

Gujarat Technological University

Centre for Global Business Studies



Handbook

of

Global Country Study Report

(GCSR)

(A Part of Global MBA Program: Applicable from Academic Year 2013-14 and Onwards)

To

All Directors, Faculty Members and Students,

GTU has implemented a new Global MBA program since August 2011. This program requires immersion studies and preparation of reports and case studies in different subjects. To manage the immersion studies and to systematize the professionalism in various areas, GTU has set up three Skills councils (Marketing, HR and Finance) with 25 Sectorial Panels (7, 8 and 10 Sectorial Panels respectively for the Marketing, HR and Finance Councils respectively) on June 25, 2011. (www.gtu.ac.in/circulars/11July/MoM%20SDC.pdf)

GTU's new MBA Program has three characteristics: Global, Innovative and Skill-oriented, with about 50% theory and 50% practical components in terms of number of hours, expected to be devoted by students. In case at a College, students and faculty members execute each of the courses, as expected, the market value of GTU's MBA graduates can soar to very high levels.

GCSR (Global Country Study Report) was introduced with a vision to enable the students to enrich their management knowledge with global perspectives in competitive scenarios. On 25th of April 2013, GTU appointed a Board of Advisors for the GCSR program. The Board consists of Mr. N. K. Goyal, President CMAI Association of India and a person with offices and correspondents in more than 52 countries, Mr. K. H. Patel, Former High Commissioner to Uganda and a former ambassador to many African countries and Mr. Sunil Modi, an expert on Business opportunities in Africa, having more than 30 years of experience in his field. Mr. Modi said that every MBA, who has learnt the **practical course on GCSR** well, would be offered high salaries by Indian as well as African companies.

The Handbook has been prepared to help students and faculty members maintain quality in their studies of GCSR.

We acknowledge the contributions made by the **Dr. Rajesh Khajuria**, Convener of the MBA Syllabus Committee, **Dr. S. O. Junare** for preparing the FAQ and Clarifications, **Mr. Sunil Modi** for his presentation on the African countries, **Mr. Hiren Thaker**, **Mr. Keyur Darji**, **Dr. Sarika Srivastava** and **Dr. Kaushal Bhatt** for compiling the material. Every faculty member and student is invited to add to the Handbook by sending details of good practices to Mr. Keyur Darji [research.gbs@gtu.edu.in].

Dr. Akshai Aggarwal
Vice Chancellor, GTU

1st October 2013

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Contact Details of CENTRE FOR GLOBAL BUSINESS STUDIES (CGBS) Mentors for GCSR Program at Gujarat Technological University:

- Mr. Keyur Darji - research.gbs@gtu.edu.in
- Dr. Kaushal A. Bhatt - ap1_cgbs@gtu.edu.in
- Dr. Sarika Srivastava - ap2_cgbs@gtu.edu.in

1. Presentation on GCSR – GTU’s New MBA Program

By

Dr. Akshai Aggarwal, Honorable Vice Chancellor

&

**Dr. Rajesh Khajuria, Chairman, GTU’s Global MBA Program
Syllabus Committee(Director, CKSVIM, Vadodara)**

http://54.243.202.28/international/PDF/GCSR_Presentation.pdf

2. Presentation on “African Countries”

By:

Mr. Sunil Modi

(Member – Board of Advisers Committee, GCSR)

http://54.243.202.28/international/PDF/Presentation_on_African_Countries_by_Mr_Sunil_Modi.pdf

3.

New Guidelines for Global Country Study Report (GCSR)

Importance: Global Country Study Report (GCSR) was introduced as a compulsory practical study in the academic year 2011-12 as a part of GTU's New Global MBA Program, currently offered by the MBA Institutes / Colleges affiliated to GTU. The student carries out this practical study in small Groups of 6 Students each, partly in Semester III and partly in Semester IV during the 2nd year of MBA program.

