Activity 2 (**Research and Prepare Growth Trajectory of a Global Corporation)**

Course: Global Strategic Management

Activity Title:

Research and Prepare a Timeline Highlighting the History and Key Milestones of a Global Company

Objective of the Activity:

The objective of this activity is to encourage students to conduct independent and collaborative research to trace the growth trajectory of a global corporation. By preparing a visual timeline, students will critically explore key events, strategic decisions, expansions, mergers/acquisitions, and innovation milestones that contributed to the company's global footprint.

Number of Participants:

20–25 MBA- International Business Students (divided into 4–5 groups)

Learning Outcomes:

By the end of the activity, students will be able to:

1. **Understand** the chronological evolution of a multinational company.
2. **Analyze** strategic decisions that shaped the company's growth and global expansion.
3. **Identify** key inflection points, such as product launches, market entries, or leadership changes.
4. **Evaluate** the role of innovation, branding, and strategic alliances in scaling globally.
5. **Present** insights in a concise, visual format enhancing data visualization and storytelling skills.
6. **Develop** teamwork, research, and communication skills through group collaboration.

Format of the Activity:

- **Duration:** 50–60 minutes
- **Step 1:** Group allocation and company selection (5 mins)
- **Step 2:** Research and Timeline Preparation (30–40 mins)
- **Step 3:** Group Presentation (5–7 mins per group)
- **Step 4:** Peer Review and Instructor Feedback (10 mins)

Suggested Global Companies (for timeline preparation):

- Apple Inc.
- Toyota Motor Corporation
- Unilever

- Samsung Electronics
- Amazon
- Coca-Cola
- Microsoft
- Nestlé

Feedback from Learners:

Collected through informal discussion:

- Some of students said the activity helped them connect theory with real-world corporate practices.
- Some students felt more confident in understanding strategic business growth.
- Students appreciated the visual nature of the activity, which made it easier to remember key facts.
- Suggestions included using infographic tools (like Canva) and adding a comparative analysis across companies.