



# GUJARAT TECHNOLOGICAL UNIVERSITY

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

Subject Name: Managerial Communication (MC)

Subject Code: 4519203

With effective  
from academic  
year 2018-19

## 1. Learning Outcome:

Learning Outcome Component	Learning Outcome (Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"><li>• <i>Differentiate</i> different forms and theories of managerial communication.</li></ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"><li>• <i>Determine</i> the respective communication considerations to be made in varying business scenarios.</li></ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"><li>• <i>Compare</i> the context of communication across varied cultures.</li></ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"><li>• <i>Determine</i> the most appropriate behaviour which is socially acceptable.</li></ul>
Effective Communication (EC)	<ul style="list-style-type: none"><li>• <i>Assess</i> personal communication skills.</li><li>• <i>Demonstrate</i> the ability to prepare and deliver effective presentations and pitches to suit various business scenarios.</li></ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"><li>• <i>Develop</i> interpersonal &amp; intrapersonal communication skills for organizational effectiveness, group cohesiveness and effective leadership.</li></ul>

2. **Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

## 3. Course Contents:

Module No:	Module Content	No. of Sessions	70 Marks (External Evaluation)
I	<p><b>EFFECTIVE COMMUNICATION IN BUSINESS:</b></p> <ul style="list-style-type: none"><li>• Importance of Communication &amp; Forms of Communication</li><li>• Communication Network of the Organisation</li></ul> <p><b>Process of Communication:</b></p> <ul style="list-style-type: none"><li>• Different Stages</li><li>• Difference between Oral &amp; Written Communication.</li></ul> <p>Role of Verbal &amp; Non-verbal Symbols in Communication, Non-verbal communication, Barriers to Effective Communication, Overcoming Communication Barriers, Seven C's of effective Communication, Attributes of Personality Building</p>	10	14



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II	<b>STRATEGIES FOR SUCCESSFUL LISTENING AND SPEAKING SKILLS</b> <u>Listening Skills:</u> Definition, Types, Purposes for listening, Anatomy of poor listening, Features of a good Listener. <u>Strategies for improving oral presentations:</u> Ways of delivering oral message, Strategies for an effective oral delivery, Types of Managerial Speeches- speech of introduction, speech of thanks, speech for special occasions, Strategies for an effective non-verbal delivery, Strategies for removing stage fright. Video conferencing (Skype / Google Hangout) etiquettes	10	21
III	<b>ORAL COMMUNICATION:</b> <u>Fundamentals of Oral Communication:</u> Introduction, Barriers and Gateways in Communication, Listening, Feedback, Telephonic Communication. Public Speaking and Presentation of Reports, PowerPoint Presentation, Body Language, Facial Expressions, Non-verbal Communication, emotional Intelligence, Creativity in Oral Communication, Persuasive Communication. Communication through organizing various events like conferences, committee meetings, press meets, seminars, festivals.	10	21
IV	<b>WRITTEN BUSINESS COMMUNICATION:</b> Writing Commercial Letters, Business Letter Format. Types of Letters - Routine Business Letters, Sales Letters, Resume and Job Applications, Business Memos, e-mails, Proposals, Technical Articles, Electronic Mail, Handling a Mail, Maintaining a Diary, Legal Aspects of Business Communication, Negotiation Skills. Different Types of Report Writing. Social Media Etiquettes.	10	14
V	<b>Practical:</b> Project/ presentation on any of the following Circulars, Drafting Notices, Handling Complaints, Evaluating Interview Performance, Articles, Formal Invitations. Proforma for Performance Appraisals, Letters of Appointment, Captions for Advertising, Company Notice related Shares/dividends, MoA, AoA, Annual Reports, Minutes of Meetings, Action taken on Previous Resolution. Use of google groups and google sheet. Preparing job applications.	---	(30 marks CEC)



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## 4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

## 5. Evaluation:

Students shall be evaluated on the following components:

	Internal Evaluation	(Internal Assessment- 50 Marks)
A	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