Objectives of GCSR for a Class of 60 Students: (With explanations)

(Please read thoroughly to prepare better quality Report):

1. To **study and understand** the people, business environment and demographic profile of the selected Country or its Province or State,
2. To **study** the STEEPLED Analysis of the selected sector/industry of Selected Country or Province or State.
3. To **carry out STEEPLED** Analysis of the selected sector/industry of Gujarat or India with the latest data and **compare** with STEEPLED Analysis of Selected Country **(in a Tabular form)** to find relative strengths and weakness, as well as opportunities and threats for selected sector/industry.
4. To **identify business segments or products or services** in which Gujarat or India has substantial bilateral trade (export – import) and bilateral investment in each-other countries or Provinces or States by using SWOT/TOWS analysis.
5. To study the export – import and investment opportunities, based on published data of last 3 to 5 years, for selected **industry or business segment or products or services** between India or Gujarat and the selected Country / Province / State of foreign country. *(E.g. One industry / segment/ product-group or services may be studied by a Group of 6 Students and so on, such that all the 10 Groups are engaged).*

Guidelines for GCSR

GCSR (Part-I) on Macro Analysis in MBA Semester III (By a Group of 6 Students):

1. To **adopt** a Country or Province or State outside India for study as approved or allotted by **Gujarat Technological University (GTU)**. (One Country per class of 60 students). The current priorities are **54 African nations and other under-developed or developing countries** in the world. State or Province allowed **only** in case of large countries.
2. To study the particular Sector/ Industry in detail by analyzing all components of **STEEPLED**.
3. To carry out **STEEPLED** Analysis of Gujarat / India, Comparison between the two Countries / States and its impact on selected Industry / Sector.
 - To prepare a **60-100 pages Global Country Study Report (Part – I) including 6 – 10 pages of Summary**, (addressing the Objective 1 to 5), supplemented by Tables / Annexure. **This summary shall be included in the report of Semester IV.**
 - check Plagiarism under 30%, and submit in **Word and PDF** file with a Power Point Presentation to the **Institute / College**. (1 Report by a Group of 6 students, therefore 10 such Reports per class of 60. For Report Format, please refer **Annexure I**).
4. The Institute shall integrate the Reports of all the groups, which have studied a specific country to make **ONE INTEGRATED REPORT** of about 60 -100 pages, containing common components of STEEPLED analysis followed by industry/ sector specific analysis by all the groups, **and submit to GTU in CD / soft copy**. (Example of Report Title: **“GCSR : China (Hunan Province) and Business Opportunities for Gujarat / India”**). For Report Format, please refer **Annexure II**.

GCSR (Part – II) on Micro Analysis in MBA Semester IV (By a Group of 6 Students):

1. To **identify** one or more large **companies** or prominent Small & Medium Enterprises (**SMEs**) under the selected sector/industry **OR** **a business segments, with specific products or services having export-import and investment potential.**
2. To carry out **SWOT/TOWS Analysis** of the selected **Companies / Firms under the selected industry / segment**. (Advisable to Visit by the Group of 6 students to 1-3 companies to understand).
3. To **analyze the market opportunities** for the same **company / firm’s** products or services.

4. To **suggest potential business opportunities** including setting up of an industry/ business unit or import / export or investment or buy-out opportunities for the company / firm.
5. To **develop an international business model / business plan or to create appropriate business strategies** for selected Indian companies / firms for a more fruitful business with that country.
6. To **prepare a 60-100 pages Global Country Study Report (Part – II) including summary of Part I (6 -10 pages) + summary of Part II (6 -10 pages)** supplemented by Tables / Annexure, to check the Report for Plagiarism under 30%, and submit it in **Word and PDF** file with a Power Point Presentation to the **Institute / College**. (*1 Report by a Group of 6 students, therefore 10 such Reports per class of 60*). For Report Format, please refer **Annexure I**).
7. The Institute shall send **full reports of 10 groups** in separate files per class of 60 students. **This Sem – IV Country Report shall contain summary of Part I + summary of Part II + Micro analysis followed by ‘Business Plan / Strategies’ and it will be submitted to GTU in CD / soft copy**. For Report Format, please refer **Annexure II**.

