



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 3rd Semester

Subject Name: Developing Contributory Skills – III

Subject Code: 1539508

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"> Discuss the significance of sustainability goals at the local, national and international levels.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> Evaluate a given situation and create contingency plans.
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> Compare the sustainable development progress of nations.
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> Debate on the possibilities of introducing integrated and sustainable reporting in the country.
Effective Communication (EC)	<ul style="list-style-type: none"> Design a specific and customized networking approach and plan.
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> Simulate the design thinking process for identifying a given solution.

Sub. Code: 4539203	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: Discuss the significance of sustainability goals at the local, national and international levels.	3	3	-	-	3	-	1	-	3
LO2: Evaluate a given situation and create contingency plans.	1	1	3	-	-	3	-	2	2
LO3: Compare the sustainable development progress of nations.	1	2	2	2	3	1	-	-	1
LO4: Debate on the possibilities of introducing integrated and sustainable reporting in the country.	2	3	1	2	-	1	3	1	1
LO5: Design a specific and customized networking approach and plan.	1	-	-	3	-	-	2	2	1
LO6: Simulate the design thinking process for identifying a given solution.	-	-	-	3	-	3	-	3	3

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	Contingency Planning: <ul style="list-style-type: none"> What is a contingency? Purpose of contingency management Steps of contingency planning 	08	20



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 3rd Semester

Subject Name: Developing Contributory Skills – III

Subject Code: 1539508

With effective
from academic
year 2020-21

	Networking Skills for Successful Careers: <ul style="list-style-type: none"> • Concept and Significance • Types of networking • Art of building networks 		
II	Design Thinking <ul style="list-style-type: none"> • What is Design Thinking? • Significance of Design Thinking in Management • 5 steps of Design Thinking <ul style="list-style-type: none"> ○ Empathize ○ Define ○ Ideate ○ Prototype ○ Test • How to become a good Design Thinker? 	08	20
III	Sustainability and TBL <ul style="list-style-type: none"> • The 3 Pillars of Sustainability • 2030 Sustainable Development Goals • Triple Bottom Line • Sustainability and Integrated Reporting 	04	10

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)
---	----------------------------------	---------------------------------------

QUESTION PAPER PATTERN

Module	MCQs Marks (numbers)	Short questions Marks (numbers)	Long Questions Marks (numbers)	Case Marks (numbers)	Total
I	6 (6)	4 (2)	-----	10 (1)	20
II	4 (4)	6 (3)	10 (2- any one)	-----	20
III	4 (4)	6 (3)	-----	-----	10
	14 (14)	16 (08)	10 (1 out of 2)	10 (1)	50