



**MANIPAL UNIVERSITY
JAIPUR**

MUJ/Q&C/021/F/1.01

Event Report Format



**MANIPAL UNIVERSITY
JAIPUR**

FACULTY OF MANAGEMENT & COMMERCE

SCHOOL OF BUSINESS & COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

How the e-Commerce Market Works?

14 September 2023

Dr Narendra Singh Bhati

HoD, BBA



Content of Report

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1. Introduction of the Event

In today's fast-moving business world, mergers have become a popular way to grow and increase competitiveness. However, making a merger successful is easier said than done, and many of them don't go as planned. That's why we're excited to welcome our guest of the day, Mr. Nikhil Bansal. He's a seasoned industry veteran who has a ton of experience in corporate strategy, mergers and acquisitions, and organizational dynamics. Mr. Nikhil Bansal has helped numerous organizations navigate the complexities of mergers and acquisitions.

2. Objectives of the Event

This event aims to help participants understand why corporate mergers often fail. It will explore the different factors that contribute to failed mergers and provide valuable insights into the challenges organizations face when attempting to merge. Attendees will learn about critical aspects that require careful consideration.

2. Beneficiaries of the Event

Students of BBA final year.

3. Details of the Guests

Mr. Nikhil Bansal, Program Manager, Booking Holdings (NASDAQ:BKNG)

4. Brief Description of the event

Corporate mergers can seem like a great way to boost growth and create synergies, but they often run into unexpected problems and fail to deliver the desired results. This event is intended to explore the root causes of merger failures by examining real-world cases and expert analysis. Cultural Clash: Explore how differences in corporate culture can create friction, hinder collaboration, and ultimately contribute to the failure of a merger. Strategic Missteps: Examine the strategic decisions that can go awry, from inadequate due diligence to overestimating synergies, and understand their impact on the overall success of a merger. Leadership Challenges: Investigate the role of leadership in steering a merger and the consequences of ineffective communication, highlighting the critical need for strong and strategic leadership. Post-Merger Integration Issues: Delve into the complexities of integrating disparate systems, processes, and teams, uncovering the hurdles that organizations often face in the post-merger phase. External Influences: Consider the impact of external factors such as economic downturns, market shifts, and unforeseen events on the trajectory

of a merger, and strategies to navigate these influences.

5. Program Scheme

7. Lecture Plan

Lecture No.	Topics	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
1	Introduction and Course Hand-out briefing	To acquaint and clear teachers expectations and understand student expectations	Discussion	NA	NA
2	International Business: Introduction	Basic understanding of International business	Lecture	BB3101.1	In Class Quiz
3	International business: Scope, Nature, Characteristics	Explain the concept, nature, scope of International business	Lecture & Discussion	BB3101.1	In Class Quiz Mid Term I End Term
4	Competitive Advantages and Disadvantages of International Trade	Describe the advantages and disadvantages of international business to host country and foreign country.	Lecture & Discussion	BB3101.1	Home Assignment Mid Term I End Term
5	Theories of International Trade	Explain the inception and reason of International Trade	Lecture	BB3101.1	In Class Quiz Mid Term I End Term
6-7	Classical Theories of International Trade	Explain the concept of Mercantilism, Absolute advantage, Comparative cost	Lecture & Case Study	BB3101.1	Class Quiz Mid Term I End Term



		advantage			
8-9	Modern Theories of International Trade	Describe the concept of H-O Theory PLC, Porters diamond Theory	Lecture & Discussion	BB3101.1	Class Quiz Mid Term 1 End term
10	Tariff and Non-tariff barriers in trade	Describe the barriers in trade	Lecture	BB3101.2	Class Quiz Mid Term 1 End Term
11-12	Modes of Entering in International Business	Describe the concept of Contract manufacturing, direct and joint ventures, contract marketing	Lecture & Discussion	BB3101.2	Class Quiz Mid Term I End Term
13	Difference between Licensing and Franchising	Explain the concept of licensing and Franchising	Lecture & Discussion	BB3101.2	Class Quiz Mid Term I End Term
14-15	Foreign Direct Investment and FPI	Explain the meaning and types of foreign direct investment	Lecture & Discussion	BB3101.2	Class Quiz Mid Term I End Term
16-17	Mergers and Acquisition	Describe the concept of merger and acquisition in Indian context	Discussion and practical	BB3101.2	Class Quiz Mid Term I End Term
18	Globalization	Describe the Importance of globalization and its impact on the economy	Lecture & Discussion	BB3101.2	Class Quiz Mid Term I End Term
19	Multinational Organisations	Elaborate the Difference between global, international, multinational and transitional companies.	Lecture & Discussion	BB3101.2	Class Quiz Mid Term I End Term
20-21	International Organisation - WTO	Explain the structure and functions of WTO	Lecture & Discussion	BB3101.3	Class Quiz Mid Term I End Term
22-23	World Bank	Explain the	Lecture	BB3101.3	Class Quiz