4.

Frequently Asked Questions (FAQs) about GCSR

FAQs/ Observations by GTU	Suggested Correct Method
Regarding selection of Country	To one Class of up to 60 students, GTU's CGBS Mentor at Chandkheda, will allocate one Country / Province or State for study. Province or State shall be allowed for study only in case of large countries like China where it is almost impossible to study the entire country by one class of students in one year.
What should be the size of a Group of Students in each class?	One Institute with 60 students should form 10 groups of 6 students each. <i>The group size and the number of groups can vary depending upon the needs of the College.</i>
What is STEEPLED Analysis ? It's something new? When it is to be done and who will examine students?	Yes, it's new way of analyzing a sector/industry of selected Country or Province or State. In Sem-III, essentially STEEPLED (Social, Technological, Economic, Environmental, Political, Legal, Ethical and Demographic) Analysis is required to be done for selected industries / sectors. The Report on the STEELED analysis is to be evaluated by the External and Internal examiner at the end of Sem-III .
What shall a student study in Semester - IV?	The micro study of company / firm / Product/ Services followed by <u>Business Plan / Strategies</u> may be completed during Sem-IV . (Follow the objectives mentioned in this Hand Book).
Tell me about the Report to be submitted in Semester – IV. Will Reports of same class of students contain common content of STEELED Analysis?	The GCS Report to be submitted in Sem – IV must cover the company / firm / Product/ Services based Micro Analysis (carried out in Sem-IV), prepared by a Group of 6 Students. Hence each Group's Reports shall have no resemblance in content and data with the Report of any other group as the 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 student to student.
Some Institutes have selected more than one industry / sector of selected country and divided into different groups.	Each group of 6 students should select one sector or industry or a segment of business , and study thoroughly with respect to all the components of STEELED analysis from the beginning of Sem III . (Please refer the objectives for more clarification) 10 different groups will study 10 different Industries / Sectors.

<p>Some institutes have selected only one industry.</p> <p>What is the right path, which should be followed?</p>	<p>This is not right. If necessary, an Institute may allot one Sector or Industry, from the country under study, to one or maximum two groups, if a sector / Industry is large and the institute feels it necessary and can justify such an allocation. But both the groups should study different aspects of that sector/industry.</p> <ul style="list-style-type: none"> ● Example: The industry must have multiple product segments like the automobile sector has two wheelers – scooters, mopeds, bikes, four wheelers – Cars, LCVs, HCVs, etc. ● The various aspects of an industry or business segment may be studied by one group of 6 students. (<i>Refer Objectives</i>).
<p>What should be the size of the GCSR Report by one Group of 6 Students in Semester III and Semester IV?</p>	<p>Sem III: Every group of 6 Students should prepare a 60 – 100 pages report (Part I) including summary of 6 – 10 pages. The Report includes exhibits (graphs, tables etc.) and references.</p> <p>Sem IV: Every group of 6 students should prepare a 60 - 100 pages Report (Part – II) including summary of Part I (6 -10 pages) + summary of Part II (6 -10 pages) supplemented by Tables / Annexure etc.</p>
<p>What is the Institute's/Faculty's role in sending Report to GTU in Semester III and Semester IV?</p>	<p>Sem III: GCSR coordinator shall integrate the reports of all the groups, which have studied a specific country to make ONE INTEGRATED REPORT of about 60 -100 pages, containing common components of STEEPLED analysis followed by industry/ sector specific analysis by all the groups.</p> <p>Sem IV: GCSR coordinators shall send full reports of 10 groups in separate files per class of 60 students. This Sem – IV Country Report shall contain summary of Part I + summary of Part II + Micro analysis followed by 'Business Plan / Strategies.'</p> <p>The faculty guide must check the Report for Plagiarism under 30% limit. The institute will send a soft copy in Word and PDF format to the University for uploading on GTU website to let the world know about new knowledge developed by students under faculty's guidance and supervision. <i>This way, the faculty and students also learn and become a store-house of knowledge for advising / working with Industry and Business Houses.</i></p>
<p>What are the formats for GCSR Reports for Sem III and Sem IV?</p>	<p>For format of Reports, please refer Annexure I and Annexure II.</p>

