



Symbiosis College of Arts and Commerce
(An Autonomous College Affiliated to University of Pune)

Subject code		Semester	I	II	III	IV	V	VI	M.Com.	I	II	I	IV
Title of Subject	Dimensions of Business-I General Awareness-2												
Objectives	<p>1. To make students familiarize with the basic of Business and its role and importance in the 21st Century.</p> <p>2. Familiarize students with various concepts that are practically applied in business culture.</p> <p>3. The course aims to provide basic knowledge to the students about the organization and management of business startups.</p> <p>The paper aims to develop in students a proper understanding about importance of creativity and innovation in business.</p>												

Detailed syllabus

Unit	Contents of the syllabus	Number of Lectures
1	<p><u>Title of the topic: Business Organization and its Stakeholders</u></p> <p><u>Contents:</u></p> <p>1.1 Business and its dimensions</p> <p>1.2 Role of business in 21st century</p> <p>1.3 Types of Business Organizations</p> <p>1.4 Stakeholders of business</p> <p>1.5 Conflicts within different stakeholders and its impact on business- ways to overcome conflict.</p> <p>1.6 Owner v/s Manager</p>	14
2	<p><u>Title of the topic: Organizational Culture</u></p> <p><u>Contents:</u></p> <p>2.1 Understanding the concept of culture and its role in Business Organization</p> <p>2.2 How organizational culture emerges /evolves</p> <p>2.3 Factors shaping the Culture of Business organization</p> <p>2.4 Principles of Organization Culture</p> <p>2.5 Ethics in Business (Integrity and Passion)</p>	10
3	<p><u>Title of the topic: Fundamentals Of Business Startup</u></p> <p><u>Contents:</u></p> <p>3.1 Understanding the conceptual framework of startup, companies and a business startup Idea</p>	15

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	3.2 Understanding the fundamental areas of a business startup 3.3 Understanding business plan and its components 3.4 Case studies on various startup companies in India. 3.5 Idea Validation and Startup Eco system.	
4	Title of the topic: Role of Creativity and Innovation in Business: Contents: 4.1 Understanding the concept of Creativity and Innovation, 4.2 Creating and Building Creative and Innovative Business Culture, 4.3 Business Practices adopted to Promote Creativity and Innovation, 4.4 Importance of Creativity and Innovation in Business, 4.5 Challenges Involved in Creativity and Innovation 4.6 Incorporating Case studies to make the concepts and processes Clear. 4.7 Atal Innovation Mission	15
	Total Number of Lectures	54
Suggested Reference Books:		
<ol style="list-style-type: none"> 1) Business Government and Society, A study of Business environment by P.C.Jain and N.K.Jain, Prateeksha Publications. 2) Indian Economy in 21st Century, Kapila Raj and Kapila Uma, Academic Foundation, New Delhi. 3) The Art of innovation by Tom Kelly 4) Innovation and Creativity by Jonne Ceser 5) First, Break All the Rules by Marcus Buckingham 6) The Art of the Start by Guy Kawasaki. 7) Organisational culture and leadership by Edgar H. Schein 8) The Culture code by Daniel Coyle 9) Zero to one by Peter Thiel 		

Learning outcome

- 1) Students will be able collect and analyze data to assess the attractiveness of new business opportunities in regards to the market, the industry, and the team.
- 2) Will help students to understand different innovation and entrepreneurship creativity and their implications.
- 3) Students will be able to define, identify and/or apply the principles of preparing a startup business plan emphasizing financing, marketing, and organizing;
- 4) Students will able examine the influence of organizational culture and processes on organizational effectiveness.

Y. Phukan

