

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

COMPLETE SYLLABUS BOOK

BBA

Branch: Management

Batch: 2026-30

Framework: RTU-NEP 2020 Compliance

PHASED IMPLEMENTATION: YEAR 1 ONLY

Generated on: 8/19/2026

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

COURSE CODE: BALC101 - PRINCIPLES OF MANAGEMENT

Credit Distribution:

L-T-P: 3-1-0

Total Credits: 4

Academic Details:

Category: DSC

Semester: 1 | Slot: 1

Course Content & Outcomes

Unit & Title	Topics	Course Outcome
Unit 1 Introduction (10 Hrs)	Nature, Scope and Significance of Management; Role of Managers; Principles of Management; Levels of Management, Challenges for Managers in a Global and Dynamic Business Environment.	N/A
Unit 2 Planning and Decision Making (10 Hrs)	Concept, Nature and Types of Planning, Planning Process; Decision Making: Concept, Process, Types and Techniques; Management by Objectives	N/A
Unit 3 Organizing (10 Hrs)	Overview and Nature, Principles of organizing- Division of labor, Scalar chain, Delegation, Span of control, Departmentalization, Formalization and Centralization, Formal and Informal Organizations.	N/A
Unit 4 Directing (10 Hrs)	Nature, Importance and principles of directing. Elements of Directing- Supervision, Motivation, Communication and Leadership. Control- Concept, Process and Types, Traditional and Modern techniques of Control.	N/A

Standard Text Books

- Koontz, H., & Weihrich, H. (2024). Essentials of management: An international perspective (12th ed.). McGraw Hill.
- Robbins, S. P., Coulter, M., & Long, L. (2025). Management (16th ed.). Pearson.
- Stoner, J. A. F., Gilbert, D. R., & Freeman, R. E. (2022). Management (7th ed.). Pearson.
- Griffin, R. W. (2024). Management: Principles and applications (15th ed.). Cengage Learning.
- Prasad, L. M. (2023). Principles and practices of management (11th ed.). Sultan Chand & Sons.

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

COURSE CODE: BALC102 - BUSINESS ECONOMICS

Credit Distribution:

L-T-P: 3-1-0

Total Credits: 4

Academic Details:

Category: DSC

Semester: 1 | Slot: 2

Course Content & Outcomes

Unit & Title	Topics	Course Outcome
Unit 1 Introduction to Business Economics & Utility Approach (10 Hrs)	Concept, Meaning, Nature, Scope & Significance of Business Economics, Role of Business Economics in decision-making; Relationship with Micro and Macro Economics. Utility Approach: Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility (basic understanding and business relevance).	N/A
Unit 2 Demand Analysis and Forecasting (10 Hrs)	Demand Schedule & Demand Curve, Determinants of Demand, Law of Demand and its exceptions. Elasticity of Demand: Price, Income and Cross Elasticity (conceptual understanding). Demand Forecasting: Significance of Demand Forecasting: Techniques of Demand Forecasting (Introductory level)	N/A
Unit 3 Production and Cost Analysis (8 Hrs)	Production Function: Concept, Short-run and Long-run Production, Law of Variable Proportions, Returns to Scale. Cost Analysis: Concept of Cost, Short-run & Long-run Cost Curves, Types of Costs – Total, Fixed, Variable, Average and Marginal Costs.	N/A
Unit 4 Market Structure and Profit Management (12 Hrs)	Market Structures: Perfect Competition, Monopoly, Monopolistic Competition Pricing: Objectives of the Firm – Profit Maximization, Sales Revenue Maximization, Survival, Pricing under different market structures. Profit Management: Concept of Profit Management, Profit Planning & Control, Break-even Analysis	N/A

Standard Text Books

- Ahuja, H. L. (2020.). Business economics. S. Chand Limited
- Mishra, S. K., & Puri, V. K. (2021.). Business economics. Himalaya Publishing House
- Dwivedi, D. N. (2021) Managerial economics. Vikas Publishing House
- Salvatore, D. (2019.). Managerial economics: Principles and worldwide applications. Oxford University Press
- Thomas, C. R., & Maurice, S. C. (2018.). Managerial economics: Foundations of business analysis and strategy. McGraw-Hill Education