<p>Which Report shall be used for Evaluation by the Examiner?</p>	<p>The EVALUATION will be based on the Report submitted by a Group of 6 Students at the end of semester III and semester IV each. However, the Marks may differ even in the same Group depending on each and every student's performance in Report, Presentation and VIVA VOCE.</p> <p>The INTEGRATED REPORT prepared by the GCSR Coordinator will not be considered for evaluation purpose. This report is to be sent to GTU for uploading on website.</p>
<p>Is it compulsory for a OLD student to appear for VIVA VOCE?</p>	<p>Yes, it is compulsory for all OLD students (those who failed or remained absent in previous year in GCSR) to appear for VIVA VOCE. The evaluation of OLD students will be as per the OLD Marking System. Kindly Go through the link given below for more details. http://www.gtu.ac.in/circulars/13Oct/Circular_GCSR.pdf</p>
<p>How to show Potential of Business between two countries: Gujarat / India and a foreign country under study?</p>	<p>The main expectation from the GCSR 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.</p>
<p>Is it compulsory to provide references to the data and published information used in the Report?</p>	<p>Yes. 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 student may be detained on the ground of copying or plagiarism.</p>
<p>Several institutes have not co-related the study with India or Gujarat and not found the business potential with India / Gujarat.</p>	<p>The purpose of the GCSR is to find out the business potential between India / Gujarat and the selected country. Therefore, it is compulsory to study, analyze and co-relate the data and find out the business potential of the selected sectors / industries / products / services between India / Gujarat and the country under study.</p>
<p>Marks for GCSR Report in Sem III. (Revised as 30 + 70 + 50 = 150 Marks Pattern)</p>	<p>The Complete Report preparation and Presentation at the end of Sem-III has a weightage of 150 Marks.The pattern of evaluation shall have 30 for University Exam Internal + 70 for University Exam External + 50 for Continuous Evaluation Component (CEC). Thus more weightage is given in Semester III now onwards.</p> <p>The internal examiner/faculty guide will consider the student's/group's performance throughout the semester while allocating the marks out of 50 for Continuous Evaluation Component.</p> <p>The evaluation of the GCSR at the end of Sem-III will be done by both</p>

	External and Internal examiners.
Marks for GCSR Report in Sem IV. (Revised as 30 + 70 + 50 = 150 Marks pattern)	<p>The GCSR preparation and Presentation of Sem-IV has a weightage of 150 Marks. The pattern of evaluation shall have 30 for University Exam Internal + 70 for University Exam External + 50 for Continuous Evaluation Component (CEC).</p> <p>The evaluation of the GCSR at the end of Sem-IV will be done by both External and Internal examiners.</p> <p>The internal examiner/faculty guide will consider the student's/group's performance throughout the semester while allocating the marks out of 50 for Continuous Evaluation Component.</p>
It is observed that, several institutes have given more than 90% marks in both internal as well as external exam of GCSR viva voce to all the students.	Appropriate differentiation by giving credit to original work by visiting or inter-acting with businesses in India or in the country of interest versus derived work, should be done by the evaluators – both internal and external. The evaluators must take into consideration the analysis methodologies and the relative quality of study by considering different relevant factors must be done. A uniform marking shows indifferent and irresponsible work as an examiner.
Institute's responsibility at the compilation of report and plagiarism check.	<p>It is the responsibility of the Principal and GCSR Coordinators of Institute to ensure that the integrated report is prepared in the proper way including attachment of required certificates etc. and submitted to GTU on or before due date.</p> <p>It is the responsibility of the GCSR Coordinators of Institute to ensure the plagiarism level within the limit of 30% per Report as per the freeware recommended by GTU. Otherwise the Report shall be given back to the students for re-work and re-submission by the Institute's GCSR Coordinator, before it is finally submitted for evaluation purpose. Non – compliance of this condition may result into declaring the student Group of 6 as 'FAIL' in both Internal and External Exams.</p>
How many reports is to be sent to GTU at the end of Sem III and Sem IV?	<p>Sem III: ONE INTEGRATED REPORT of about 60 -100 pages, containing common components of STEEPLED analysis followed by industry/ sector specific analysis by all the groups.</p> <p>SemIV: The Institute shall send full reports of 10 groups in separate files per class of 60 students.</p>

