**Syllabus for Master of Business Administration, 1st Semester**

**Subject Name: DCS-III Subject Code: 4519208**

**With effective from academic year 2018-19**

# Learning Outcomes:

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| **Learning Outcome Component** | **Learning Outcome (Learner will be able to)** |
| Business Environment and Domain Knowledge (BEDK) | * *Develop* critical thinking practice as a necessary ingredient in decision-making capabilities.
* *Evaluate* business situations through the detailed understanding of learning from case studies.
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| Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI) | * *Inculcate* the habit of analysis as a routine and seek and know the reasoning behind any situation, decision, data, information, news, etc.
* *Use* MS Word and MS Excel to enhance work productivity.
* *Demonstrate* 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) | * *Assess* global management practices through case studies of MNCs and foreign institutions.
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| Social Responsiveness and Ethics (SRE) | * *Develop* critical thinking to assess the ethical concerns in any business decision making situations.
* *Judge* the appropriateness of business etiquettes specific to any social interaction in business settings.
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| Effective Communication (EC) | * *Develop* excellent listening, speaking and writing skills backed by creative, critical and lateral thinking.
* Effectively *use* MS Word and MS Excel for generating reports and communicating information.
* *Use* the norms of business etiquettes to communicate a professional behaviour.
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| Leadership and Teamwork (LT) | * *Develop* as managers who know how to think, i.e. how to become independent, self-directed thinkers and

learners. |

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

# Course Contents:

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| **Module No:** | **Module Content** | **No. of Sessions** | **50 Marks (External Evaluation)** |
| **I** | **Creative and Critical Thinking*** Creative thinking
	+ Meaning
	+ Top creative thinking skills
	+ Ways to develop creative thinking skills
* Critical thinking
	+ Meaning
	+ Critical thinking characteristics
	+ Barriers to critical thinking

o Ways to improve critical thinking | 07 | 17 |
| **II** | **Case Study Learning*** Introduction to Case Study
* Types of cases
 | 05 | 12 |
|  | * Case Elements
* Preparing for case based learning
 |  |  |
| **III** | **Business Etiquettes*** Introductions, telephone, e-mail, meetings
 | 02 | 05 |
| **IV** | **MS – Word, MS – Excel*** MS-Word
	+ Home
		- Format Painter, table of content, font, paragraph, select, find-replace
	+ Insert
		- Cover page, blank page, page break, comment, header – footer
		- Table
		- Shapes & symbols
		- Hyperlink
		- Page number
	+ Design
		- Document formatting
		- Page border and color
		- Theme, watermark
	+ Layout
		- Margins, orientation
		- Indent, spacing, columns
	+ References
		- Table of content
		- Insert footnote and endnote
		- Insert citation
		- Cross-reference
* MS-Excel
	+ Home
		- Merge and center, wrap text, number
		- Editing
		- Cells
	+ Insert
		- Table, pivot table
		- Charts
	+ Page Layout
		- Margins, orientation, size, print area
		- Indent, spacing, columns
	+ Formula
		- Auto sum
		- Statistical
		- Lookup
	+ Data
		- Sort, Filter
	+ Review
		- Protect Sheet
 | 07 | 16 |

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

# Evaluation:

Students shall be evaluated on the following components:

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