## 6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Raymond V. Lesikar	Business Communication	McGraw- Hill	11th, Latest Edition
2	Lehman	B. Com (Business Communication)	Cengage	2011, Latest
3	Meenakshi Raman & Prakash Singh	Business Communication	Oxford University Press	Latest Edition
4	Herta A. Murphy, Herbert W. Hildebrandt & Jane P. Thomas	Effective Business Communication	McGraw- Hill	Latest Edition
5	Rajeesh Vishwanathan	Business Communication	Himalaya	2010, Latest
6	Mohan, Krishna and Banerji, Meera	Developing Communication Skills	Macmillian	Latest Edition
7	M. Monipally	Business Communication Strategies	McGraw- Hill	Latest Edition
8	P. D. Chaturvedi and Mukesh Chaturvedi	Business Communication, Concepts, Cases and Applications	Pearson Education	Latest Edition
9	Meenakshi Raman and Sangeeta Sharma	Technical Communication: Principles and Practice	Oxford University Press	Latest Edition
10	Asha Kaul	Business Communication	Prentice Hall of India	Latest Edition



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11	Koneru Arun	Professional Communication	Tata McGraw-Hill	Latest Edition
12	Louis E. Boone, David L. Kurtz, & Judy Rachel Block	Contemporary Business Communication	PHI	Latest Edition
13	John V. Thill and C. V. Bovee	Excellence in Business Communication	McGraw Hill	Latest Edition
14	Meenakshi Raman and Prakash Singh	Business Communication	Oxford	Latest Edition
15	A. C. Buddy Krizan, Patricia Merrier, Joyce P. Logan and Karen Schneiter Williams	Effective Business Communication	Thomson	Latest Edition
16	Leena Sen	Communication Skills	Prentice-Hall India	Latest Edition
17	Courtland L Bovee, John V Thill, Mukesh Chaturvedi	Business Communication Today	Pearson Education	Latest Edition

**Note:** Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed

## 7. List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. Bulletin of the Association for Business Communication
2. Business Communication Quarterly
3. Journal of Business Communication
4. Communication World
5. Strategic Communication Management
6. Journal of Business and Technical Communication
7. Journal of Communication Management
8. Journal of Organizational Culture
9. Communication and Conflict
10. Journalism and Mass Communication Quarterly
11. Management Communication Quarterly
12. Strategic Communication Management
13. Technical Communication Quarterly
14. Harvard Business Review
15. Journal of Creative Communications
16. Business India / Business Today / Business World, University News
17. Journal of Business Communication



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 1<sup>st</sup> Semester  
Subject Name: Management Information Systems (MIS)  
Subject Code: 4519206

With effective  
from academic  
year 2018-19

## 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>Determine</i> the appropriateness of information systems and technologies for enhancing the organization's efficiency and effectiveness.</li> <li>• <i>Assess</i> the relationship between organizations, information systems and business processes.</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>• <i>Analyse</i> how information systems and technologies impact a firm in terms of value creation and providing strategic advantage for a firm.</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>• Critically <i>evaluate</i> the impact of information systems in the global context.</li> </ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> <li>• <i>Prioritize</i> ethical concerns while developing and managing information systems and technologies.</li> </ul>
Effective Communication (EC)	<ul style="list-style-type: none"> <li>• <i>Assess</i> the information needs of an organization.</li> <li>• <i>Develop</i> effective presentation skills to communicate strategic IS alternatives.</li> </ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> <li>• <i>Function</i> effectively as a member or leader of a team for designing, implementing and evaluating an information system based solution.</li> </ul>

2. **Course Duration:** The course duration is of 40 sessions of 60 minutes each.

## 3. Course Contents:

Module No:	Module Content	No. of Sessions	70 Marks (External Evaluation)
I	<p><b>Organization and Information Systems:</b></p> <p><u>The Organization:</u></p> <ul style="list-style-type: none"> <li>• Structure, Managers and activities.</li> <li>• The level of people and types of decisions and their information needs.</li> <li>• Changing Environment and its impact on Business - The IT/IS and its influence.</li> </ul> <p><u>Information Systems:</u></p> <ul style="list-style-type: none"> <li>• Data, information and its attributes.</li> <li>• Information Systems – meaning, functions and dimensions and need.</li> <li>• Categorization of Organizational Information Systems – hierarchical and functional perspective.</li> </ul> <p><u>Strategic business use of IS:</u></p> <ul style="list-style-type: none"> <li>• Interdependence between organization and IS</li> <li>• IS strategies for competitive advantage using Porter's Five Forces Model and Value Chain Model</li> </ul>	10	17
II	<p><b>Types of Information systems - I:</b></p> <p>Meaning, functions and applications of:</p>	10	18