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

COURSE CODE: RTLM101 - ENVIRONMENTAL STUDIES

Credit Distribution:

L-T-P: 3-1-0

Total Credits: 4

Academic Details:

Category: MDC

Semester: 1 | Slot: 3

Course Content & Outcomes

Unit & Title	Topics	Course Outcome
Unit 1 Introduction to Environment and Ecosystem (10 Hrs)	Meaning, scope and importance of Environmental Studies, relationship with business and society, concept of sustainability and sustainable development. Basic structure of ecosystem, components such as producers, consumers and decomposers, and simple understanding of food chain and food web.	N/A
Unit 2 Natural Resources (10 Hrs)	Types of resources—renewable and non-renewable. Land resources and related issues such as land degradation and soil erosion. Water resources including usage, over-exploitation, floods and droughts. Energy resources with focus on conventional and alternative sources. Deforestation: causes and its impact on environment and society.	N/A
Unit 3 Environmental Pollution (10 Hrs)	Types of pollution—air, water, soil and noise, along with their causes, effects and control measures. Basic concept of solid waste management. Global environmental issues such as climate change and global warming. Basic overview of environmental laws including Environment Protection Act, 1986; Air (Prevention & Control of Pollution) Act, 1981; Water (Prevention and control of Pollution) Act, 1974; Wildlife Protection Act, 1972; Forest Conservation Act, 1980. Introduction to international initiatives such as Montreal Protocol and Kyoto Protocol.	N/A
Unit 4 Human Communities and the Environment (10 Hrs)	Human population growth: Impacts on environment, human health and welfare, Resettlement and rehabilitation of project affected persons, Disaster management: floods, earthquake, cyclones and landslides, Environmental ethics: Role of Indian and other religions and cultures in environmental conservation, Environmental communication and public awareness.	N/A

Standard Text Books

- Bharucha, E. (2002). The biodiversity of India. Mapin Publishing Pvt. Ltd
- Cunningham, W. P., & Cunningham, M. A. (2021). Principles of environmental science: Inquiry and applications (9th ed.). McGraw Hill
- Groom, M. J., Meffe, G. K., & Carroll, C. R. (2006). Principles of conservation biology (3rd ed.). Sinauer Associates
- Grumbine, R. E., & Pandit, M. K. (2013). Threats from India's Himalaya dams. Science, 339(6115), 36–37
- Joseph, B. (2017). Environmental studies (3rd ed.). McGraw Hill Education
- Kaushik, A., & Kaushik, C. P. (2018). Perspectives in environmental studies (7th ed.). New Age International Publishers

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

COURSE CODE: RTLTV101 - DEEKSHARAMBH & UNIVERSAL HUMAN VALUES

Credit Distribution:

L-T-P: 3-1-0

Total Credits: 4

Academic Details:

Category: VAC

Semester: 1 | Slot: 4

Course Content & Outcomes

Unit & Title	Topics	Course Outcome
Unit 1 Deeksharambh – Student Induction Programme (10 Hrs)	Institutional Orientation and Holistic Development: Orientation to the Institution's Vision, Mission, Academic Regulations, Examination System, Campus Facilities, Student Support Services, Code of Conduct, Anti-Ragging, Grievance Redressal Mechanism, and Campus Safety; complemented by Study Skills, Communication, Digital Literacy, Leadership, Teamwork, Physical and Mental Well-being, Yoga, Emotional Intelligence, Environmental Awareness, and Community Engagement. * Students shall submit a report highlighting the key learnings from the Deeksharambh – Student Induction Programme, covering all the themes and activities included in the programme.	N/A
Unit 2 Understanding Human Values and Self (10 Hrs)	Universal Human Values: meaning and significance; self-exploration and self-awareness; human aspirations; harmony of self and body; happiness and well-being; values, emotional intelligence, and self-management.	N/A
Unit 3 Harmony in Relationships and Society (10 Hrs)	Values in family and society; trust, respect, empathy, and responsibility; effective communication and conflict resolution; gender sensitivity and inclusion; social responsibility, citizenship, cultural diversity, ethical leadership, and teamwork.	N/A
Unit 4 Human Values in Business and Professional Life (10 Hrs)	Business ethics and corporate values; ethical decision-making; Corporate Social Responsibility (CSR); sustainable development and environmental ethics; professional ethics, responsible leadership, value-based entrepreneurship, Sustainable Development Goals (SDGs), and personal action for value-based living.	N/A