Annexure - I

(Format for Report Submission at Institute Level)

Kindly follow the format given below to prepare a report by a group of 6 students -

S. No.	Content
1.	Title page
2.	Students' declaration
3.	Institute's certificate (Signed by Faculty guide and Director / Principal)
4.	Plagiarism report - for each group
5.	Preface
6.	Acknowledgement
7.	Index
8.	Sem III: Summary of Report (6 – 10 pages) Sem IV: Summary of Part I (6 – 10 pages) + Summary of Part II (6 – 10 pages)
9.	Full Report

< First Page/Title Page >

Global Country Study Report

On

'<Selected> Industry of <Country Name>'

Business Opportunities for Gujarat / India

Submitted to

Institute Code: XYZ

Institute Name: (In Full)

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 (MBA)

Offered By

Gujarat Technological University

Ahmedabad

Prepared by:

Students of

MBA (Semester - III / IV)

Group No. _____

Month & Year:

<Second Page>

Student's Declaration

(On separate page)

We, following students, hereby declare that the Global/ Country Study Report titled “ _____ in **(Name of the Country / Province / State)** is a result of my/our own work and our indebtedness to other work publications, references, if any, have been duly acknowledged. If I/we are found guilty of copying any other report or published information and showing as my/our original work, or extending plagiarism limit, I understand that I/we shall be liable and punishable by GTU, which may include ‘Fail’ in examination, ‘Repeat study & re-submission of the report’ or any other punishment that GTU may decide.

Enrollment no.	Name	Signature

Place :

Date :

<Third Page>

Institute Certificate

[Please attach signed and scanned copy of this certificate]

“Certified that this Global Country Study and Report Titled “.....” is the bonafide work of attached student list with enrollment numbers, who have carried out their research under my/our supervision. I/We also certify further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate. I/we have also checked the plagiarism extent of this report which is % and the separate plagiarism report in the form of html /pdf file is enclosed with this.

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

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

< Fourth Page >

Plagiarism Report - for Integrated Report of all Groups
(Student Groups must also check their Reports for Plagiarism)

The Student Group Leader / Faculty-in-Charge needs to paste the 1st page of plagiarism report of the Integrated Report of all Groups of Students.

PREFACE (SEPARATE PAGE)

ACKNOWLEDGEMENT (SEPARATE PAGE)

SUBJECT INDEX (SEPARATE PAGE)

Suggested model for Individual Group: Semester-III

PARTICULARS	Page No.
SUMMARY OF PART – 1 REPORT (6 - 10 pages)	
PART – I: COUNTRY STUDY AND BUSINESS OPPORTUNITIES FOR GUJARAT / INDIA: MACRO ANALYSIS	
o STEEPLED Analysis of selected sector/industry in the Country	Sem – III (Total Pages 60 – 100 including summary of 6 -10 pages)
o Overview of Industry, Trade and Commerce in the Selected Country	
o STEEPLED Analysis of selected sector/industry in Gujarat / India	
o Analysis of Selected Industries / Segments' Business Potential between the Selected Country and Gujarat / India	
o Present Trade Relations during last 3 to 5 years by the selected industry, as well as Bilateral Investment	
o Annexure containing Data / Tables (Charts / Graphs may be in Report)	

