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SARVAJANIK EDUCATION SOCIETY  
SMT. SHARDARANI RAMESHCHANDER



**S. R. LUTHRA INSTITUTE OF MANAGEMENT**

Approved by AICTE | Constituent College of Sarvajanik University

**Report on “special screening of the film The Founder (2016) for Semester II MBA students” organized by The Open House Committee of S. R. Luthra Institute of Management, Surat on 16-03-2026**





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Event Title: Screening of *The Founder* (2016)

Date & Time: Monday, 16<sup>th</sup> March 2026, 3:30 PM – 5:30 PM

Venue: Classroom G5, S. R. Luthra Institute of Management, Surat

Faculty Coordinator: Dr. Pratiksinh S. Vaghela, Assistant Professor, SRLIM, SU.

Student Coordinators: (Semester II students, Batch 2025-27)

- Khushi Desai
- Bhavya Reshamwala
- Vasvi Chauhan
- Shubham Singh
- Khyati Joshi

The Open House Committee of S. R. Luthra Institute of Management successfully organized a special screening of the film *The Founder* (2016) for Semester II MBA students. The event was attended by 70 students, making it a well-participated and engaging session. The film, directed by John Lee Hancock and starring Michael Keaton, portrays the journey of Ray Kroc, who transformed a small burger stand run by the McDonald brothers into a global fast-food empire. The story highlights critical themes of entrepreneurship, franchising, branding, innovation, and ethical dilemmas in business.

### Learning Themes Highlighted

The screening was designed as an MBA case study, connecting cinematic storytelling with management concepts. Key themes discussed included:

- Franchising Strategy – Expansion through shared risk and standardized processes.
- Operations & Standardization – The Speedee Service System as a model for efficiency.
- Business Model Innovation – Real estate as the foundation of McDonald's success.
- Brand Building – Consistency and global recognition through marketing.
- Entrepreneurial Persistence – Ray Kroc's late-stage entrepreneurial drive.
- Ethics & Dilemmas – Balancing bold strategy with fairness and integrity.

### Key Takeaways

- Business model innovation often outweighs product innovation.
- Contracts and legal frameworks define long-term success.
- Standardization creates a sustainable competitive advantage.
- Entrepreneurial persistence can transform small ideas into global enterprises.

### Outcome:

The Open House Committee at SRLIM successfully executed the event, combining entertainment with academic learning. The screening of *The Founder* provided students with valuable insights into entrepreneurship, strategic growth, and ethical decision-making. The enthusiastic participation of students and the effective coordination by faculty and student organizers ensured the event's success.