

# Innovative Course on Asian Business & Gandhian Philosophy

“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. In the Global MBA program of GTU, the specialization of Asian Business has been launched to meet the need of emerging business environment in Asia. GTU’s Centre for Global Business Studies (CGBS) has inaugurated the Indo-East Asian study Centre on 23rd December 2014 to enhance the research and academic capabilities of GTU MBA students, especially in the emerging Asian markets. The Centre will also work for creating a platform to encourage the business communities in India and the East Asian countries to actively participate and explore the opportunities in bilateral trade. Looking at the increasing connectivity of GTU with various foreign Universities as well as the fact that Gujarat is the most advanced state of India, we are expecting a considerable numbers of foreign students to come to GTU for studying the ecosystem of doing and managing businesses in India as well as Asia. So to harvest this synergy, GTU’s CGBS proposes to offer the Certificate Course on Asian Business and Gandhian Philosophy. The Courses will be offered by the academic team of GTU’s PG Research Centres through E- mode.

**GUJARAT TECHNOLOGICAL UNIVERSITY**

| AHMEDABAD (GUJARAT), INDIA. | [WWW.GTU.AC.IN](http://WWW.GTU.AC.IN) |





## GUJARAT TECHNOLOGICAL UNIVERSITY

### Indo East Asian Study Centre Centre for Global Business Studies

#### Announces

#### CERTIFICATE COURSE ON ASIAN BUSINESS & GANDHIAN PHILOSOPHY FOR MANAGING BUSINESS (ABGP)

#### ABOUT CERTIFICATE COURSE ON ABGP:

Recognizing the Global Economic Changes that are happening since the last few years, GTU is introducing Certificate Course on Asian Business & Gandhian Philosophy for Managing Business (ABGP)

#### Course Highlights:

- Any Eligible Graduate can opt for the Certificate Course on Asian Business & Gandhian Philosophy for Managing Business (ABGP).
- Course Duration for the ABGP: 6 Months
- The Regular MBA students of GTU can also opt for the Certificate Course along with the regular MBA program
- The course will be offered through Exclusive E-mode with the Interaction Session for the subject guidance during weekend – once in a month on request basis.
- The course material will be available online on the course portal.

#### Who Can Join?

1. GTU regular MBA student
2. Aspirants from Foreign Countries having bachelor degree or equivalent qualification or professional experience of 3 years.
3. Aspirants from India having bachelor degree with Minimum 50%
4. Aspirants having MBA / MCA/ ME / M. Pharma degree and willing to acquire the additional knowledge of Asian Business
5. Working executives from the businesses operating/intending to operate in Asian Markets having the minimum 50 % in graduation

#### Tuition Fees:

Students from India: INR. 5,000/-

Students from foreign nations: US\$ 1500/-\*

#### Note:

\*Fees for Foreign Students from Universities having MOU with GTU: **US\$ 500/-**  
(Kindly refer the list of Foreign Uni. Partners of GTU on-  
[http://gtu.ac.in/MOU/lis\\_of\\_MOU.pdf](http://gtu.ac.in/MOU/lis_of_MOU.pdf))

#### Course Delivery:

1. The course shall be delivered through e- learning platform. The course content will be available in form of study material, presentations, video and pre-recorded lectures.
2. Student may also request for the online interaction/contact classes for interaction with concerned faculty for resolving the learning difficulties in weekends.

#### Duration of the Course:

Total Course Duration will be 6 months including practical assignments

## Teaching Methodology

1. The delivery of the course shall be through e-mode.
2. The students will be provided the Log-In ID and Password for the e-learning platform of GTU. The course content will be available in form of study material, presentations, video and pre-recorded lectures.
3. Student may also request for the online interaction with concerned faculty through skype/google hangout for resolving the learning difficulties by taking prior appointment.
4. The group of the students may also request to arrange a contact class in any of the weekend – once in a month to resolve the learning difficulties if any.

## Course Assessment (Certificate Course)

1. The course carries total marks of 500.
2. There will be four modules and one Industry Defined Case Study (IDCS), each of 100 marks.
3. At the end of each module, student will have to submit the assignments (online) and will appear in online quiz – each of them will have 50% weightage (50+50=100 marks).
4. At the end of all four modules, there will be a common assignment in form of IDCS of 100 Marks.

## Passing Criteria

The passing criteria for the course is 50%.

