

ACTIVITY REPORT

Name of the activity	Value Added Course Foreign Direct Investment Trends on Global Economies	Date	22 nd -26 th Nov,2021
Name of the Moderator	Dr. Abhishek Anand	Time	10:00 am-4:00 pm (IST)
Name of the Resource Person	Dr. Yuhana Astuti	Mode	Virtual through ZOOM
Nature of the activity	Value Added Course	Program & Batch	BBA and BA(Eco.) 3 rd Semester
Number of students participated	35	Academic Session	2021-22

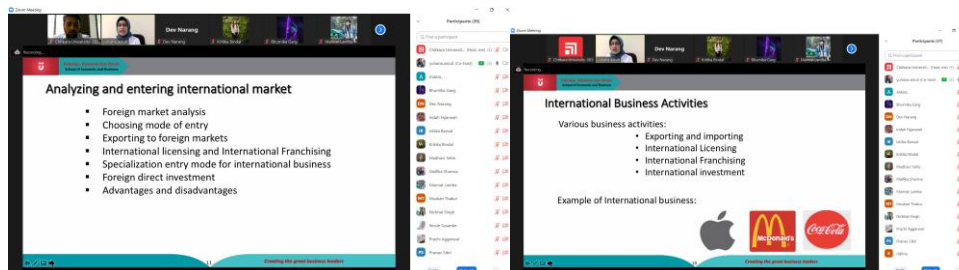
About the Activity

. Under the topic basic concepts such as globalization, FDI, their impact and forces behind the need of globalization were included. Dr. Yuhana Astuti described the aspects identified by IMF behind globalization, its challenges linked to environment because of globalization and how the literature subdivides globalization. The examples of multinational companies such as Apple, McDonald’s and Coca Cola gave much clearer idea about the companies doing their businesses globally, analyze the target market, choose the mode of entry in other country for businesses and compete to domestic firms in the host country. Another topic discussed was International Strategic management in Global Businesses. Under this the formulation, implementation and execution along with Strategic management model and steps for developing it were being discussed. The importance of Vision and Mission statements, value chain analysis, strategic goals and its challenges were being explained. SWOT analysis of MC Donald’s was being undertaken to explain distinct features and factors such as language, basic question like how to sell, produce, acquire resources, etc., to be considered before going global. In this context a list of examples of Indian companies in Indonesia was also discussed. Dr. Yuhana also discussed Foreign Direct Investment in Global Economies. Modes, influencing factors, importance and barriers of FDI were being explained. Conceptual theories regarding going international were being discussed. Types of FDI, its advantage, spillovers and trends of FDI in Asia were basically being discussed through graphs and empirical data.

Aligned Activity Outcomes with Objectives

Activity Objectives	Activity Outcomes
1.To understand the concept of Globalization	The students were able to understand the concept of globalization
2.To understand the role and functioning of IMF	The students were able to explore the working and importance of IMF
3. To gain better better understanding of why companies are going global	The students gained better understanding with real life examples on why companies are going global

GLIMPSES OF THE ACTIVITY



Dr.Yuhana Discussing global issues in her session

