



# Report Writing

As part of the Intercultural Business Communication course, students were engaged in a one-month live industry project with organizations such as Nurturing Money and Big Dot. The primary assessment was a **structured report**, wherein students documented their industry experience and critically applied intercultural management concepts to real organizational contexts. The report emphasized analysis of cultural dynamics, communication challenges, and managerial insights. This pedagogy strengthened students' practical understanding, reflective thinking, and industry readiness.



**Nurturing Money**

**Digital Marketing & Campus Outreach Analysis Report**

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Short Term Project

**Market Analysis Report**  
for

**BigDot**

In Saudi Arabia  
(The world is just a Big Dot after all)

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# Report Writing

As part of the Intercultural Business Communication curriculum, 15 IB students worked on a **Reputation Management project** for global companies such as Tesla, Audi, and Rivian Automotive Inc.. The project was hosted by Marshall School of Business, USA and involved **cross-cultural teams of five students**, each member representing a different business school from around the world. Students collaborated virtually to analyze brand reputation challenges across geographies and stakeholder groups. The final outcome was a **joint analytical report**, fostering global teamwork, intercultural sensitivity, and strategic thinking in an international business context.



**VBP** VIRTUAL BUSINESS PROFESSIONAL  
**CERTIFICATE OF ACHIEVEMENT**

AWARDED TO  
**Adhwaith Warriar**

in recognition of successful completion of the Virtual Business Professional project that involved over 600 students from 18 universities who worked together in global teams for six weeks in the spring of 2024 and developed a high-quality business report for a client company.

United States United States India United States United States United States Hong Kong United States Japan  
Taiwan Singapore Ukraine Colombia Spain United States United States United States United States

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**VBP** VIRTUAL BUSINESS PROFESSIONAL  
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## Audi Case Analysis



Colin Hensley, Annette Lu, Brianna Vasquez, Isha Srivastava, Arkinizil Pecques



Tesla Inc.

The Driving Innovation: Tesla's Strategic  
Reputation Enhancement Analysis and Plan

By: Connor Jackson, Kobe Wolgramm, Adhwaith Warriar, Linda Carmelo Lestre, Emilio  
Girassani Calle, Andrey Dorman

April 8, 2024

## VBP PROJECT RIVIAN

Group 37

## Media Communication

A guest lecture on Media Communication was delivered by Megha Chaturvedi, providing students with practical insights into effective media messaging, storytelling, and audience engagement. The session enhanced students' understanding of how communication strategies must be adapted across cultural and social contexts, reinforcing the importance of clarity, sensitivity, and impact in media communication. The students designed visual media campaigns on various social issues, and posted on linkedin.





## Assessment on Cross-Cultural Negotiation

As part of the assessment on cross-cultural negotiation, students worked in groups of five to participate in role-based negotiation simulations between organizations from different cultural contexts, such as a Japanese tyre company negotiating terms with MRF, and a German automotive firm negotiating with an Indian supplier. The activity helped students understand cultural differences in negotiation styles, communication, and decision-making, while developing practical negotiation, teamwork, and intercultural communication skills.



## **Assessment on Team Building Activity**

As part of the Group Dynamics Intercultural Business Communication course, students worked in groups to build a strong bridge out of newspapers that could hold 5 kg weight. Students were given a self assessment questionnaire for self reflection before the activity. After the activity, they were asked to do peer assessment and compare how their peers evaluated them on the basis of their contribution while working in team. This activity helped students understand the significance of team work, group dynamics and self-reflection.



## **AI-based Mock Interview Software**

An AI-based mock interview practice software has been introduced as part of LEAD course in which students can do unlimited practice sessions of mock interviews for placement preparation on AI software. This facility has allowed them to prepare better for internship and placement interviews. Also, they get a feedback on the improvement and structuring of their answers better.

Q1

Q2

Q3

Q4

Q5

Q6

Q: Could you tell me something about yourself, your education and projects?