## SUBJECTS COVERED IN ABGP

### Module I

Subject Name	Sub Code
Business in China/Central Asia/West Asia/East Asia (B-C-CWE-A)	ABGP – 001

### Module II

Gandhian Philosophy for Managing Business (GPMB)	ABGP- 002
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### Module III

Indian Business: Systems and Policy Formulation (IB-SPF)	ABGP - 003
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### Module IV

Immersion study of Social Business (ISSB)	ABGP - 004
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## Procedure for Application

1. Fill in the online Expression of Interest Form (EOI)
2. Shortlisted Candidates will be contacted through e-mail for submitting the application form along with the required documents.
3. After verifying the documents, the candidates will be informed to submit the respective fees through online mode.
4. The participants will be enrolled for the course starting from April 2016

## Expression of Interest Form

<http://tinyurl.com/gtuasian>

**Last date for registration is 27<sup>th</sup> March 2015**

# About GTU's Management PG Research Centres:

## Centre for Global Business Studies:

### About CGBS:

**Purpose:** established to construct a coherent global perspective in Management education and research

### Focused region for the study:

- North America
- Europe
- South America and Caribbean countries
- Africa
- Middle East
- Central Asia
- East Asia
- Pacific Countries & South Asia.

### Activities:

- Promotes the research work in field of business management
- Facilitates the foreign study programs across the branches
- Expanding the scope by tie-up with foreign universities.
- Internationalization of the university in all possible areas

### Mission of CGBS:

- Attracting scholars in field of education and research
- Internationalization of the faculties and students
- Creating an eco-system for innovation - leveraging academic and industrial research for global business studies
- Fostering entrepreneurship through global business studies.
- Becoming a hub for global business research to help academia and industry

### International Students at GTU:

**321 students from 41 countries of the world are studying full-time courses at GTU.**

## 'INDO-EAST ASIAN STUDY CENTRE'

Asia has a major influence on world culture and the world's economy. Countries such as Russia, China, Japan and India produce products and services that are used by every nation in the world. Asia is also abundant in natural resources. Oil in the Middle East is a major supplier of much of the world's energy. The 'Indo-East Asian Study Centre' fulfils the need for an authentic center of study and information about East Asia in India. It hosts visiting Professors, Writers, Creative Artists, Media Personalities, Diplomats, Statesmen and delegations from Universities and Industries. It also helps businesses in East Asia to establish mutually beneficial interactions with businesses in Gujarat/ India.

## Center for Governance Systems (CGS):

### About the CGS:

GTU has started working on a Monitor for Good Governance, which will make it possible to objectively determine how well the governance systems are working. It is initiating studies in the field of Governance System in Businesses, Industries, Universities, Hospitals, NGOs and Governments. So that it might be able to help organizations improve their working through new policies or modifying existing policies and protocols and through creating or modifying management structures.

### Objectives of CGS:

- To make the students/researchers/practitioners aware about the Governance practices.
- To take up joint research projects with foreign universities.
- To study, research and train managers in effective governance practices.
- To compare the governance system of Indian industry/sector/business with their developed nations' counterparts and to develop the governance models.

## Centre for Business Ethics & CSR:

### Vision:

Instrumental in creating and maintaining trust

Promoting practices based on principles of Ethics and behaviour, driven by human values.

### Mission:

Develop and Provide systems and procedures for training 'Minds' of people in such a way that they become capable of thinking ethically and an environment with mutual understanding is created in every organization

Every individual may be able to reach his/ her optimum capability for harmoniously moving together towards achieving the larger objectives of the organization.

## Centre for Financial Services:

### Objectives:

- To offer training and education in the area of financial services and other areas of finance and economics by conducting long and short term courses.
- To conduct various in-house and external research projects in the area of financial services and other areas of finance and economics.
- To provide consultancy/advisory to the external bodies/institutes in the area of financial services and other areas of finance and economics.

## Centre for Marketing Excellence:

Centre for Marketing Excellence is the dedicated centre to look after the research work in field of Marketing area. The Centre for Marketing Excellence has initiated vary reputed projects namely, **Kotler's Incubator for Ayurveda Medicines**. Kotler's Incubator for Ayurvedic Medicines is a part of the World Marketing Summit (WMS) initiative, started by the World's most influential Marketing Guru Professor Philip Kotler. Professor Kotler has initiated the concept of incubator and has set up WMS. The Centre is also very active in application based research projects funded by private limited companies, statutory bodies and government organizations; in niches of Governance in Marketing, Sales and Logistics Management, Brand Management, Product Management, Product / Service Promotions, Market Segmentation and Consumer Behavior and other related aspects in Marketing Management.

**For More details on GTU's Management PG research Centre, Kindly go through the following web link:**

<http://gtupgcenters.edu.in/>

### Course – Coordinators

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### Faculty Members at GTU:

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# GUJARAT TECHNOLOGICAL UNIVERSITY

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