





**Report on Participative Learning (MBA 2nd Year)**

<b>Title of Activity*</b>	<b>Group Discussion on the topic "Entry Strategies for International Marketing"</b>
<b>Values</b>	
<b>Learning Outcomes</b>	<ul style="list-style-type: none"> <li>• The participative nature of the discussion allowed participants to share diverse perspectives based on their cultural backgrounds, academic knowledge, and professional experiences. This diversity enriched the dialogue and provided nuanced insights into the complexities of international marketing.</li> <li>• Students were actively engaged throughout the discussion, asking questions, challenging assumptions, and proposing alternative strategies. This active participation enhanced their understanding of the subject matter and stimulated critical thinking.</li> <li>• The group discussion facilitated a robust exchange of knowledge and ideas among students. By sharing their experiences and expertise, participants gained valuable insights into different entry strategies and their implications for international market expansion.</li> <li>• The discussion also served as a platform for collaborative problem-solving. Students collectively addressed challenges associated with international market entry, such as cultural barriers, regulatory constraints, and competitive dynamics, fostering creativity and innovation in strategy formulation.</li> <li>• Through participative engagement, students developed a deeper understanding of entry strategies for international marketing. They gained practical insights into the decision-making process involved in selecting the most suitable entry mode based on various situational factors.</li> </ul>
<b>Organized by (Dept./ Centre/ Cells/Clubs/ Committees Name)*</b>	Department of Management Sciences (MBA)
<b>Program Theme*</b>	
<b>External Expert / Internal Expert</b>	Ms. Meenakshi Azad

<b>Date*</b>	28-02-2024
<b>Time*</b>	11.30-12.30
<b>Venue</b>	Room No-1408, PG Building, TIAS
<b>Poster/Flyer/Notice*</b>	
<b>Social media link</b> (promoting in any one Facebook/Instagram/Twitter is mandatory)	NA
<b>No. of Students*</b> (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)	09
<b>No. of Faculty*</b> (only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)	01
<b>No. of External Participants (students + faculty)</b> [write NA if not applicable]	NA
<b>(Geotag) Photograph*</b>	
<p>Photograph of the Event with the Caption</p>	 <p>The Faculty is informed to the students about the topic</p> <p>Students are dicssing their views about that given topic of GD</p>



Students described their point on given topic through presentations

**Report: Description in (min 250 to max 800 words)\***

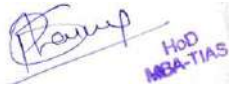
This report presents the outcomes of a group discussion focused on identifying and analyzing entry strategies for international marketing. The discussion aimed to explore various approaches and considerations for businesses seeking to expand their presence in global markets. Through collaborative problem-solving, the group addressed key challenges and formulated strategic recommendations for effective international market entry.

**Group Composition**

The group comprised diverse members with expertise in marketing, international business, finance, and strategic management. Each member brought unique perspectives and insights to the discussion, contributing to a comprehensive exploration of entry strategies for international markets.



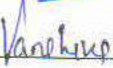
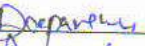


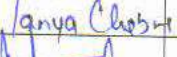


**Findings of Activity**

The group discussion on entry strategies for international marketing provided valuable insights and recommendations for businesses seeking to expand their global footprint. By leveraging diverse perspectives and expertise, the group identified key considerations and formulated strategic approaches to navigate the complexities of international markets effectively. Implementing the recommendations outlined in this report can enhance the likelihood of success and sustainability in international market expansion efforts.

<b>Recourse Person Profile</b>	NA
<b>Attendance Sheet*</b>	Attached at the end of Report
<b>Feedback</b>	Sample feedback Attached at the end of Report
<b>Report Submitted by Convener (write faculty coordinator name)</b>	
<b>For Office Use</b>	
<b>Signature of Event Coordinator</b>	<b>Signature of School/Department Head</b>  (With Seal)
<b>List of Beneficiary</b>	

List of Students and Feedback

List of Participants

S.No.	Name of Student	Enroll No.	Signatures	Average	Good	Excellent
1	SHRUTI JAIN	36117003922			<input checked="" type="checkbox"/>	
2	GOURAV GOYAL	35321303922			<input checked="" type="checkbox"/>	
3	VANSHIKA	00417003922			<input checked="" type="checkbox"/>	
4	DEEPANSHU MITTAL	35617003922				<input checked="" type="checkbox"/>
5	AYUSHI TIWARI	35621303922				<input checked="" type="checkbox"/>
6	DEEPANSHU CHHABRA	35717003922			<input checked="" type="checkbox"/>	
7	TANYA CHHABRA	35521303922				<input checked="" type="checkbox"/>
8	MUSKAN GUPTA	35917003922				<input checked="" type="checkbox"/>
9	TANISHKA	36017003922				<input checked="" type="checkbox"/>