



Symbiosis College of Arts and Commerce
 (An Autonomous College under Savitribai Phule Pune University)
**INTERDISCIPLINARY COURSE FOR 'DEGREE WITH
 HONOURS' PROGRAMME**

Title of the Course: Indian and Global Corporate Sector

No. of Hours: 45

Course Code: 40308I16

Faculty: Ms.Nidhi Joshi

**Objectives and
 Learning Outcome**

- 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

Teaching Methodology:

1. Classroom teaching
2. Use of audio-visual aids
3. Discussions in class regarding terms and concepts
4. Paper presentation and analysis of the same.

Unit	Contents of the syllabus	Number of Hours
1.	Concept of Corporate sectors.	5
2.	Companies in India and Indian companies.	5
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
Suggested Reference Books: <ol style="list-style-type: none">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 Sharma5. The political economy of socialism- Horvat, Branko6. The corporation documentary- Joel Bakan		