



# SYMBIOSIS COLLEGE OF ARTS & COMMERCE

An Autonomous College | Under Savitribai Phule Pune University

Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

<b>COURSE TITLE</b>	<b>Business Cases</b>
---------------------	-----------------------

**Course Learning Outcomes: On successful completion of the module students will be able to:**

1. **Point 1: Able to appraise the factors responsible for success and failure of an enterprise.**
2. **Point 2: Able to interpret, judge and justify the reasons for success and failure of different types of enterprise.**

**Gist of this course in maximum 3 to 4 lines**

The course is planned to provide students an insight into the motivation and challenges of being an entrepreneur and create awareness amongst students about the practical aspects entrepreneurship through experiential learning along with providing them opportunities to interact with entrepreneurs with varied profiles.

Unit	CONTENTS OF THE COURSE	No. of Lectures
1.	<b>Introduction:</b> 1.1 Factors responsible for success and failure of an enterprise 1.1.1 Failure-product/market, financing, managerial resilience. 1.3 Push and Pull factors 1.4 First generation entrepreneurship, Corporate, Social and Green entrepreneurship - Challenges and strategies 1.5 family business entrepreneurship, women entrepreneurs	12
2.	<b>Family Businesses:</b> 2. 2.1 Understanding Family Business–Changes in structure, management & Leadership 2.2.1 Chitale (Food) 2.2.2 JRD Tata (Diversified Business) 2.2.3 Shiv Nadar (IT sector) 2.2.4 Bajaj Auto (Manufacturing sector) 2.2.5 Kesari Tours (Service sector)	14
3.	<b>New age and first generation entrepreneurs</b> 3.1 Need for emergence of new age entrepreneurs 3.2 BVG hospitality 3.3 Biocon- biopharmaceutical 3.4 Tech start-ups - Ola, Flipkart, make my trip 3.5 Facebook	16
4.	<b>Study of enterprises that failed</b> 4.1 Causes leading to failure: planning, management structure, leadership, adaptability to changing to business environment. 4.2 Kodak 4.3 Pan am 4.4 Subiksha 4.5 Blackberry/Nokia 4.6 Air Deccan/Jet airways	6

<b>5.</b>	<b>Study of five social /eco entrepreneurs</b> 5.1 Causes leading to failure: planning, management structure, leadership, adaptability to changing to business environment.	<b>6</b>
	<b>Total Number of Lectures</b>	<b>54</b>

**Suggested Reference Books:**

1. The New age entrepreneurs by Random house publication
2. Stay hungry stay foolish by Rashmi Bansal
3. Connect the dots by Rashmi Bansal
4. I have a dream by Rashmi Bansal
5. Follow every rainbow by Rashmi Bansal
6. Succeeding as an Entrepreneur, Harvard Business Review.