	and IMF	structure and functions of World Bank and IMF			Mid Term I End Term
24	EXIM Bank	Explain the structure and functions of EXIM BANK	Lecture	BB3101.3	Class Quiz End Term
25	ECGC and Export Promotion	Explain the functions of ECGC and export promotion			
25-27	International human resource management	Explain the concept of Polycentric, Ethnocentric, Geocentric, Regio centric	Lecture	BB3101.3	Class Quiz End Term
28	Process, Documentation for entering International Market	Brief about process and documentation required in International market	Lecture	BB3101.3	Class Quiz End Term
29	International Marketing Intelligence	Describe the concept of International marketing intelligence	Discussion	BB3101.3	Class Quiz End Term
29-30	Integration between countries	Discuss the various trading blocs	Lecture, Case Study	BB3101.4	Class Quiz End term
31-33	Balance of payments	Explain the concept of balance of payments	Lecture & Discussion	BB3101.4	Class Quiz End term
34-35	Foreign exchange	Explain the term fixed and flexible exchange rate	Lecture & Discussion	BB3101.4	Class Quiz End Term
36-37	Purchasing Power Parity	Explain the concept of Purchasing power parity	Lecture & Discussion	BB3101.4	Class Quiz End Term
38-39	Problem solving	Discuss the doubts related to the topics.	Lecture & Discussion	BB3101.4	Class Quiz End Term

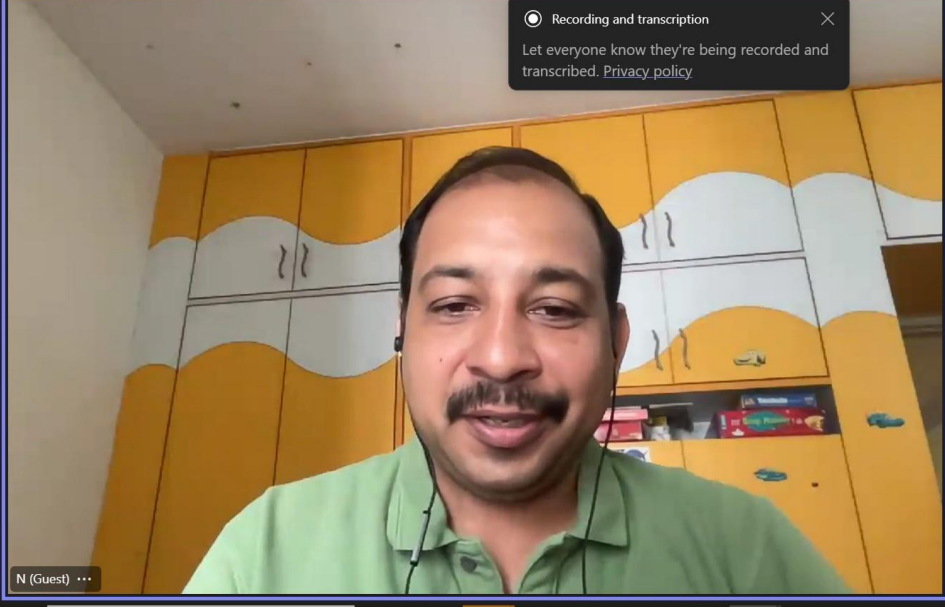
8. Screenshots of the event

Industry Expert Session on " Why Mergers Fail"

26:44

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Recording and transcription
Let everyone know they're being recorded and transcribed. [Privacy policy](#)



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DB [BBA-001-2...]

Diya Bajaj [...]


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Industry Expert Session on " Why Mergers Fail"

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DV

Why Mergers Fail

1 Value Destruction	7 Lack of Management Plan
2 Unrealistic Expectations	8 Hidden Financial Problems
3 Lack of Communication	9 Limited Involvement of Management
4 Overpaying	10 Culture Issues
5 Poor Integration Process	11 High Recovery Costs
6 Misunderstanding the Company	12 Operational Challenges

N (Guest) - +

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Megna Sharma [B.COM (HONO...]

