

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

COMPLETE SYLLABUS BOOK

MBA

Branch: Master of Business Administration

Batch: 2026-28

Framework: RTU-NEP 2020 Compliance

PHASED IMPLEMENTATION: YEAR 1 ONLY

Generated on: 8/19/2026

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

COURSE CODE: MBLC101 - MANAGEMENT CONCEPTS & ORGANISATIONS BEHAVIOUR

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 to Management Concept: (10 Hrs)	Meaning and Significance of Management, Levels of Management, Roles and Skills of Managers, Managerial Competencies in the Digital Era, Difference between Manager and Leader, Principles of Management, Challenges for Managers in a Global and Dynamic Business Environment.	N/A
Unit 2 Functions of Management: (10 Hrs)	Functions of Management, Planning: Types and Process, Management by Objectives (MBO) and Management by Exception (MBE), Decision Making: Process and Techniques, Organising: Authority, Responsibility and Delegation, Centralisation and Decentralisation, Organisation Structure: Formal and Informal Organisation, Effective Directing, Coordination and Control Techniques.	N/A
Unit 3 Foundations of Organisational Behaviour: (10 Hrs)	Introduction to Organisational Behaviour, Personality, Perception, Motivation: Theories of Motivation-Maslow's Hierarchy of Needs Theory, Herzberg's Motivation-Hygiene Theory, Alderfer's ERG Theory, Mc Clelland's Achievement Motivation Theory, Expectancy Theory, Equity Theory.	N/A
Unit 4 Group Behavior: (10 Hrs)	Concept of Group, Five Stage model of group development; Types of group, Teams Vs Groups, Self managed Teams .Stress and Conflict Management: Stress- meaning, reasons and overcoming techniques. Conflict- meaning, reasons and overcoming techniques. International Dimension of Organizational Behaviour: Building, motivating, and managing diverse workforce. Comparative Management Styles – American & Japanese Management Practices, Cross cultural communication.	N/A

Standard Text Books

- Prasad, L. M. (2020). Principles and practices of management. Sultan Chand
- Hill, C., & McShane, S. (2012). Principles of management. Tata McGraw Hill
- Massie, J. L. (2003). Essentials of management (4th ed.). Prentice Hall of India
- Terry, G. R., & Franklin, S. G. (n.d.). Principles of management (8th ed.). AITBS Publishers & Distributors
- Robbins, S. P., Judge, T. A., & Vohra, N. (2019). Organizational behavior (18th ed.). Pearson Education
- Robbins, S. P., & Judge, T. A. (2017). Essentials of organizational behavior (14th ed.). Pearson Education

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

COURSE CODE: MBLC102 - MANAGERIAL 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 Foundations of Managerial Economics & Demand Analysis: (10 Hrs)	Concept, Nature and Scope of Managerial Economics, Role in decision-making, Relationship with Micro and Macro Economics. Demand Analysis: Determinants of Demand, Law of Demand and its exceptions. Elasticity of Demand: Price, Income and Cross Elasticity, Measurement and managerial significance. Demand Forecasting: Need and significance, Techniques of Demand Forecasting (Introductory level)	N/A
Unit 2 Production and Cost Analysis: (10 Hrs)	Production Function: Short-run and Long-run Production; Law of Variable Proportions; Returns to Scale. Cost Analysis: Cost concepts – Fixed, Variable, Total, Average and Marginal Costs, Short-run and Long-run Cost Curves. Break-even Analysis: Concept and managerial use (basic numerical).	N/A
Unit 3 Market Structure and Pricing Decisions: (8 Hrs)	Market Structures: Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly (Concepts). Pricing Decisions: Objectives of the Firm – Profit Maximization, Sales Maximization, Market Share, Pricing under different market structures.	N/A
Unit 4 Macroeconomic Environment and Business Decisions: (12 Hrs)	National Income: Concept, Methods of Measurement, Importance for business. Inflation: Meaning causes and impact on business. Monetary Policy: Role of Reserve Bank of India; tools – Repo Rate, Reverse Repo Rate, CRR (simple explanation). Fiscal Policy: Concept and objectives, tools of fiscal policy – taxation, government spending and budget.	N/A

