



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

“Modes of Entering in International Business”

Date: 30th September, 2023

Dr Narendra Singh Bhati

HoD, BBA



Content of Report

1. Introduction of the Event
2. Objective of the Event
3. Beneficiaries of the Event
4. Details of the Guests
5. Brief Description of the event
6. Program Scheme
7. Lecture Plan
8. Photographs
9. Brochure or creative of the event
10. Attendance of the Event
11. Link of MUJ website



1. Introduction of the Event

The curriculum-based industry expert lecture was conducted on “Modes of Entering in International Business”. In this era of globalization, when companies want to expand the business beyond the national boundaries, it is important to learn what are the modes of entering in international business.

2. Objective of the Event

The objective of the guest lecture was to make students aware of the different modes of entering international business and the associated features of all the modes.

3. Beneficiaries of the Event

Students of BBA.

4. Details of the Guests

Mr. Pranav Vasistha- Entrepreneur, Author, Investor- Privero healthcare LLP

5. Brief Description of the event

Mr. Pranav Vashitha addressed the students on “Modes of Entering in International Business”. In this interactive session, Mr. Pranav described the different modes through which a company can start/establish the business offshore. He also discussed the pros and cons associated with different modes.

6. Program Schedule

Date: 30th September, 2023

Timing: 11:00 AM - 1:00 PM

7. Lecture Plan

Lecture No.	Topics	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
I	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 advantage	Lecture & Case Study	BB3101.1	Class Quiz Mid Term I End Term
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 I End term
10	Tariff and Non-tariff barriers in trade	Describe the barriers in trade	Lecture	BB3101.2	Class Quiz Mid Term I 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	Discussion and practical	BB3101.2	Class Quiz Mid Term I

