

VIDYABHARTI TRUST COLLEGE OF MCA-MBA

STRATEGIES FOR GLOBALISATION BY MR.UJJAVAL SHAH



- Vidyabharti College of master in computer application-MBA had arranged the expert session on strategies to globalization. The speaker of the Expert talk was Mr.Ujjaval Shah working as International Business Head at Godrej & Boyce manufacturing company.130 Students of FYMBA and SYMBA Had attended the seminar.
- The seminar was started by giving introduction of speaker, welcoming the speaker. After welcoming the speaker the session was handover to the speaker. The session was started by 1:40 PM On Tuesday 26 Oct 2021.

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- The speaker of the event had enlighten the students for making the strategies how can they cop up with global companies strategies and how can they make an effective strategies for entering into the new market.
- He had guided the students that before entering in the foreign market which points should be analyzed, so that you can succeed with the strategies.
- The speaker had guided that points should be taken into mind for attracting the new customers, for sustainability in the market and what analysis you need to do before entering in the new market.
- The expert lecture was very impactful for the students as the knowledge was shared about how you can make an effective strategies for entering in new market.
- The expert lecture was more impactful as it was an interactive session. At the end of the expert the question of the students was solved and discussed by the speaker. We wish that this type of interactive session should be continued to be organized which will help to enhance the skills of the students.