



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 1<sup>st</sup> Semester

Subject Name: **Developing Contributory Skills – I**

Subject Code: **1519508**

With effective  
from academic  
year 2020-21

## 1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> <li>• <i>Develop</i> critical thinking practice as a necessary ingredient in decision-making capabilities.</li> <li>• <i>Evaluate</i> business situations through the detailed understanding of learning from case studies.</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>• <i>Inculcate</i> the habit of analysis as a routine and seek and know the reasoning behind any situation, decision, data, information, news, etc.</li> <li>• <i>Use</i> MS Word and MS Excel to enhance work productivity.</li> <li>• <i>Demonstrate</i> how to apply an analysis framework to an in-depth case example indicating necessary connections formed during analysis.</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>• <i>Assess</i> global management practices through case studies of MNCs and foreign institutions.</li> </ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> <li>• <i>Develop</i> critical thinking to assess the ethical concerns in any business decision making situations.</li> <li>• <i>Judge</i> the appropriateness of business etiquettes specific to any social interaction in business settings.</li> </ul>
Effective Communication (EC)	<ul style="list-style-type: none"> <li>• <i>Develop</i> excellent listening, speaking and writing skills backed by creative, critical and lateral thinking.</li> <li>• Effectively <i>use</i> MS Word and MS Excel for generating reports and communicating information.</li> <li>• <i>Use</i> the norms of business etiquettes to communicate a professional behaviour.</li> </ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> <li>• <i>Develop</i> as managers who know how to think, i.e. how to become independent, self-directed thinkers and learners.</li> </ul>

**2. Course Duration:** The course duration is of **20 sessions of 60 minutes each.**

## 3. Course Contents:

Module No:	Module Content	No. of Sessions	50 Marks (External Evaluation)
I	<b>Creative and Critical Thinking</b> <ul style="list-style-type: none"> <li>• Creative thinking               <ul style="list-style-type: none"> <li>• Meaning</li> <li>• Top creative thinking skills</li> <li>• Ways to develop creative thinking skills</li> </ul> </li> <li>• Critical thinking               <ul style="list-style-type: none"> <li>• Meaning</li> <li>• Critical thinking characteristics</li> <li>• Barriers to critical thinking                   <ul style="list-style-type: none"> <li>○ Ways to improve critical thinking</li> </ul> </li> </ul> </li> </ul>	07	17
II	<b>Case Study Learning</b> <ul style="list-style-type: none"> <li>• Introduction to Case Study</li> <li>• Types of cases</li> </ul>	05	12



	<ul style="list-style-type: none"> <li>• Case Elements</li> <li>• Preparing for case based learning</li> </ul>		
<b>III</b>	<b>Business Etiquettes</b> <ul style="list-style-type: none"> <li>• Introductions, telephone, e-mail, meetings</li> </ul>	02	05
<b>IV</b>	<b>MS – Word, MS – Excel</b> <ul style="list-style-type: none"> <li>• MS-Word               <ul style="list-style-type: none"> <li>○ Home                   <ul style="list-style-type: none"> <li>▪ Format Painter, table of content, font, paragraph, select, find-replace</li> </ul> </li> <li>○ Insert                   <ul style="list-style-type: none"> <li>▪ Cover page, blank page, page break, comment, header – footer</li> <li>▪ Table</li> <li>▪ Shapes &amp; symbols</li> <li>▪ Hyperlink</li> <li>▪ Page number</li> </ul> </li> <li>○ Design                   <ul style="list-style-type: none"> <li>▪ Document formatting</li> <li>▪ Page border and color</li> <li>▪ Theme, watermark</li> </ul> </li> <li>○ Layout                   <ul style="list-style-type: none"> <li>▪ Margins, orientation</li> <li>▪ Indent, spacing, columns</li> </ul> </li> <li>○ References                   <ul style="list-style-type: none"> <li>▪ Table of content</li> <li>▪ Insert footnote and endnote</li> <li>▪ Insert citation</li> <li>▪ Cross-reference</li> </ul> </li> </ul> </li> <li>• MS-Excel               <ul style="list-style-type: none"> <li>○ Home                   <ul style="list-style-type: none"> <li>▪ Merge and center, wrap text, number</li> <li>▪ Editing</li> <li>▪ Cells</li> </ul> </li> <li>○ Insert                   <ul style="list-style-type: none"> <li>▪ Table, pivot table</li> <li>▪ Charts</li> </ul> </li> <li>○ Page Layout                   <ul style="list-style-type: none"> <li>▪ Margins, orientation, size, print area</li> <li>▪ Indent, spacing, columns</li> </ul> </li> <li>○ Formula                   <ul style="list-style-type: none"> <li>▪ Auto sum</li> <li>▪ Statistical</li> <li>▪ Lookup</li> </ul> </li> <li>○ Data                   <ul style="list-style-type: none"> <li>▪ Sort, Filter</li> </ul> </li> <li>○ Review                   <ul style="list-style-type: none"> <li>▪ Protect Sheet</li> </ul> </li> </ul> </li> </ul>	07	16



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#### 4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Interactive class room activities, discussions, games
- Self-assessment tests for creativity and critical thinking
- Computer lab practice

#### 5. Evaluation:

Students shall be evaluated on the following components:

A	End –Semester Examination	(External Assessment - 50 Marks)
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