Standard Text Books

1. Gaur, R. R., Sangal, R., & Bagaria, G. P. (2019). A foundation course in human values and professional ethics (2nd rev. ed.). Excel Books
2. Kumar, S., & Nayyer, S. (2020). Universal human values and professional ethics. Thakur Publication Pvt. Ltd
3. Banerjee, B. P. (2005). Foundations of ethics and management. Excel Books
4. Tripathi, A. N. (2024). Human values (4th ed.). New Age International Publishers

Reference Materials

- Govindarajan, M., Natarajan, S., & Senthilkumar, V. S. (2013). Professional ethics and human values. PHI Learning Pvt. Ltd

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

COURSE CODE: BALE101.1 - OFE - A: INTRODUCTION TO TOURISM

Credit Distribution:

L-T-P: 3-1-0

Total Credits: 4

Academic Details:

Category: OFE

Semester: 1 | Slot: 5

Course Content & Outcomes

Unit & Title	Topics	Course Outcome
Unit 1 Concept & Evolution (10 Hrs)	Defining tourism; traveller vs. tourist vs. visitor (UNWTO terms); domestic, inbound, outbound and international tourism; forms (leisure, business/MICE, cultural, adventure, eco, wellness/medical); evolution of tourism globally and in India; the post-pandemic tourism landscape.	N/A
Unit 2 The Tourism System (10 Hrs)	Leiper's tourism system; demand and supply; the 4 A's (attraction, access, amenities, ancillary services); stakeholders — public, private, community, platform economy; tourism supply chain and value chain.	N/A
Unit 3 Components of the Industry (10 Hrs)	Transport, accommodation, intermediaries (travel agencies, tour operators, OTAs); role of government, DMOs and the private sector; technology as an enabler.	N/A
Unit 4 Impacts & Significance (10 Hrs)	Economic impacts (GDP, employment, foreign exchange, multiplier effect); socio-cultural and environmental impacts; introduction to sustainability and over tourism; tourism's role in development and the SDGs.	N/A

Standard Text Books

- Page, S. J. (2025). Tourism management (7th ed.). Routledge
- Inkson, C., & Minnaert, L. (2022). Tourism management: An introduction (3rd ed.). SAGE
- Cooper, C., & Hall, C. M. (2022). Contemporary tourism: An international approach (5th ed.). Goodfellow Publishers
- Morrison, A. M., & Buhalis, D. (Eds.). (2024). Routledge handbook of trends and issues in global tourism supply and demand. Routledge
- Buhalis, D. (Ed.). (2022). Encyclopedia of tourism management and marketing. Edward Elgar Publishing

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

COURSE CODE: BALE101.2 - OFE - B: CREATIVITY & INNOVATION IN BUSINESS

Credit Distribution:

L-T-P: 3-1-0

Total Credits: 4

Academic Details:

Category: OFE

Semester: 1 | Slot: 5

Course Content & Outcomes

Unit & Title	Topics	Course Outcome
Unit 1 Introduction to Creativity and Innovation (10 Hrs)	Meaning and importance of creativity and innovation; Difference between creativity, invention, and innovation, Types of innovation (product, process, business model), Barriers to creativity and ways to overcome the barriers, Role of creativity in business growth	N/A
Unit 2 Tools and Techniques for Creative Thinking (10 Hrs)	Creative thinking process; Brainstorming, Mind Mapping, SCAMPER technique, Lateral thinking and problem-solving, Design thinking basics, Individual and group creativity techniques	N/A
Unit 3 Innovation Management in Business (10 Hrs)	Innovation process and lifecycle; Managing innovation in organizations, Role of leadership and culture in innovation, Open innovation and collaboration, Case examples of successful innovation strategies	N/A
Unit 4 Creativity, Innovation and Entrepreneurship (10 Hrs)	Linking creativity to entrepreneurship, Opportunity recognition and idea generation, Commercialization of innovative ideas, Innovation in startups and SMEs; Challenges in implementing innovation	N/A

