

**GUJARAT  
TECHNOLOGICAL  
UNIVERSITY**



**CENTRE FOR GLOBAL  
BUSINESS STUDIES  
INDO-EAST ASIAN STUDY  
CENTRE**

## **Additional Specialization on Asian Business**

### **What is the additional Specialization?**

Recognizing the Global Economic Changes that are happening since last few years, GTU is introducing an additional specialization in Asian Business for its MBA students.

- Students can opt to the Specialization of Asian Business along with the traditional specializations on Marketing, Finance, HR, etc. as available in GTU's MBA curriculum.
- The student can also opt for this specialization as a Core Specialization in place of Marketing, Finance, and HR etc.
- This additional Specialization will be taught at GTU campus through hybrid mode i.e. contact classes and online lectures.

## Why to Study Specialization on Asian Business?

“On current trends, it is estimated that by 2030, Asia’s economy will be larger than that of the United States and European Union combined with the region’s share of world GDP swelling from a little under 30 percent closer to more than 40 percent. Twenty years from now, Asia’s economy as a whole will, on these trends, be larger than that of the G-7 [Group of Seven leading economies] and will be half the size of the G-20 [Group of Twenty advanced and emerging market economies], These are incredible trends taking place.” - Anoop Singh, Chief- IMF Asia.<sup>1</sup>

“Developing Asia will grow at a steady 6.3% in 2015 and 2016—the same pace as 2014— supported by a strengthening recovery in the major industrial economies and soft global commodity prices”<sup>2</sup>

Looking at this emerging role of Asian Economy on World platform, in Global MBA program of GTU, the specialization of Asian Business is launched to develop the competence among GTU MBA students to meet the need of emerging business environment in Asia. GTU’s PG Research Centre for Global Business Studies (CGBS) has inaugurated the ‘Indo-East Asian Study Centre’ on 23 December 2014 to enhance the research and academic capabilities of GTU MBA students, especially in emerging Asian markets. The centre works for creating a platform to encourage business community to actively participate and explore the opportunities in bilateral trade. Therefore, it is an opportunity for GTU’s regular MBA students to opt for the Core/Additional Specialization of Asian Business and develop competences to be an expert for the Asian Businesses and Market Places.

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1. ASIA IN THE WORLD ECONOMY - Asia's Importance Growing in Global Economy, IMF Survey, May 12 2010. URL: <http://www.imf.org/external/pubs/ft/survey/so/2010/car051210a.htm>

2. ASIAN DEVELOPMENT OUTLOOK 2015 FINANCING ASIA’S FUTURE GROWTH

## Who Can Join?

1. GTU Regular MBA students – Batch 2014-16
2. Other aspirants who already have the MBA degree from GTU or any other University

## Tuition Fees

1. GTU Regular Students: INR 3000/- per annum.
2. The students having MBA degree (from GTU or any Other University) and willing to opt the additional specialization: INR 10,000/- per annum.

## Mode of Teaching

1. Regular contact classes on Saturday and Sunday at **GTU campus** and/or
2. Live Lectures though electronic mode

## Teaching Hours

1. The total hours for teaching one subject will be 45 hours (36 sessions of 75 minutes duration each).
2. Guidance in case of project work

## Duration of the Course

1. Two Semester Course in Semester III and Semester IV of MBA for GTU regular MBA Students
2. From 1<sup>st</sup> September to 30<sup>th</sup> April – for other aspirants

## **Degree/Certificate to be awarded**

### **Nomenclature for GTU Regular MBA Students**

**Case I: where the students opt the Asian Business as the core Specialization:**

**Master of Business Administration**

Asian Business

**Case II: In case where the students opt the Asian Business as an Additional Specialization:**

**Master of Business Administration**

Marketing/Finance/HR/IT/other & Asian Business

### **Nomenclature for other aspirants having MBA degree from other University**

**Certificate of Additional Specialization**

Certificate of Additional Specialization on  
Asian Business

# Teaching Scheme

## PART I (Semester III)

Subject Name	Sub Code
Indian Business: Systems and Policy Formulation (IB-SPF)	2830801
Business in China/Central Asia/West Asia/East Asia (B-C-CWE-A)	2830802

## PART II (Semester IV)

Subject Name	Sub Code
Immersion study of Social Business (ISSB)	2840801

The detailed Teaching Scheme and syllabus is available on

<http://www.gtu.ac.in/syllabus.asp>

(Please see the latest MBA Syllabus available on the webpage)

### Important guidelines for elective subject

If the regular student of GTU selects the Asian Business Specialization, he/she is encouraged to opt for the Gandhian Philosophy for Managing Business (GPMB) (Subject Code: 2830011) as an elective in Semester III. GTU faculty members will conduct classes of GPMB in the same manner.

## Selection Procedure

Step I: Registration (Expression of Interest through Google Docs Link given below by 5<sup>th</sup> September 2015)

Step II: Personal Interview for the selected candidates for final selection

Step III: Fee payment and final registration for the Additional/Core Specialization on Asian Business

**Link for Registration:**

**<http://tinyurl.com/gtuasian>**

**Last Date for Registration**

**5th September 2015**

### Faculty Members at GTU

- Dr. Pankaj Patel
- Dr. Indu Rao
- Dr. Apurva Raval
- Dr. Kaushal Bhatt
- Dr. Ritesh K. Patel
- Dr. Sarika rivastava
- Mr. Keyur Darji
- Ms. Krutika Raval
- Mr. Rajesh Ramani
- Mr. Hitesh Gujarati
- Mr. Vikrant Vala
- Ms. Krishna Parmar

### Course Coordinators

#### **Dr. Ritesh Patel**

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Section Head – MBA

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