Suggested model for Individual Group: Semester-IV

Particular	Page No.
SUMMARY OF PART – I REPORT (MBA III Semester) (6 - 10 pages)	
SUMMARY OF PART – II REPORT (MBA IV Semester) (6 - 10 pages)	
PART – II:MICRO ANALYSIS: COMPANY /PRODUCT /SERVICE STUDY. (SWOT Analysis of Selected Companies (if applicable) , Challenges, Winning the Business Strategy Game, and Projections for Export-Import Trade and Investment between the two Countries / States)	
Introduction of the selected Company / Firm and its Export – Import Trade or Investment (actual or potential) with / in the selected Country / Province.	Sem – IV (Total Pages 60 – 100 including summary of Part I (6 -10 pages) + summary of Part II (6 -10 pages)
o SWOT/TOWS Analysis of the Selected Companies / Firms (if applicable)	
o Market Opportunities for Export – Import Trade and/or Investment in selected country	
o (or Inward Investment into Gujarat / India)	
o Policies and Norms of India for Import or export to the selected country including licensing / permission, taxation, Trade Barriers etc.	
o Global Strategy Problem of the company / firm with reference to selected Country / Province / State	
o Winning Strategies for the Company / Firm	
o Future Projections of Trade (Export - Import) of the Company / Firm's products or services with selected Country / Province / State during <i>next</i> 3 to 5 years	
o Resources required to tap the business opportunity in selected country	
o Findings & Suggestions	
o Conclusion In terms of Proposed Business Plan / Model/ Business Strategies	
o Annexure	
o Bibliography	

Annexure – II

(Format for Submission to GTU)

Kindly follow the format given below before sending the report to GTU-

S. No.	Content
1.	Title page
2.	Student's declaration (Attach the scanned copy of this sheet having signature of all students with name of the institute (code no. ___), date and place)
3.	Institute's certificate (Signed by GCSR Coordinator and Director / Principal)
4.	Plagiarism report - for combined reports of all groups
5.	Preface
6.	Acknowledgement
7.	Index
8.	<p>SEMESTER III: ONE INTEGRATED REPORT of about 60 -100 pages, containing common components of STEEPLED analysis followed by industry/ sector specific analysis by all the groups.</p> <p>SEMESTER IV: The Institute shall send full reports of 10 groups in separate files per class of 60 students i.e. All 10 reports of the groups will be sent to GTU.</p> <p>Every Report, sent to GTU in Sem III and Sem IV, will be sent in the WORD and in the PDF formats.</p>

< First Page/Title Page >

Global Country Study Report

On

“Country Name”

Business Opportunities for Gujarat / India

Submitted to

Institute Code: XYZ

Institute Name: (In Full)

Under the Guidance of

Name of GCSR Coordinator

(Designation)

In partial Fulfilment of the Requirement of the award of the degree of
Master of Business Administration (MBA)

Offered By

Gujarat Technological University

Ahmedabad

Prepared by:

Students of

MBA (Semester - III / IV)

Month & Year:

<Second Page>

Student's Declaration

(On separate page)

We, following students, hereby declare that the Global/ Country Study Report titled “ _____ in **(Name of the Country / Province / State)** is a result of my/our own work and our indebtedness to other work publications, references, if any, have been duly acknowledged. If I/we are found guilty of copying any other report or published information and showing as my/our original work, or extending plagiarism limit, I understand that I/we shall be liable and punishable by GTU, which may include ‘Fail’ in examination, ‘Repeat study & re-submission of the report’ or any other punishment that GTU may decide.

Name of Institute with code _____				
Country _____				
Semester _____				
Group No.	En. No.	Name of Student	Signature	Selected Industry
1				E.g. Telecom Industry
2				E.g. Automobile Industry

And so onfor all 10 Groups....