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	<ul style="list-style-type: none"><li>- Transaction Processing Systems</li><li>- Management Information Systems</li><li>- Decision Support Systems</li><li>- Executive Support / Information Systems<ul style="list-style-type: none"><li>o Digital Dashboards</li><li>o Artificial Intelligence and Machine Learning</li></ul></li><li>- Expert Systems</li></ul>		
III	<b>Types of Information systems - II:</b> Meaning, functions and applications of: <ul style="list-style-type: none"><li>- Functional system:<ul style="list-style-type: none"><li>o Financial</li><li>o Human Resource</li><li>o Marketing</li><li>o Production and Operations</li></ul></li><li>- Enterprise Systems: Business Process integration<ul style="list-style-type: none"><li>o ERP</li><li>o Supply chain management systems</li><li>o CRM</li><li>o Business Intelligence</li></ul></li></ul>	10	18
IV	<b>Ethical Issues pertaining to IS:</b> <ul style="list-style-type: none"><li>• Ethical responsibilities of business professionals</li><li>• Computer crime – hacking &amp; cracking, cyber theft, unauthorized use at work, software piracy, theft of intellectual property, viruses &amp; worms, adware and spyware</li></ul> <b>Information Security:</b> <ul style="list-style-type: none"><li>• First line of defence – People / employees</li><li>• Second line of defence – Technology for authorization, prevention, detection and response</li></ul> <b>Contemporary/ emerging technologies:</b> <ul style="list-style-type: none"><li>• Cloud and mobile computing</li><li>• E-commerce, m-commerce</li><li>• Internet of Things</li></ul>	10	17
V	<b>Practical:</b> Students should simulate an organization and its processes and create a hypothetical information system. Students should study the information systems adapted by various business entities.	---	(30 marks CEC)

#### 4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
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- Interactive class room discussions

#### 5. Evaluation:

Students shall be evaluated on the following components:





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A	<b>Internal Evaluation</b>	<b>(Internal Assessment- 50 Marks)</b>
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	<b>Mid-Semester examination</b>	<b>(Internal Assessment-30 Marks)</b>
C	<b>End –Semester Examination</b>	<b>(External Assessment-70 Marks)</b>

## 6. Reference Books

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Kenneth Laudon, Jane Laudon	Essentials of Management Information Systems	PHI	10 <sup>th</sup>
2	Kenneth Laudon, Jane Laudon	Information Systems: Managing the Digital Firm Management	Pearson	Latest
3	Stephen Haag, Amy Philips	Business Driven Technology	McGraw Hill	Latest
4	James A O'Brien, George M Marakas, Ramesh Behl	Management Information Systems	TMH	Latest
5	Stephen Haag, Maeve Cummings, Amy Philips	Management Information Systems for the Information Age	McGraw Hill	Latest
6	W.S. Jawadekar	Management Information systems	TMH	Latest
7	Raymond McLeod and George P. Schell	Management Information systems	Pearson	10 <sup>th</sup>
8	Efraim Turban, Jay E. Aronson and Ting-Peng Liang	Decision Support Systems and Intelligent Systems Management	Pearson	Latest
9	EfraimTurban, Dorothy Leidner, Ephraim McLean and James Wetherbe	Information Technology for Management: Transforming Organizations in Digital Economy	Wiley	Latest

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

## 7. List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. MIS Quarterly, University of Minnesota
2. CIO
3. Computer Express
4. Digichip
5. PC World
6. Computer Shopper
7. Dataquest



# GUJARAT TECHNOLOGICAL UNIVERSITY

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

Subject Name: Business Statistics (BS)

Subject Code: 4519207

With effective  
from academic  
year 2018-19

## 1. Learning Outcome:

Learning Outcome Component	Learning Outcome (Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> <li>• <i>Inculcate</i> statistical thinking for business decision-making under uncertainty.</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>• <i>Determine</i> appropriate statistical tools / techniques to evaluate business information.</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>• <i>Analyze</i> data and information with the use of globally accepted basic tools/techniques and derive solutions for appropriate business problems.</li> </ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> <li>• <i>Appraise</i> the ethicality of the inferences drawn from the results of the statistical tools or techniques.</li> </ul>
Effective Communication (EC)	<ul style="list-style-type: none"> <li>• <i>Propose</i> and <i>justify</i> decisions to stakeholders based on results of rational statistical analyses.</li> </ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> <li>• <i>Enhance</i> team's comprehension of statistically powered decision making.</li> </ul>