Pratham Lakhaiyar [B.COM (HO...]

Pratyush Naraniwal [B.COM (HO...]

Priyanshi Thanvi [B.COM (HONO...]

Puneet Vachhani [B.COM (HONO...]

Raunaq Anand [... (External) External

Shreya Rastogi [B.COM (HONOU...]

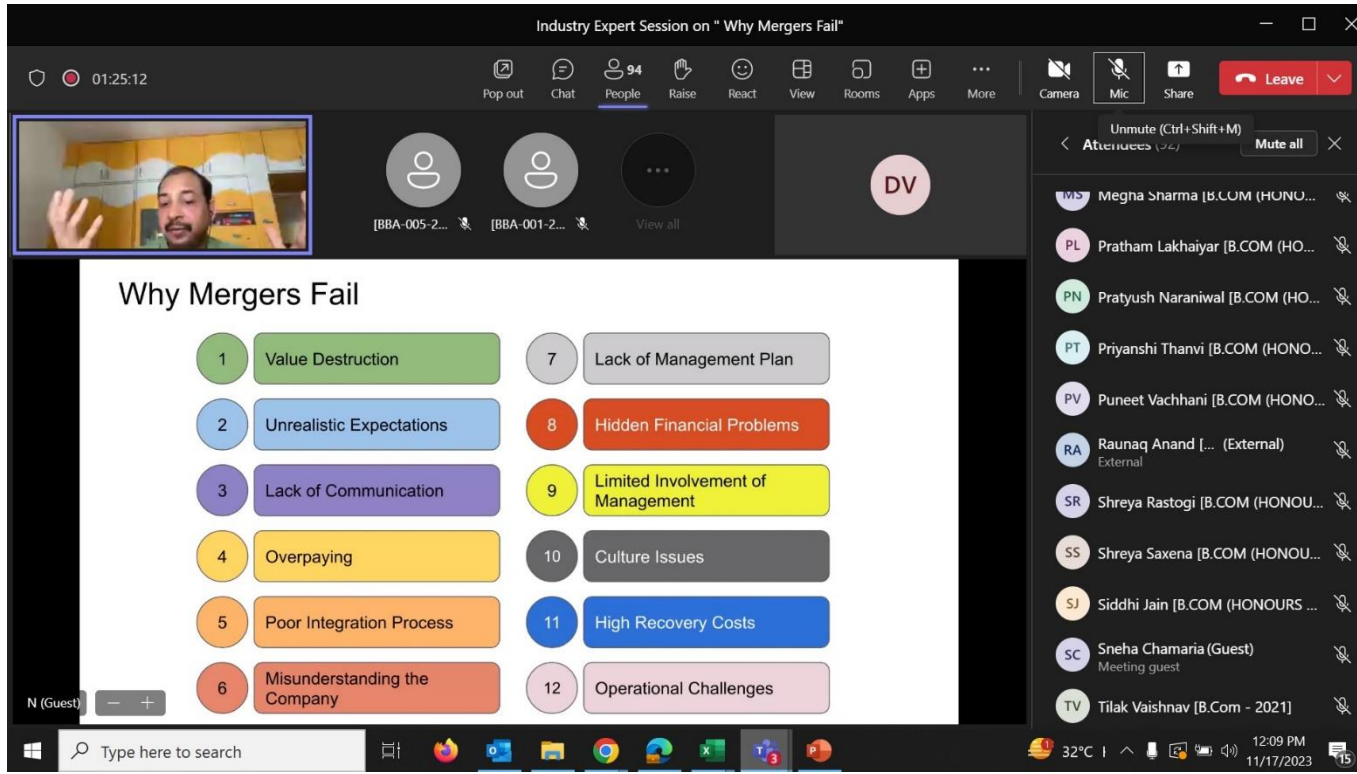
Shreya Saxena [B.COM (HONOU...]

Siddhi Jain [B.COM (HONOURS ...]

Sneha Chamaria (Guest) Meeting guest

Tilak Vaishnav [B.Com - 2021]

32°C 12:09 PM 11/17/2023



Industry Expert Session on " Why Mergers Fail"

01:25:12

Pop out Chat People 94 Raise React View Rooms Apps More Camera Mic Share Leave

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MS Megha Sharma [B.COM (HONO...]

