



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

An Empowered Autonomous College | Under Savitribai Phule Pune University

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

UG Curriculum

PROGRAM	BA	BA(Hon)	B.Com	B.Com(Hon)	M.Com	MA - Eng	MA- Eco	MA- Psy
Tick ✓								

SEMESTER	1	2	3	4	5	6	7	8
Tick ✓								

SPECIALIZATIONS									
BA	Eco	Eng	Psy	Gen					
Tick ✓									
BCOM	Costing	Banking	Entrep	MKT	Fin & Acc	Mgt Acc	HRM	Bus Analytics	Gen
Tick ✓									

Name of the Department	Symbiosis Centre for Liberal Arts
Name of Head of Department	Prof.Dr.Hilda David
Title of the Course	Indian and Global Corporate Sector
Course Code	HS18
Type of Course (New / Revised)	New
Number of Credits	3

Course Outcomes
CO 1: Read and understand corporate map of India and the world.
CO 2: Explain basic concepts of corporate strategies.
CO 3: Examine sectorial understanding of various companies
CO 4: Classify regional brands and companies

DETAILS OF SYLLABUS		
UNIT NUMBER	DETAILS	NUMBER OF LECTURES
1	Concept of Corporate sectors.	5
2	Companies in India and Indian companies.	5



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3	Family owned Business Houses in India and the World.	5
4	Services sector companies.	5
5	Concept of core-competence, diversification, Herd mentality and companies following these strategies.	10
6	Study of Globalization, sectorial analysis of various companies.	5
7	Regional brands and companies	5
8	Concept of managing change	5
	Total Number of Hours	45

Reference List

Suggested Reference Books:

1. Empowering Public sector enterprises in India by Dept. of Public Enterprise.
2. Corporate social responsibility in Indi- B.N. Mandal.
3. Winning Global Markets- Philip Kotler.
4. Strategic Human Resource Management- Anuradha Sharma
5. The political economy of socialism- Horvat, Branko
6. The corporation documentary- Joel Bakan

Prof.Dr.Hilda David

Name and Sign of Head