Standard Text Books

- Peter Ferdinand Drucker (2006 Reprint). Innovation and Entrepreneurship. HarperCollins Publishers
- Tom Kelley & David Kelley (2013). Creative Confidence. Crown Business
- Clayton M. Christensen (2016, Reprint Edition). The Innovator's Dilemma. Harvard Business Review Press
- Alexander Osterwalder & Yves Pigneur (2010). Business Model Generation. Wiley

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

COURSE CODE: BALE101.3 - OFE - C: INTRODUCTION TO INTERNATIONAL BUSINESS

Credit Distribution:

L-T-P: 3-1-0

Total Credits: 4

Academic Details:

Category: OFE

Semester: 1 | Slot: 5

Course Content & Outcomes

Unit & Title	Topics	Course Outcome
Unit 1 Introduction to International Business (10 Hrs)	Meaning, Nature, Scope. Role of International Business. Forms of international business: Export-Import Trade, Licensing, Franchising, Joint Ventures, and Foreign Direct Investment. Difference between international and domestic business,	N/A
Unit 2 International Business Environment (10 Hrs)	Concept, nature, and significance, Micro Environment: Customers, Competitors, Suppliers, Intermediaries, and Stakeholders. Macro Environment: Economic, Political, Legal, Socio-cultural, Technological, and Ecological factors. Environmental analysis: SWOT Analysis and PESTLE analysis	N/A
Unit 3 International Institutions (10 Hrs)	Organizational structure and institutions involved in export promotion: DGFT, FIEO, EXIM BANK, ECGC, EPC's, Electronics hardware technology park (EHTPs) and Software Technology Parks (STP's) Interrelationship Between Institutions-Coordination among DGFT, EXIM Bank, ECGC, EPCs, and FIEO.	N/A
Unit 4 Global Strategic Management & Contemporary Trends (10 Hrs)	Organizational structures for MNCs; Global strategic choices (Global, Transnational, International, Multidomestic); Cross-cultural management and human resource challenges; Global supply chain and operations; Digitalization of trade; Ethical issues and sustainability in international business.	N/A

Standard Text Books

- V. K. Bhalla, S. Shiva Ramu, International Business, Environment and Management, Anmol Publications Pvt Ltd, New Delhi
- Srinivasan, T. N.: Developing Countries and Multilateral Trading System, OUP, Delhi 3. Francies Cherunilam, "International Business – Text and Cases", PHI Pvt. Ltd, New Delhi
- V Sharan, International Business, Pearson Education, New Delhi
- Janet Morrison – The Global Business Environment-Palgrave Mcmillan Publishers , New Delhi
- Debra Johnson, Colin Turner – International Business – Routledge Publishers , New Delhi
- Aswathappa - International Business- Tata McGraw Hill, New Delhi 8. Justin Paul - International Business - PHI Publishers , New Delhi

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

COURSE CODE: BALE101.4 - OFE - D: FUNDAMENTALS OF COMPUTER APPLICATIONS

Credit Distribution:

L-T-P: 3-1-0

Total Credits: 4

Academic Details:

Category: OFE

Semester: 1 | Slot: 5

Course Content & Outcomes

Unit & Title	Topics	Course Outcome
Unit 1 Introduction to Computers (10 Hrs)	Definition, Characteristics of Computer; History and Generations of Computers; Types of Computers; Basic Components (Input, Output, CPU, Memory); Applications of Computers.	N/A
Unit 2 Computer Hardware & Software (10 Hrs)	Input Devices; Output Devices; Memory (Primary & Secondary); Software (System & Application); Introduction to Operating System (Windows/Linux basics).	N/A
Unit 3 Basic Computer Operations & MS Office (10 Hrs)	Bootling Process; File Management; Introduction to MS Word (create, edit, format documents). Basics of MS Excel: Introduction to Spreadsheet; Rows, Columns, Cells; Data Entry; Formatting Cells; Basic Formulas (SUM, AVERAGE, MIN, MAX); Simple Charts.	N/A
Unit 4 Internet & Applications (10 Hrs)	Introduction to Internet; Web Browsers; Search Engines; Email (Create, Send, Receive); Introduction to Cyber Security; Safe Internet Practices.	N/A

