

KLE Society's  
**Lingaraj College, Belagavi**  
(Autonomous)

Department of BBA

**B.B.A. :II Semester**

**CORPORATE INDIA - II**

(w.e.f.2019-20 and Onwards)

<b>Teaching hours per week – 04 :</b>	<b>Maximum Marks</b>	<b>:</b>	<b>100 Marks</b>
	<b>Semester End Examination</b>	<b>:</b>	<b>70 Marks</b>
	<b>Internal Assessment</b>	<b>:</b>	<b>30 Marks</b>

**Course Outcome:**

**At the end of this course students will be able to:**

1. Know the life and times (failure and success stories) of Indian business legends whose out of the box ideas have turned out to be the game changing contributions.
2. Understand the personality traits and management styles of the second-generation entrepreneurs. Compare and contrast these with the first-generation entrepreneurs.
3. Know the journey/milestones of Indian Pioneering Companies.
4. How the business organizations have adapted themselves for the changing business environment.
5. Get a sense of consciousness about how the business organizations can make a difference and huge impact to the society by learning about the corporate social responsibility and philanthropy.
6. Study the current issues faced by and the achievements made by the respective companies.

**Syllabus**

<b>UNITS</b>	<b>Syllabus</b>	<b>HOURS</b>
Module I	<b>INDIAN BUSINESS LEADERS</b>  1. Mukesh Ambani 2. Ratan Tata 3. Kishore Biyani 4. Kiran Mazumdar Shaw 5. Azim Premji 6. K.V.Kamath 7. Indira Nooyi 8. Anand Mahindra	36Hours

	<p>9. N.R. Narayan Murthy</p> <p>10. Shehnaz Hussain.</p> <p>11. Ekta Kapoor</p> <p>12. Ronnie Screwvala.</p>	
Module II	<p><b>INDIAN PIONEERING COMPANIES</b></p> <p>1. RAYMONDS</p> <p>2. PARLE</p> <p>3. TOI</p> <p>4. TVS</p> <p>5. BOMBAY DYING</p> <p>6. SBI</p> <p>7. ICICI</p> <p>8. MARUTI</p> <p>9. L&amp;T</p> <p>10. BRITANNIA</p> <p>11. WIPRO</p> <p>12. GODREJ &amp; BOYCE</p>	24Hours

**TEXT BOOKS:**

**REFERENCE BOOKS:**

1. Business Gurus Speak:By S.N. Chary, Macmilan India Ltd.
2. Life & Times of N.R. Narayan Murthy: Pentagon Paperbacks.
3. Life & Times of Azim Premji:Pentagon Paperbacks.
4. Life & Times of Ratan Tata: Pentagon Paperbacks.
5. It happened in India: By Kishore Biyani.
6. Websitesofthe Companies.