

**Title of the Activity:** Global Product Adaptation Challenges**Objective of the Activity:**

The objective of this activity was to provide MBA students with practical insights into the strategic and operational challenges involved in adapting products for global markets. The session aimed to explore how companies tailor their products to meet the diverse needs of international consumers, considering cultural, regulatory, and economic differences.

**Number of Participants:** 25

**Learning Outcomes:**

- Understood the importance of product adaptation in global marketing.
- Identified key challenges such as cultural preferences, legal constraints, and local competition.
- Analyzed case studies highlighting successful and unsuccessful product adaptation strategies.
- Developed a strategic mindset toward international market entry and localization.

**Feedback from Learners:**

MBA students found the session highly engaging and relevant to their curriculum in international marketing and strategic management. They appreciated the use of real-world examples and interactive discussions, which enhanced their conceptual clarity and practical understanding.

**Title of the Activity:** Global Team Management**Objective of the Activity:**

This activity aimed to expose MBA students to the complexities of managing teams in a globalized business environment. The focus was on understanding cultural diversity, communication barriers, leadership styles, and virtual collaboration techniques essential for effective global team management.

**Number of Participants:** 25

**Learning Outcomes:**

- Understood the impact of cultural differences on team dynamics and performance.
- Gained insights into conflict resolution strategies in multicultural teams.
- Explored tools and practices for virtual collaboration across time zones.
- Developed leadership and communication skills suited for international team settings.

**Feedback from Learners:**

MBA students found the session highly relevant to modern workplace challenges. The discussion on cross-cultural sensitivity and case-based activities helped them visualize real scenarios in multinational organizations. Students appreciated the interactive nature of the session and requested more such sessions linked to international HRM and leadership.