[Note: Attach the Scanned copy of this sheet having signature of all students with Name of the Institute (Code No.____), Date and Place]

<Third Page>

Institute Certificate

“Certified that this Global Country Study and Report Titled “.....” is the bonafide work of attached student list with enrollment numbers, who have carried out their research under my/our supervision. I/We also certify further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate. I/we have also checked the plagiarism extent of this report which is % and the separate plagiarism report in the form of html /pdf file is enclosed with this.

Signature of the GCSR Coordinator/s
(Name, Designation, Email ID and Contact No. of GCSR Coordinator/s)

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

[Please attach signed and scanned copy of this certificate]

< Fourth Page >

Plagiarism Report

< Paste 1st page of Compiled Plagiarism Report >

(GCSR Coordinator needs to send full Plagiarism Report in a separate file by email)

PREFACE(SEPARATE PAGE)

ACKNOWLEDGEMENT (SEPARATE PAGE)

SUBJECT INDEX (SEPARATE PAGE)

REPORT

Annexure III

How to Check plagiarism through open access software

- For plagiarism check, you can use your own plagiarism software if any. However please specify the software used in the Report.

OR

- You can use Open Access Plagiarism Search through – www.oaps.eu.
- For the Open Access Plagiarism Search, the steps to be followed are as follows:
 1. Open the home page through www.Oaps.eu.
 2. Go to “Register” option
 3. Fill the required details
 4. You will get the confirmation link to your email id, which you have provided.
 5. Click on the link
 6. You get the message that your account is successfully registered.
 7. Go to “My Account”
 8. Choose File
 9. Upload File
 10. Your plagiarism will start for checking showing the status as “processing”
 11. After some time it shows the status as “Ready”. (Meanwhile, if you want you can do your other work, OR you can log off even. The software continues its check). It may take half a day to 2 days to check a Report, so please be patient.
 12. In the same window, you can see the options like, view, download or delete.
 13. Down load the report. It will be downloaded as html page. Then the “Ready” option will convert in “Fetched”
 14. You need to save this report on your local drive, and send it along with the **GCSR Report** to **GTU**.

Annexure IV

Important Instructions to Institutes for Report Submission

- i. Institutes need to submit GCSR Part- I and Part- II in **PDF and Word** file to GTU at the end of semester III and semester IV respectively.
- ii. The file name (**PDF and Word**) must have the following format:
For Sem III:
College Code – Country Selected (Ex. 721 – Ghana)
For Sem IV:
College Code – Country Selected –Industry Selected (Ex. 721 – Ghana- Textile)
- iii. In email 'subject line', the Institutes are requested to mention Only **Institute Code**.
- iv. Thereport submission or any other communication should be done from **Institute mail ID only** (mbaXXXowner@gtu.edu.in). **Please avoid using personal mail Id.**
- v. The institute's Director/GCSR coordinator must verify all the respective files which are asked to be submitted before sending the mail to university.
- vi. The institutes, having more than one country (for student intake more than 60) need to send separate reports for each country.
- vii. The Institutes are required to send their Part I and Part II reports on following IDs, Zone wise.
 1. Zone 1: gcsr_zone_1@gtu.edu.in
 2. Zone 2: gcsr_zone_2@gtu.edu.in
 3. Zone 3: gcsr_zone_3@gtu.edu.in
 4. Zone 4: gcsr_zone_4@gtu.edu.in
 5. Zone 5: gcsr_zone_5@gtu.edu.in

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: Justified

The WORD file may be converted to pdf format.