Standard Text Books

- Sinha, P. K., & Sinha, P. (2013). Computer fundamentals (6th ed.). BPB Publications
- Rajaraman, V. (2018). Introduction to information technology (3rd ed.). PHI Learning
- Goel, A. (2010). Computer fundamentals. Pearson Education India
- Leon, A., & Leon, M. (2019). Fundamentals of information technology (2nd ed.). Vikas Publishing House
- Lambert, J., & Frye, C. (2022). Microsoft Office 2021 step by step. Microsoft Press

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

COURSE CODE: BALC103 - ORGANIZATIONAL BEHAVIOUR

Credit Distribution:

L-T-P: 3-1-0

Total Credits: 4

Academic Details:

Category: DSC

Semester: 2 | Slot: 1

Course Content & Outcomes

Unit & Title	Topics	Course Outcome
Unit 1 Introduction (10 Hrs)	Definition, Significance, Concept of Organisational Behaviour (OB): Disciplines that contribute to OB; Models of OB	N/A
Unit 2 Individual Behaviour (10 Hrs)	Foundations of Individual Behaviour Attitudes and Job Satisfaction, Components of Attitude, Major Job Attitude, Job Satisfaction. Personality: Personality Determinants, MBTI, Big – Five Model, Perception-Concept & Process.	N/A
Unit 3 Motivation (10 Hrs)	Concept of motivation, Definition, Theories of Motivation-Maslow's need Theory, Theory X and Theory Y, Two Factor Theory, McClelland's Theory, Vroom's Expectancy Theory.	N/A
Unit 4 Stress and Conflict Management (10 Hrs)	Stress- meaning, reasons and overcoming techniques. Conflict- meaning, reasons and overcoming techniques.	N/A

Standard Text Books

- Stephen P. Robbins, Timothy A. Judge, Neharika Vohra, (2024). Organization Behavior, Pearson Education
- Ashwathappa, K., (2023). Organizational Behavior, Himalaya Publication
- Fiona M. Wilson, (2022). Organizational Behavior and Work, Oxford University Press
- Robbins & Judge, (2023). Essentials of Organizational Behavior, Pearson Education
- Shashi K. Gupta, Rosy Joshi, (2023). Organisational Behavior, Kalyani Publication

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

COURSE CODE: BALC104 - FINANCIAL ACCOUNTING

Credit Distribution:

L-T-P: 3-1-0

Total Credits: 4

Academic Details:

Category: DSC

Semester: 2 | Slot: 2

Course Content & Outcomes

Unit & Title	Topics	Course Outcome
Unit 1 Fundamentals of Accounting (10 Hrs)	Meaning, nature, and scope of financial accounting. Accounting principles, concepts, and conventions. Accounting standards: Overview and significance. Double entry system and accounting equation. Journal, ledger, and trial balance.	N/A
Unit 2 Final Accounts of Sole Proprietorship (10 Hrs)	Preparation of Trading Account, Profit & Loss Account, and Balance Sheet. Adjustments: outstanding expenses, prepaid expenses, depreciation, provisions, etc. Depreciation accounting: Straight Line and Written Down Value methods.	N/A
Unit 3 Accounting for Companies (10 Hrs)	Introduction to company accounts. Issue of shares: equity and preference shares. Accounting for share capital (issue, forfeiture, and reissue) Basics of financial statements of companies.	N/A
Unit 4 Financial Statement Analysis (10 Hrs)	Meaning and objectives of financial statement analysis. Ratio analysis: liquidity, profitability, and solvency ratios. Common size statements and comparative statements. Introduction to cash flow statements.	N/A

Standard Text Books

- Gupta, R. L., & Radhaswamy, M. (2025). Financial accounting (Revised ed.). Sultan Chand & Sons
- Tulsian, P. C., & Tulsian, B. (2025). Financial accounting (3rd ed.). S. Chand Publishing
- Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, S. K. (2024). Financial accounting (6th ed.). Vikas Publishing House
- Weygandt, J. J., Kimmel, P. D., & Kieso, D. E. (2024). Financial accounting (10th ed.). Wiley
- Mukherjee, A., & Hanif, M. (2025). Financial accounting (2nd ed.). McGraw Hill Education

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

COURSE CODE: BALC105 - BUSINESS STATISTICS

Credit Distribution:

