

## GLOBAL OPPORTUNITY AND THREAT ANALYSIS

GOTA is not just restricted to organizational visits and attending lectures by Ivy League Faculty members; rather, it gives a good opportunity to explore and understand about various markets and learn about different cultures and people and their tastes and preferences.

In the year 2007, IIPM Ahmedabad took its students to London and Switzerland whereby they got a wonderful opportunity to visit world-class organizations and met eminent personalities. In Switzerland, students were taken to UNOG (United Nations organization), WTO (World Trade organization), and WIPO (World Intellectual Property Organization), to name a few. Students were also taken to Webster University, University of Berne, wherein they were addressed by the Professors of the respective universities. Also, they got an opportunity to interact with professionals from the industry.

On a trip to London, IIPM Ahmedabad students got invaluable exposure to 'Global Management Practices' through lectures taken by industry experts and industrial visits. Luminaries from Lehman Brothers, Real Media, British Telecom, and Misport, to name a few, delivered lectures to students on various contemporary management practices, from the Global perspective. In all, GOTA gives a winning edge to students by giving them an opportunity to learn and understand management from the global perspective.



All smiles...in London



Students in London



GOTA session in progress in London



Students in Switzerland



Where do they want to go? In Switzerland