2. **Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

## 3. Course Contents:

Module No:	Module Content	No. of Sessions	70 Marks (External Evaluation)
I	<p><b>Introduction to Business Statistics:</b></p> <ul style="list-style-type: none"> <li>• Introduction to Statistics, Statistics in Business, Types of data – Nominal, Ordinal, Interval, Ratio.</li> <li>• Types of variables – Dependent, independent, moderating, intervening, extraneous. Discrete / continuous.</li> <li>• Charts and Graphs.</li> </ul> <p><b>Descriptive Statistics:</b></p> <ul style="list-style-type: none"> <li>• Measure of central tendency – mean, median, quartile, mode (for Group and ungrouped data)</li> <li>• Measure of variability – Range, interquartile range, standard deviation, variance, coefficient of variation, (for Group and ungrouped data)</li> <li>• Measures of shape – kurtosis, skewness, boxplot.</li> </ul> <p><b>Probability:</b></p> <ul style="list-style-type: none"> <li>• Introduction to probability</li> <li>• Theories of probability – Classical, Relative frequency and subjective.</li> <li>• Laws of probability – addition, multiplication.</li> <li>• Inverse Probability.</li> <li>• Revision of probability: BAYES' RULE</li> </ul>	10	17
II	<p><b>Probability Distribution:</b></p> <ul style="list-style-type: none"> <li>• Discrete distribution – Binomial, Poisson.</li> </ul>	10	17





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	<ul style="list-style-type: none"> <li>Continuous distribution – Uniform, normal.</li> </ul> <p><b>Hypothesis testing:</b></p> <ul style="list-style-type: none"> <li>Types of hypothesis – research, statistical, substantive.</li> <li>Null and alternative hypothesis.</li> <li>One-tailed &amp; Two-tailed test.</li> <li>Types of Error – Type I &amp; Type II.</li> <li>Level of significance.</li> <li>Steps of hypothesis testing.</li> </ul>		
III	<p><b>Parametric Tests:</b></p> <p><u>Uni-variate tests:</u></p> <ul style="list-style-type: none"> <li>z-test, T-test, Levene's F-test</li> </ul> <p><u>Bi-variate tests:</u></p> <ul style="list-style-type: none"> <li>T-test – Paired and independent, Pearson's Correlation, Simple Linear Regression, One Way ANOVA</li> </ul>	10	18
IV	<p><b>Non-Parametric Tests:</b></p> <p><u>Uni-variate tests:</u></p> <ul style="list-style-type: none"> <li>Chi-square goodness of fit for uniform distribution</li> </ul> <p><u>Bi-variate tests:</u></p> <ul style="list-style-type: none"> <li>Spearman's Rank Correlation, Mann-Whitney U test, Wilcoxon Sign Paired Rank Test, Chi-square test of independence</li> </ul> <p><u>Multivariate:</u></p> <ul style="list-style-type: none"> <li>Kruskal-Wallis, Friedman's test</li> </ul> <p><b>Multivariate analysis:</b></p> <ul style="list-style-type: none"> <li>Overview of Multiple Regression, Factor Analysis, Multidimensional scaling, Discriminant analysis. ( theoretical concepts only)</li> </ul>	10	18
V	<p><b>Practical:</b></p> <p>Students should apply the statistical hypothesis testing on assumed/hypothesized data using statistical software.</p>	---	(30 marks CEC)

#### 4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

#### 5. Evaluation:

Students shall be evaluated on the following components:

A	<b>Internal Evaluation</b>	<b>(Internal Assessment- 50 Marks)</b>
	<ul style="list-style-type: none"> <li>Continuous Evaluation Component</li> </ul>	30 marks
	<ul style="list-style-type: none"> <li>Class Presence &amp; Participation</li> <li>Quiz</li> </ul>	10 marks 10 marks
B	<b>Mid-Semester examination</b>	<b>(Internal Assessment-30 Marks)</b>
C	<b>End –Semester Examination</b>	<b>(External Assessment-70 Marks)</b>



**6. Reference Books:**

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Ken Black	Business Statistics for Contemporary Decision making	Wiley	Latest Edition
2	Sanjiv Jaggia, Alison Kelly	Business Statistics	McGraw Hill	Latest Edition
3	Richard I. Levin and David S. Rubin	Statistics for Management	Pearson	Latest Edition
4	D. P. Apte	Statistics for Managers	Excel	Latest Edition
5	Gerald Keller & Hitesh Arora	Business Statistics	Cengage	Latest Edition
6	Joseph Francis	Business Statistics	Cengage	Latest Edition
7	T N Srivastava and Shailaja Rego	Statistics for Management	TMH	Latest Edition
8	K. B. Akhilesh & S. B. Balasubrahmanyam	Mathematics and Statistics for Management	Vikas	Latest Edition
9	Naval Bajpai	Business Statistics	Pearson	Latest Edition
10	D. P. Apte	M. S. Excel: Statistical Tools for Managers	Excel	Latest Edition
11	Qazi Zameerudin, Vijay K. Khara, S. K. Bhamri	Business Mathematics	Vikas	Latest Edition