L-T-P: 3-1-0

Total Credits: 4

Academic Details:

Category: DSC

Semester: 2 | Slot: 3

Course Content & Outcomes

Unit & Title	Topics	Course Outcome
Unit 1 Introduction to Statistics & Data Presentation (10 Hrs)	Meaning, scope and importance of statistics, Types of data: Primary and Secondary, Methods of data collection, Classification and tabulation, Diagrammatic and graphical representation (Bar diagram, Pie chart, Histogram)	N/A
Unit 2 Measures of Central Tendency & Dispersion (10 Hrs)	Mean, Median, Mode, Weighted average, Measures of dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation and Variance, Coefficient of variation	N/A
Unit 3 Probability & Probability Distributions (10 Hrs)	Basic concepts of probability, Addition and multiplication theorems, Conditional probability, Binomial distribution, Normal distribution	N/A
Unit 4 Correlation, Regression & Time Series (10 Hrs)	Correlation Meaning and types, Karl Pearson's coefficient of correlation, Regression analysis (simple linear regression), Time series analysis: Components, Trend analysis (Moving average method)	N/A

Standard Text Books

- Gupta, S. C., & Kapoor, V. K. (2020). Fundamentals of mathematical statistics. Sultan Chand & Sons
- Levin, R. I. (2008). Statistics for management. Pearson Education India
- Anderson, D. R., & Sweeney, D. J. (2011). Statistics for business and economics 11e. south western
- Sharma, J. K. (2012). Business statistics. Pearson Education India
- Gupta, S. P., & Gupta, M. P. (1979). Business statistics. S. Chand, New Delhi

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

COURSE CODE: RTLA101 - BUSINESS COMMUNICATION

Credit Distribution:

L-T-P: 3-1-0

Total Credits: 4

Academic Details:

Category: AEC

Semester: 2 | Slot: 4

Course Content & Outcomes

Unit & Title	Topics	Course Outcome
Unit 1 Fundamentals of English Communication (10 Hrs)	Concept, process, and significance of communication in business organizations. Types of communication: Formal & Informal, Written, Visual .Barriers to communication and strategies to overcome them	N/A
Unit 2 Professional Writing and Business Correspondence (10 Hrs)	Principles of effective business writing. Business Correspondence: Formal letters (Inquiry, Complaint, Sales, Order, Adjustment) , Email writing: format, tone, netiquette, professional drafting Office Drafting: Notices, memorandum, Agenda and Minutes of Meetings (introductory level) ,Paragraph and précis writing- Structure and coherence, Developing ideas logically.	N/A
Unit 3 Oral and Non-Verbal Communication (10 Hrs)	Non-verbal communication: Body language, gestures, posture, Eye contact, facial expressions, and tone. Public speaking skills: Introducing oneself, Short speeches and presentations, Group communication: Basics of Group Discussion (GD)	N/A
Unit 4 Business Communication in Practice (10 Hrs)	Introduction to business communication formats: Reports (basic concepts and types) and Resume writing and job application letters, Presentation skills: Basics of structuring a presentation And Use of visual aids (PPT fundamentals), Communication etiquette: Professional behaviour and workplace communication, Social media etiquette and Online communication dos and don'ts	N/A

Standard Text Books

- Bovee, C. L., & Thill, J. V. (2024). Business communication today (16th ed.). Pearson Education
- Lesikar, R. V., Flatley, M. E., & Rentz, K. (2022). Business communication: Making connections in a digital world (13th ed.). McGraw-Hill Education
- Raman, M., & Singh, P. (2023). Business communication (3rd ed.). Oxford University Press
- Kaul, A. (2021). Effective business communication (3rd ed.). Prentice Hall India
- Murphy, R. (2019). English grammar in use (5th ed.). Cambridge University Press

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

COURSE CODE: BALE102.1 - OFE - A: TOURISM PRODUCTS & DESTINATIONS

Credit Distribution:

L-T-P: 3-1-0

Total Credits: 4

Academic Details:

