

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Global Program)

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

Specialization: Asian Business

Subject Name: Business in China/Central Asia/West Asia/East Asia (B-C-CWE-A)

Subject Code: 2830802

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)