**Note:** Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

**7. List of Journals/Periodicals/Magazines/Newspapers / Web resources, etc.**

1. Journal of Indian Business Research
2. International Journal of Statistics and Analysis
3. Sankhya – Indian Journal of Statistics
4. Economic Times
5. Financial Express
6. Business Standard
7. Economic & Political Weekly
8. Vikalpa



# 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>• <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>• <i>Effectively 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



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year 2019-20

	<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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Subject Name: **Developing Contributory Skills – I (DCS-I)**  
Subject Code: 4519208

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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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GTUQuestionPapers.com



# GUJARAT TECHNOLOGICAL UNIVERSITY

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

Subject Name: Micro Economics

Subject Code: 4519502

With effective  
from academic  
year 20-21

## 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>Evaluate</i> various costs for understanding and taking managerial decisions.</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>• <i>Derive</i> the combination of inputs which maximizes profits; optimizes quantity of goods to produce.</li> <li>• <i>Analyze</i> the sensitivity between price- demand and its impact on decision making.</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>• <i>Evaluate</i> the influence of consumer behavior on pricing strategy of a firm.</li> </ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> <li>• <i>Analyze</i> influence of types of Market structure on pricing strategy.</li> </ul>
Effective Communication (EC)	<ul style="list-style-type: none"> <li>• <i>Evaluate</i> the different market structures and equilibrium for different industries.</li> </ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> <li>• <i>Recommend</i> competitive strategies according to the nature of products, market structures and business cycles.</li> </ul>

## LO – PO Mapping: Correlation Levels:

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

Sub. Code:	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>LO1:</b> Evaluate various costs for understanding and taking managerial decisions	3	1	1	1	-	2	-	2	-
<b>LO2:</b> Derive the combination of inputs which maximizes profits; optimizes quantity of goods to produce.	1	2	-	-	3	-	-	-	1
<b>LO3:</b> Analyze the sensitivity between price- demand and its impact on decision making	2	2	-	3	-	-	-	-	2
<b>LO4:</b> Evaluate the influence of consumer behavior on pricing strategy of	3	2	1	-	3	-	-	-	1





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a firm.									
<b>LO5:</b> Analyze influence of types of Market structure on pricing strategy.	2	1	-	-	3	2	3	3	1
<b>LO6:</b> Evaluate the different market structures and equilibrium for different industries.	2	-	1	-	3	-	3	-	3
<b>LO7:</b> Recommend competitive strategies according to the nature of products, market structures and business cycles.	1	3	2	-	-	3	-	1	1

**2. Course Duration:** The course duration is of **45 sessions of 60 minutes** each.

### 3. Course Contents:

Module No.	Module Content	No. of Sessions	Marks (out of 70)
I	<p><b>Introduction to Managerial Economics:</b></p> <ul style="list-style-type: none"> <li>• Meaning &amp; Definition of Managerial Economics</li> <li>• Nature, Scope &amp; Characteristics</li> <li>• Managerial Decision Making and Forward Planning.</li> </ul> <p><b>Principles of Managerial Economics:</b></p> <ul style="list-style-type: none"> <li>• Opportunity cost principle</li> <li>• Marginal &amp; incremental principle</li> <li>• Equi-marginal principle</li> </ul> <p><b>Demand &amp; Supply:</b></p> <ul style="list-style-type: none"> <li>• Concepts of Demand &amp; Supply</li> <li>• Determinants of Demand &amp; Supply</li> </ul>	10	14
II	<p><b>Consumer behavior &amp; theory of Demand Utility:</b></p> <ul style="list-style-type: none"> <li>• Law of Diminishing Marginal Utility</li> <li>• Indifference curve</li> <li>• Law of Diminishing Marginal Rate of Substitution (LDMRS)</li> </ul> <p><b>Consumers Equilibrium &amp; Theory of Consumer Surplus</b></p> <p>Income and Substitution Effects.</p> <p><b>Types of Goods:</b></p>	10	21