Category: OFE

Semester: 2 | Slot: 5

Course Content & Outcomes

Unit & Title	Topics	Course Outcome
Unit 1 Nature of Tourism Products (10 Hrs)	Concept and characteristics (intangibility, perishability, inseparability); components — attraction, accessibility, amenities; classification (natural, cultural, man-made); Tourism Area Life Cycle (Butler).	N/A
Unit 2 Natural & Cultural Products (10 Hrs)	Wildlife, protected areas, coasts, deserts; heritage — monuments, forts, sacred sites; living culture, crafts, cuisine and festivals as products; authenticity and commodification.	N/A
Unit 3 Man-made & Experiential Products (10 Hrs)	Heritage hotels, museums, theme parks, MICE venues; the experience economy; product development and innovation; the role of technology and design in product creation.	N/A
Unit 4 Destination Management & Branding (10 Hrs)	Destination as a product; DMOs and governance; branding, positioning and image; product packaging (circuit/corridor models such as the Golden Triangle); sustainable destination development.	N/A

Standard Text Books

- Morrison, A. M. (2023). Marketing and managing tourism destinations (3rd ed.). Routledge
- Page, S. J. (2025). Tourism management (7th ed.). Routledge
- Sharpley, R. (Ed.). (2022). Routledge handbook of the tourist experience. Routledge
- Morrison, A. M., & Buhalis, D. (Eds.). (2024). Routledge handbook of trends and issues in tourism sustainability, planning and development, management, and technology. Routledge
- Morrison, A. M. (2022). Tourism marketing in the age of the consumer. Routledge

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

COURSE CODE: BALE102.2 - OFE - B: NEW VENTURE CREATION & BUSINESS PLANNING

Credit Distribution:

L-T-P: 3-1-0

Total Credits: 4

Academic Details:

Category: OFE

Semester: 2 | Slot: 5

Course Content & Outcomes

Unit & Title	Topics	Course Outcome
Unit 1 Opportunity Identification and Market Assessment (10 Hrs)	Sources of business ideas: trends, gaps, innovation, and customer needs, Idea generation techniques (brainstorming, Design Thinking basics); Idea screening and evaluation criteria, Industry and competitor analysis; Basics of market research and customer discovery, Understanding target market, customer segments, and value proposition	N/A
Unit 2 Feasibility Analysis and Validation (10 Hrs)	Concept and importance of feasibility analysis; Market feasibility: demand analysis and customer validation, Technical feasibility: resources, technology, and operations, Financial feasibility: cost estimation, pricing, and break-even analysis; Risk analysis and mitigation strategies, Introduction to Lean Startup approach (build-measure-learn loop)	N/A
Unit 3 Business Plan Development and Business Models (10 Hrs)	Purpose and components of a business plan; Executive summary and business description, Marketing plan: segmentation, targeting, positioning (STP), Operations and human resource planning, Financial projections: basic income statement, cash flow, break-even; Preparing and presenting an investor pitch deck	N/A
Unit 4 Venture Launch, Funding, and Growth Strategies (10 Hrs)	Steps in launching a new venture (registration and compliance basics in India), Funding sources: bootstrapping, bank loans, angel investors, venture capital, crowd funding, Role of incubators, accelerators, and startup ecosystem in India, Managing early-stage operations and team building; Growth strategies: market expansion, product diversification; Scaling, exit strategies, and handling startup challenges and failures	N/A

Standard Text Books

- Hisrich, Robert D., Peters, Michael P. & Shepherd, Dean A. (2017). Entrepreneurship. McGraw-Hill Education
- Drucker, Peter F. (2006 Reprint). Innovation and Entrepreneurship. HarperCollins Publishers
- Barringer, Bruce R. & Ireland, R. Duane (2015). Entrepreneurship: Successfully Launching New Ventures. Pearson India
- Ries, Eric (2011). The Lean Startup. Crown Business

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

COURSE CODE: BALE102.3 - OFE - C: FOREIGN TRADE & GLOBAL ENGAGEMENT

Credit Distribution:

L-T-P: 3-1-0

Total Credits: 4

Academic Details:

