

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

Department of BBA

**B.B.A. : I Semester**

**CORPORATE INDIA - I**

(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 a game changing contribution.
2. Understand the personality traits and management styles of the first-generation entrepreneurs.
3. Know the journey of Indian Pioneering Companies.
4. Understand what made these Indian business organizations to make many India's firsts, and thus students will develop their opportunity recognition ability to start a venture.
5. Understand the business strategies of the major subsidiaries of the conglomerates that own successful global brands.
6. 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.
7. Study the current issues faced and the achievements made, by the respective companies.

**Syllabus**

<b>UNITS</b>	<b>Syllabus</b>	<b>HOURS</b>
Module I	INDIAN BUSINESS PERSONALITIES:  1. Dhirubhai Ambani 2. Verghese Kurien 3. Karsanbhai Patel 4. Kasturbhai Lalbhai 5. JRD Tata	36 Hours

	6. GD Birla 7. Walchand Hirachand 8. M.S.Oberoi 9. Brij Mohan Munjal 10. Ritu Kumar 11. Subhash Chandra 12. Sunil Mittal	
Module II	INDIAN COMPANIES : 1. AMUL 2. NIRMA 3. DABUR 4. MRF 5. TAJ GROUP 6. TATA MOTORS 7. TITAN 8. ITC 9. BHARTI AIRTEL 10. ZEE 11. BAJAJ AUTO 12. HERO MOTOCORP	24 Hours

**TEXT BOOKS:**

**REFERENCE BOOKS:**

1. Business Legends : By Gita Piramal, Penguin Books, India.
2. Business Maharajas : By Gita Piramal, Penguin Books, India.
3. Beyond the Last Blue Mountain : By R.M. Lala, Penguin Books, India.
4. Dare to Dream : By Bachi Karkaria, Penguin Books, India.
5. Business Gurus Speak : By S.N. Chary, Macmilan India Ltd.
6. Life & Times of Dhirubhai Ambani: Pentagon Paperbacks.
7. Websites of the Companies.