Marks and Number of Pages for GCSR

Allocation of Marks

Particulars	Internal Examiner (Viva – Voce)	External Examiner (Viva – Voce)	CEC	Total Marks
Marks in III semester	30	70	50	150
Marks in IV semester	30	70	50	150
Total Marks for GCSR				300

Number of Pages (At Institute Level)

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

Number of Pages (At GTU Level)

Report Sent to GTU	What is to be sent?	Total No. of Pages
III Semester	ONE INTEGRATED REPORT containing common components of STEEPLED analysis followed by industry/ sector specific analysis by all the groups.	Final Report (60 – 100 Pages)
IV Semester	The Institute shall send full reports of 10 groups in separate files per class of 60 students i.e. All 10 reports of the groups will be sent to GTU.	(60 – 100 Pages) per Report

Annexure V

Gujarat Technological University

Format for External Examiner for GCSR Part – I & VIVA (Subject Code- 2830012)

MBA Semester III

Name of the Institute:

Institute Code:

Enrollment No	Title of the GCSR (Report)	Summary	STEEPLED ANALYSIS: (Social, Technological, Economic, Environmental Political, Legal, Ethical and Demographic) at the selected sector/industry of the Country / Province / State level(Objective 1 to 3)	STEEPLED Analysis of Gujarat / India. Comparison between the two Countries / States and its impact on selected Industry / Sector.	Presentation / Viva Voce (of Each Student)	Total Marks by External Examiner	
			REPORT CONTENT AND QUALITY				VIVA
			10	30	10	20	70
GROUP 1:							
1							
2							
3							
4							
5							
6							
GROUP 2:							
7							
8							
9							
10							
11							
12							

Date:

Signature of External Examiner

Place:

Examiner's Name: _____

Examiners' Institute Name and Place: _____

Gujarat Technological University

Format for Internal Examiner for GCSR Part - I & VIVA (Subject Code- 2830012)

MBA Semester III

Name of the Institute: _____

Institute Code: _____

Enrollment No	Title of the GCSR (Report)	Summary	STEEPLED ANALYSIS: (Social, Technological, Economic, Environmental Political, Legal, Ethical and Demographic) at the selected sector/industry of the Country / Province / State level. STEEPLED Analysis of Gujarat / India. (Objective 1 to 3)	STEEPLED Analysis of Gujarat / India. Comparison between the two Countries / States and its impact on selected Industry / Sector.	Presentation / Viva Voce (of Each Student)	Total Marks by Internal Examiner
		REPORT CONTENT AND QUALITY			VIVA	
		5	10	5	10	30
GROUP 1:						
1						
2						
3						
4						
5						
6						
GROUP 2:						
7						
8						
9						
10						
11						
12						

Date: _____

Signature of *Internal Examiner* (Faculty)

Place: _____

Faculty/ Examiner's Name: _____

Annexure VI

Gujarat Technological University

Format for External Examiner for GCSR Part - II & VIVA (Subject Code – 2840009)

MBA Semester IV

Name of the Institute: _____

Institute Code: _____

Enrollment No	Title of the GCSR (Report)	Summary	Study of Present Business with product/service identification Selection of Companies / Firms by a Group, Visit and Discussions with them, and SWOT/ TOWS Analysis (Objective 4)	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 / Viva Voce (of Each Student)	Total Marks by External Examiner
		10	10	20	10	20	70
GROUP 1:							
1							
2							
3							
4							
5							
6							
GROUP 2:							
7							
8							
9							
10							
11							
12							

Date: _____

Signature of External Examiner _____

Place: _____

Examiner's Name: _____

Examiners' Institute Name and Place: _____

Gujarat Technological University

Format for Internal Examiner for GCSR Part - II & VIVA (Subject Code – 2840009) MBA Semester IV

Name of the Institute: _____

Institute Code: _____

Enrollment No	Title of the GCSR (Report)	Summary	Study of Present Business with product/service identification Selection of Companies / Firms by a Group, Visit and Discussions with them, and SWOT/ TOWS Analysis (Objective 4)	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 / Viva Voce (of Each Student)	Total Marks by Internal Examiner
		4	5	8	5	8	30
GROUP 1:							
1							
2							
3							
4							
5							
6							
GROUP 2:							
7							
8							
9							
10							
11							
12							

Date: _____

Signature of *Internal Examiner* (Faculty) _____

Place: _____

Faculty/Examiner's Name: _____