Category: OFE

Semester: 2 | Slot: 5

Course Content & Outcomes

Unit & Title	Topics	Course Outcome
Unit 1 Evolution of Indian Foreign Trade & Policy Framework (10 Hrs)	Meaning, nature, and importance of foreign trade, Role of foreign trade in economic development, Evolution of India's foreign trade since 1951, Foreign Trade Policy (FTP) – Recent framework (updated policy perspective), Key features, objectives, and instruments of trade policy, Trade liberalization and globalization in India Foreign trade under Five-Year Plans (overview)	N/A
Unit 2 Trends, Composition & Direction of India's Trade (10 Hrs)	Recent trends in India's foreign trade, Composition of trade: exports and imports, Major export and import items, Traditional vs. non-traditional exports, Direction of trade: major trading partners, Comparative export performance of India, Trade balance and current account issues	N/A
Unit 3 Institutional Framework & Export Promotion in India (10 Hrs)	Role of Ministry of Commerce and Industry, Export Promotion Councils and Commodity Boards, Directorate General of Foreign Trade (DGFT) Supporting institutions: Indian Institute of Foreign Trade (IIFT), Indian Institute of Packaging (IIP), Export Inspection Council (EIC), Trade promotion initiatives: trade fairs, exhibitions, and export incentives, Government support for exporters and MSMEs, Role of logistics, infrastructure, and digital trade facilitation	N/A
Unit 4 India's Global Trade Engagement & Future Prospects (10 Hrs)	India's trade relations with major economies (USA, EU, ASEAN, China), Regional Trade Agreements (RTAs), FTAs, and economic groupings Role of the World Trade Organization (WTO) in India's trade Emerging areas: services trade, digital trade, and e-commerce, India's participation in global value chains (GVCs), Challenges and opportunities in global trade, Future prospects of India's foreign trade	N/A

Standard Text Books

- Jain, R. K. (2021). Foreign trade policy & handbook of procedures. Centax Law Publications
- Yadagiri, M., Rana Pratap, V., & Saibaba, R. (2019). Foreign trade. Kalyani Publishing House
- Madhusudana, H. S. (2020). Foreign trade and export–import policy of India. New Century Publications
- Cherunilam, F. (2020). International trade and export management. Himalaya Publishing House

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

COURSE CODE: BALE102.4 - OFE - D: E-COMMERCE & DIGITAL BUSINESS MODELS

Credit Distribution:

L-T-P: 3-1-0

Total Credits: 4

Academic Details:

Category: OFE

Semester: 2 | Slot: 5

Course Content & Outcomes

Unit & Title	Topics	Course Outcome
Unit 1 Introduction (10 Hrs)	Meaning and Concept of E-Commerce, Traditional Commerce vs E-Commerce, Types of E-Commerce: B2B (Business to Business), B2C (Business to Consumer), C2C (Consumer to Consumer), C2B (Consumer to Business), Advantages & Limitations of E-Commerce, E-Commerce vs E-Business	N/A
Unit 2 E-Commerce Business Models (10 Hrs)	Meaning of Business Model, Types of Digital Business Models: Subscription Model, Freemium Model, Marketplace Model, On-Demand Model, Revenue Models: Advertising, Commission, Sales, Subscription, Digital Platforms & Ecosystems	N/A
Unit 3 E-Commerce Technology & Operations (10 Hrs)	E-Commerce Website Components: Frontend (UI/UX), Backend (Server, Database), Payment Systems: Debit/Credit Card, UPI, Digital Wallets, Order, Processing Cycle: Product Selection ! Logistics & Supply Chain in E-Commerce, Security Issues in E-Commerce	N/A
Unit 4 Digital Marketing & Emerging Trends (10 Hrs)	Digital Marketing Basics, SEO (Search Engine Optimization), Social Media Marketing, Email Marketing, Customer Engagement Strategies, Data Analytics in E-Commerce, Emerging Trends: Artificial Intelligence (AI), Big Data, Mobile Commerce (M-Commerce), Social Commerce	N/A

Standard Text Books

- Laudon, K. C., & Traver, C. G. (2024). E-commerce 2024–2025: Business, technology, society (19th ed.). Pearson
- Chaffey, D., Hemphill, T., & Edmundson-Bird, D. (2023). Digital business and e-commerce management: Strategy, implementation and practice (8th ed.). Pearson
- Jelassi, T., & Martínez-López, F. J. (2020). Strategies for e-business: Creating value through electronic and mobile commerce: Concepts and cases (4th ed.). Springer