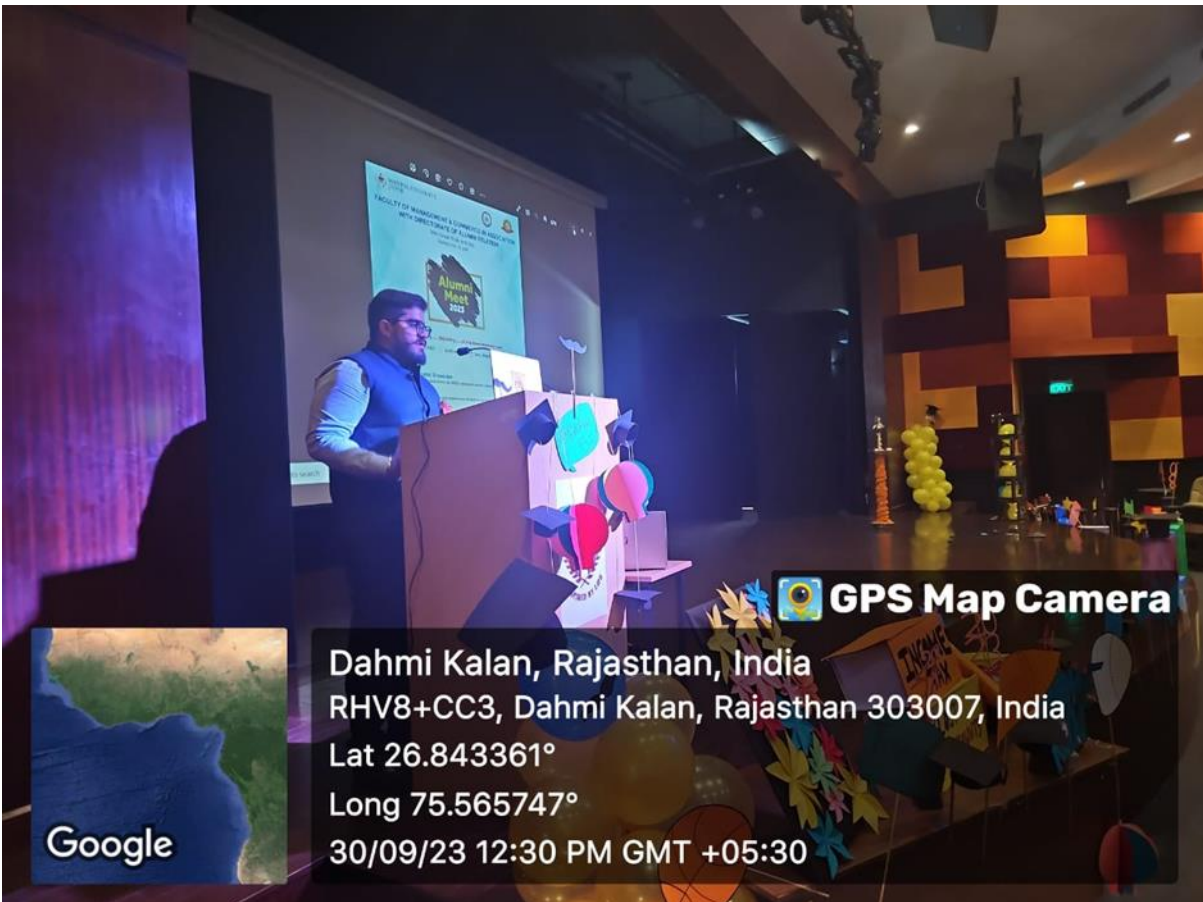


		merger and acquisition in Indian context			End Term
18	Globalization	Describe the Importance of globalization and its impact on the economy	Lecture & Discussion	BB3101.2	Class Quiz Mid Term I End Term
19	Multinational Organisations	Elaborate the Difference between global, international, multinational 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 and IMF	Explain the structure and functions of World Bank and IMF	Lecture	BB3101.3	Class Quiz 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	Lecture & Discussion	BB3101.4	Class Quiz End term



		balance of payments			
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





9. Brochure of the event

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

Faculty of Management & Commerce
Department of Business Administration

Organized Industry Expert Session
On
Modes of Entering in
International Business

 **Keynote Speaker:**
Mr. Pranav Vasistha

Date: September 30th, 2023
Time: 11:00 AM - 01:00 PM

Convener:
Dr. Suhasini Verma



10. Attendance of the Event

S.No.	Registration Number	Student Name
1	200901189	SANJAY SUKHIJA
2	210901006	VANSH BOTHRA
3	210901009	NEERAJ DHAKAR
4	210901010	MEHAK ARYA
5	210901020	VANI KAPOOR
6	210901024	VAIBHAV SANGWAN
7	210901027	AKSHITA MANUEL
8	210901029	KRISHNA GUPTA
9	210901030	MANSI BAGARIA
10	210901037	CHAITANYA BHAT
11	210901042	KRISHNA MASHRU
12	210901045	ARYAMAN RATHORE
13	210901046	BHAVYA KHANDELWAL
14	210901052	NIMISH LAMBA
15	210901072	HITEN KAMAL MUNIYAL
16	210901078	MITR SHARMA
17	210901088	SWASTIK TAK



MANIPAL UNIVERSITY JAIPUR

18	210901092	SHOBIT JAIN
19	210901095	AKASH PAREEK
20	210901107	HARDIK RATHORE
21	210901109	JAHANVI AGARWAL
22	210901112	TEJASHWINI VENKATA JOSHI
23	210901114	NAVAL KISHOR ACHARYA
24	210901118	MANAN VYAS
25	210901119	RAM DARSHAN SUTHAR
26	210901121	MRADUL BANSAL
27	210901123	SAYAM SAHIJWANI
28	210901125	HARSH DEORAH
29	210901131	LOKESH SHARMA
30	210901134	DEVANSHI DHIR DERAVARIYA
31	210901135	RAUNAK TIBREWAL
32	210901137	MANUSHREE PRATEEK
33	210901141	SHUBHAM JANGID
34	210901147	KUSH BHARDWAJ
35	210901154	LOUKIK PRADEEP CHHAJER
36	210901164	HRISHITA SINGH CHARAN
37	210901165	PARVEZ ALI
38	210901171	SACHIN GURNANI
39	210901176	PULKIT JAIN
40	210901187	HIMANSHEE GANGWANI
41	210901188	ROHAN SINHA
42	210901191	MOHD MUSTKEEM KHAN
43	210901198	TANISHKA GARG
44	210901199	DEEPENDRA SINGH KACHHWAHA
45	210901208	MISHU MATHUR
46	210901223	DAKSH YADAV
47	210901233	RAVI RAJESH MEEL
48	210901243	JAISMEEN TANSUKHANI
49	210901247	VIBHA JAIN
50	210901249	RASHIKA BANSAL
51	210901260	BHUVAN RAIDANI
52	210901287	DAKSH RAJ SINGH



MANIPAL UNIVERSITY
JAIPUR

Dr Narendra Singh Bhati

HoD, BBA