

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: BALE101.4 - 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