



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 1<sup>st</sup> Semester  
 Subject Name: Developing Contributory Skills – I (DCS-I)  
 Subject Code: 4519208

With effective  
 from academic  
 year 2019-20

## 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>Develop critical thinking practice for decision-making.</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>Adapt MS Word and MS Excel to enhance work productivity.</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>Analyze 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>Justify 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>Illustrate listening, speaking and writing skills backed by creative, critical and lateral thinking.</li> <li>Illustrate professional behavior along with norms of business etiquettes.</li> </ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> <li>Solve a case or a problem situation through creative and critical thinking in a group.</li> </ul>

## LO – PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

Sub. Code: 4519208	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: Develop critical thinking practice for decision-making.	3	-	1	2	-	2	-	2	3
LO2: Adapt MS Word and MS Excel to enhance work productivity.	3	-	-	2	2	1	-	1	1
LO3: Analyze global management practices through case studies of MNCs and foreign institutions.	2	2	1	-	3	2	1	2	2
LO4: Justify the appropriateness of business etiquettes specific to any social interaction in business settings.	1	2	1	2	-	1	3	1	1
LO5: Illustrate listening, speaking and writing skills backed by creative, critical and lateral thinking.	1	-	1	3	-	1	-	2	1
LO6: Illustrate professional behaviour along with norms of business etiquettes.	1	-	1	3	-	2	-	2	1
LO7: Solve a case or a problem situation through creative and critical thinking in a group.	1	2	2	3	1	3	-	1	1



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

3. **Course Contents:**

Module No:	Contents	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><li>• Case Elements</li><li>• Preparing for case based learning</li></ul>	05	12
III	<b>Business Etiquettes</b> <ul style="list-style-type: none"><li>• Introductions, telephone, e-mail, meetings</li></ul>	02	05
IV	<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</li></ul></li></ul>	07	16



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	<ul style="list-style-type: none"><li>▪ Merge and center, wrap text, number</li><li>▪ Editing</li><li>▪ Cells</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>		
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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:

<b>A</b>	<b>End –Semester Examination</b>	<b>(External Assessment - 50 Marks)</b>
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