



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 1st Semester

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

Subject Code: **1519608**

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

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	Creative and Critical Thinking <ul style="list-style-type: none"> • Creative thinking <ul style="list-style-type: none"> • Meaning • Top creative thinking skills • Ways to develop creative thinking skills • Critical thinking <ul style="list-style-type: none"> • Meaning • Critical thinking characteristics • Barriers to critical thinking <ul style="list-style-type: none"> ○ Ways to improve critical thinking 	07	17
II	Case Study Learning <ul style="list-style-type: none"> • Introduction to Case Study • Types of cases • Case Elements 	05	12



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

4. Pedagogy:

- ICT enabled Classroom teaching
- Case study



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- 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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