

Branch Name:	Management (International Business)
Program Code:	MS201
Course Title:	Global Country Study Report
Course Code:	2MS2010485P
Pre-requisite Course:	Basics of business management, Project Management

Course Objectives:

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

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
-	2	4	4	-	-	50	50	100

Course Contents:

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), favorable 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:

- a. The industry selection has to be done through basic information search by the student group only.
- b. Industry should not be allocated from the faculty guide by their own judgements.
- c. In case multiple groups 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.
- d. More than one group may work in the same industry but they have to take the different industry sectors (sub-industry) for the study on a 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 weaknesses, 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 a regular basis.

Note:

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

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 the 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.

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	To be able to understand a global competitive future.	Understand
CLO2	To be able to impart the knowledge of international business among management students.	Remember
CLO3	To understand the cross-cultural diversity in implementing sound business policies and creating the knowledge economy.	Understand
CLO4	To be able to enhance the skills of management faculties as an expert of international trade.	Evaluate
CLO5	To develop higher order thinking skills among all stakeholders to meet global competitiveness.	Create

Mapping of CLO with PO and PSO

Course Learning Outcomes	Program Outcomes (POs)								Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	H			M	M	M	M		M	
CLO2		H	H	M		H	M	M	H	M
CLO3	M	M	H		M	M	H	H		H
CLO4	H	H	H	M			H	H	H	M
CLO5		H	H	H	L	H	H		H	H

H: High, M: Medium, L: Low