PL Pratham Lakhaiyar [B.COM (HO...]

PN Pratyush Naraniwal [B.COM (HO...]

PT Priyanshi Thanvi [B.COM (HONO...]

PV Puneet Vachhani [B.COM (HONO...]

RA Raunaq Anand [...] (External) External

SR Shreya Rastogi [B.COM (HONOU...]

SS Shreya Saxena [B.COM (HONOU...]

SJ Siddhi Jain [B.COM (HONOURS ...]

SC Sneha Chamaria (Guest) Meeting guest

TV Tilak Vaishnav [B.Com - 2021]

Why Mergers Fail

- 1 Value Destruction
- 2 Unrealistic Expectations
- 3 Lack of Communication
- 4 Overpaying
- 5 Poor Integration Process
- 6 Misunderstanding the Company
- 7 Lack of Management Plan
- 8 Hidden Financial Problems
- 9 Limited Involvement of Management
- 10 Culture Issues
- 11 High Recovery Costs
- 12 Operational Challenges

N (Guest)

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32°C 12:09 PM 11/17/2023

9. Brochure of the event



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JAIPUR



MANIPAL
UNIVERSITY JAIPUR
University under Section 2(f) of the UGC Act



**SCHOOL OF BUSINESS AND COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION
DEPARTMENT OF COMMERCE
IN ASSOCIATION WITH
FINANCE CLUB
IS ORGANIZING
INDUSTRY EXPERT LECTURE
ON
"WHY MERGERS FAIL"**



MR. NIKHIL BANSAL

*Program Manager,
Booking Holdings
(NASDAQ: BKNG)*

17 NOVEMBER, 2023

11:00AM-1:00PM

VENUE: MS Teams

Page

CONVENERS: DR SUHASINI VERMA & DR JEEVESH SHARMA



10. Attendance of the

S.No.	Registration Number	Student Name
1	210801010	DHRUV ARORA
2	210901018	PRATHAM CHOUDHARY
3	210901022	ISHAAN SINGH GILL
4	210901023	ROHAN MITTAL
5	210901039	RISHU GOYAL
6	210901043	HARSH KARNANI
7	210901057	AKSHAT CHOUDHARY
8	210901062	SANJAY KUMAR DHAKER
9	210901079	RAGHAV JAKHAR
10	210901081	GAUTMI RATHORE
11	210901084	SAHIL JAIN
12	210901120	MANAV PILANIA
13	210901128	JAYATIRAJ SINGH
14	210901129	VISHWANATH JHA
15	210901133	ALOK MEHTA
16	210901139	DHRUV YADAV
17	210901146	ISHITA RAJPAL
18	210901156	SARVAGYA YADAV
19	210901162	GARV GANDHI
20	210901170	MAYANK TYAGI BHARDWAJ
21	210901172	PARTH NAGPAL
22	210901202	HRIDYANSH RAMAWAT
23	210901203	RITIK KUMAR
24	210901204	AKSHAT MUJAWDIYA
25	210901214	CHAHAT JOSHI
26	210901215	DHRUV GOYAL
27	210901219	RAHUL JAIN
28	210901228	HARSHVARDHAN SINGH RATHORE
29	210901229	DHRUVI CHOUDHARY
30	210901242	SANSKRITI VERMA
31	210901252	DEVESH KUMPAWAT
32	210901256	DHRUV VERMA
33	210901262	ATUL DANGARH
34	210901267	TARUN AGARWAL
35	210901269	UJJWAL CHOUDHARY
36	210901275	MAHAK NAGORI
37	210901284	AYUSH KUMAR
38	210901289	PRIYANSHU GODARA
39	210901308	MADHAV SOOD
40	210901318	DIVYANSH BUCHA



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41	210901321	BHAVYA VIJAY
42	210901327	ANSHUMAN SINGH SHEKHAWAT
43	210901341	KANIKA MAHAJAN
44	210901344	ANSH RAJ
45	210901350	RAHUL DHAKER
46	210901352	SIDDHARTH AGRAWAL
47	210901357	VISHAL AGARWAL
48	210901359	UJJWAL SITLANI
49	210901362	SHUBH AGARWAL
50	210901363	JAYANT KACHHAWA
51	210901367	RAGHAV GUPTA
52	210903063	ESHANK KUNTAL

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