	<p>Normal, Inferior and Giffen Goods.</p> <p><b>Elasticity of demand:</b></p> <ul style="list-style-type: none"><li>• Measuring elasticity</li><li>• Factors affecting elasticity</li></ul> <p><b>Demand forecasting</b> – need - steps in demand forecasting</p>		
III	<p><b>Theory of Costs and Production:</b></p> <p><b>Classification of costs</b></p> <ul style="list-style-type: none"><li>• Short run cost-output relationship</li><li>• Long run average and marginal cost curves</li><li>• Use of Long run average cost curve</li><li>• Traditional Approach &amp; Modern Approach</li></ul> <p><b>Production Function:</b></p> <ul style="list-style-type: none"><li>• Linear homogeneous production function</li><li>• Law of variable proportions</li><li>• Economies and Diseconomies of Scale<ul style="list-style-type: none"><li>○ Laws of Return to scale – Optimal combination of resources</li><li>○ Producer 's equilibrium in perfect and imperfect markets</li></ul></li></ul>	10	14
IV	<p><b>Forms of Market, Equilibrium and Pricing:</b></p> <p><b>Price and Output determinations:</b></p> <ul style="list-style-type: none"><li>• Characteristic features of Different Market Structures</li><li>• Perfect &amp; Imperfect Markets</li><li>• Price and Output Decisions Under Different Market Structures<ul style="list-style-type: none"><li>○ Perfect competition</li><li>○ Monopolistic Competition</li><li>○ Monopoly</li><li>○ Oligopoly</li></ul></li><li>• Excess capacity under monopolistic competition</li><li>• Pricing under discriminating monopoly</li></ul> <p><b>Pricing Policies &amp; Practices:</b></p> <ul style="list-style-type: none"><li>• Factors governing prices</li><li>• Objectives of pricing policy</li><li>• Role of cost &amp; demand in pricing</li><li>• Pricing methods<ul style="list-style-type: none"><li>○ Cost-plus or full-cost pricing</li></ul></li></ul>	10	21



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	<ul style="list-style-type: none"> <li>○ Target pricing</li> <li>○ Marginal cost pricing</li> <li>○ Going rate pricing</li> <li>○ Follow up pricing</li> <li>○ Barometric pricing</li> <li>○ Customary prices</li> <li>● Pricing of new products <ul style="list-style-type: none"> <li>○ Penetrating pricing, Price skimming</li> <li>○ Pricing products of lasting distinctiveness and perishable distinctiveness</li> </ul> </li> </ul>		
V	<b>Practical:</b> Collect data of the pricing practices followed for different products and analyze or Any other topic which has contemporary practical relevance		Internal evaluation (30 marks of CEC)

\* Practical Sessions of Office Automation tools must be taken into Computer Lab

#### 4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

#### 5. Evaluation:

Students shall be evaluated on the following components:

	Internal Evaluation	(Internal Assessment- 50 Marks)
A	<ul style="list-style-type: none"> <li>● Continuous Evaluation Component</li> </ul>	30 marks
	<ul style="list-style-type: none"> <li>● Class Presence &amp; Participation</li> </ul>	10 marks
	<ul style="list-style-type: none"> <li>● Quiz</li> </ul>	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

#### 6. Text / Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Dwivedi, D. N.	Managerial economics	Vikas Publishing House	Latest
1	Cherunilam, F.	Business environment	Himalaya Publishing House.	Latest



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2	D.M. Mithani	Managerial Economics: Theory and applications	Himalya Publishing House	Latest
3	Dr. S. Sankaran	Managerial Economics	Margham Publications	2013
4	M H Navalur & K K Dewett	Modern Economic Theory (Theory and Policy)	S. Chand Publishing	Latest
5	Mote V L, Paul. S & Gupta G S	Managerial Economics	Tata McGraw Hill	Latest
6	H. Craig Petersen & W. Cris lewis	Managerial Economics	Prentice-Hall	Latest
7	H.L Ahuja	Managerial Economics	S Chand	Latest

Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

## 7. List of Journals/Periodicals/Magazines/Newspapers, etc.

1. Harvard Business Review
2. Vikalpa – A Journal for Decision Makers
3. Management Review
4. Business Standard/Economic Times/Financial Times/ Financial Express/
5. Economic & Political Weekly
6. Asian Journal of Research in Business Economics
7. Indian Journal of Economics and Development