

Gujarat Technological University

CENTRE FOR GLOBAL BUSINESS STUDIES

GLOBAL COUNTRY STUDY REPORT:

ACADEMIC PLANNER-SEMESTER IV

(A Part of Global MBA Program: Applicable from Academic Year 2016-17 and Onwards)

Dates	Activities	Description
15/01/2018 To 01/02/2018	Company Visit for GCSR and Company Visit Report Submission	<ul style="list-style-type: none">• Students have to visit the company and submit a brief report on portal using login ID and Password• Faculty guide will evaluate the report and award marks
02/02/2018 To 22/02/2018	Submission of Periodic Project Review (PPR)-IV	<ul style="list-style-type: none">• Students have to upload PPR by using login ID and Password provided at the time of student registration.• Faculty guides have to review PPR by using login ID and Password provided at the time of Faculty registration.• Faculty guides have to suggest corrections/ modifications within given time period and award marks
23/02/2018 To 15/03/ 2018	Submission of Periodic Project Review (PPR)-V	<ul style="list-style-type: none">• Instructions - Same as PPR IV• For details , please refer Annexure
16/03/2018 To 05/04/2018	Submission of Periodic Project Review (PPR)-VI	<ul style="list-style-type: none">• Instructions - Same as PPR IV• For details , please refer Annexure
06/04/2018 To 26/04/2018	Plagiarism Check and Final Report Submission	<ul style="list-style-type: none">• 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 do modifications in GCSR project as per suggestions given by faculty guide.• Faculty guides have to again review the project and give final approval to upload the project on portal.• Faculty guides have to Generate Plagiarism Certificate

		<ul style="list-style-type: none"> • Students have to submit Final Report on portal. • Faculty guides have to assign marks to individual students based on the work done by them.
27/04/2018 To 03/05/2018	Generate 'Report Completion Certificate'	<ul style="list-style-type: none"> • Generate 'Report Completion Certificate' • Students have to attach three certificates (Company Visit Certificate, Plagiarism Report and Report Completion Certificate) in hard copy of project report for appearing in External Viva.
04/05/2018 To 10/05/2018	Internal Viva at Institute level	<ul style="list-style-type: none"> • Institute has to conduct internal viva for GCSR as per convenient date during the said period and award marks out of 30 to each students
Will be declared on GTU Website	Tentative Dates of External Viva – Semester IV	<ul style="list-style-type: none"> • GCSR Centralized Viva

Annexure
CGBS-PROJECT REVIEW SYSTEM (PRS) for GCSR – Semester IV
PERIODIC PROJECT REVIEW (PPR)

PPR - 4:

a. 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 (in terms of International Trade)

b. Competitive Environment (w.r.t. Gujarat and selected country)

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

c. Product/Service

- Brief about selected product / service
- Export and Import data analysis of the selected product/service (volume / value)
- Study of Demand and Supply scenario and relevant analysis to provide a rational justification for importing/exporting/trading in the product/service

PPR - 5:

a. Import/export policies & procedures for SELECTED PRODUCT/SERVICE (w.r.t. Gujarat and selected country)

- 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

b. Supply Chain Analysis

PPR - 6:

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

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

b. Break Even Analysis

- Costing of Product and Selling price fixation

c. Projected Financial Statements for next 3 years

- Income Statement
- Balance Sheet

d. Findings and Suggestions

e. Conclusion in terms of Export-Import opportunities w.r.t. selected product/ service between Gujarat and selected country.