrepreneurship	Himalaya	2 nd Edition
R13	Vasant Desai Urmila Rai	Entrepreneurship Development and Business Communication	Himalaya	Latest Edition
R14	Vasant Desai	Theories of Entrepreneurship	Himalaya	Latest Edition
R15	Dr.C.S.G. Krishnamacharyulu Dr.R. Lathiya	Innovation Management	Himalaya	Second Edition
R16	C.S.V. Murthy	Small, Scale Industries and Entrepreneurial Development	Himalaya	Second Edition
R17	Vasant Desai	The Dynamics of Entrepreneurial Development and Management	Himalaya	Sixth Edition

8. List of Journals/Periodicals/Megazines/Newspapers:

- **Business India**
- **Business World**
- **Indian Journal of Marketing**
- **Indian Management**
- **Websites of Government of India – Ministries of Industry/Agriculture/MSME etc**
- **Websites of CII, FICCI, FGI and Industry associations and Chambers of Commerce**
- **Other Online Journals and resources**