Standard Text Books

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

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

COURSE CODE: MBLC103 - QUANTITATIVE TECHNIQUES & BUSINESS STATISTICS

Credit Distribution:

L-T-P: 3-1-0

Total Credits: 4

Academic Details:

Category: DSC

Semester: 1 | Slot: 3

Course Content & Outcomes

Unit & Title	Topics	Course Outcome
Unit 1 Statistical Foundations and Data Analysis (12 Hrs)	Nature, Scope and Importance of Statistics in Management, Collection, Classification and Presentation of Data, Measures of Central Tendency: Mean Median, Mode, and Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation. Bivariate Data Analysis: Correlation Analysis: Karl Pearson's and Spearman's Rank Correlation, Simple Linear Regression Analysis and Business Applications	N/A
Unit 2 Probability (8 Hrs)	Concepts of Probability and Business Applications, Rules of Probability, Conditional Probability and Bayes' Theorem, Probability Distributions: Binomial Distribution, Poisson Distribution, Normal Distribution.	N/A
Unit 3 Linear Programming and Optimization Techniques (10 Hrs)	Introduction to Operations Research and Quantitative Techniques, Formulation of Linear Programming Problems (LPP), Graphical Method of Solving LPP, Simplex Method, Big-M and Two-Phase Methods (Overview), Duality (Basic Concepts), Transportation Problems: Initial Basic Feasible Solutions (NWCM, LCM, VAM), Optimality Tests (MODI Method), Assignment Problems and Hungarian Method	N/A
Unit 4 Decision Analysis, Network Models and Inventory Management (10 Hrs)	Decision Theory: Decision Making Under Certainty, Risk and Uncertainty, Payoff Matrix, Expected Monetary Value, Expected Opportunity Loss, Maximax, Maximin and Minimax Regret Criteria. Queuing Theory: Basic Concepts and Applications, Single-Channel Queue Models Simulation: Introduction and Business Applications	N/A

Standard Text Books

- Levin, R. I., Rubin, D. S., Rastogi, S., & Siddiqui, M. H. (2017). Statistics for management (8th ed.). Pearson India
- Vohra, N. D. (2017). Quantitative techniques in management (6th ed.). McGraw Hill Education
- Gupta, S. P., & Gupta, M. P. (2018). Business statistics (19th ed.). Sultan Chand & Sons
- Sharma, J. K. (2019). Operations research: Theory and applications (6th ed.). Macmillan Education India
- Gupta, P. K., & Hira, D. S. (2020). Operations research (7th ed.). S. Chand Publishing.
- Taha, H. A. (2017). Operations research: An introduction (10th ed.). Pearson

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

COURSE CODE: MBLC104 - ENTREPRENEURSHIP & INNOVATION MANAGEMENT

Credit Distribution:

L-T-P: 3-1-0

Total Credits: 4

Academic Details:

Category: DSC

Semester: 1 | Slot: 4

Course Content & Outcomes

Unit & Title	Topics	Course Outcome
Unit 1 Entrepreneurship and Opportunity Recognition (10 Hrs)	Concept, nature and importance of entrepreneurship, entrepreneurial traits, competencies, and entrepreneurial mindset (opportunity recognition, risk-taking, resilience), types of entrepreneurs, entrepreneurship vs. intrapreneurship/corporate entrepreneurship, and effectuation vs. causation.	N/A
Unit 2 New Venture Creation and Business Planning (10 Hrs)	Business model (Osterwalder) and value proposition, feasibility analysis, business plan preparation, from idea to venture: Lean Startup methodology, MVP, startup registration process, funding sources including bootstrapping, angel investors, venture capital and government support for startups.	N/A
Unit 3 Innovation Management and Technology Entrepreneurship (10 Hrs)	Concept and types of innovation, innovation process, innovation strategy, technology and digital innovation, intellectual property rights for entrepreneurs, innovation in business models, Entrepreneurial ecosystem in India: incubators, accelerators, government schemes. Design thinking and emerging technologies (block chain, IoT) in entrepreneurship.	N/A
Unit 4 Growth, Scaling and Sustainability of Entrepreneurial Ventures (10 Hrs)	Growth strategies for startups, scaling entrepreneurial ventures, marketing and branding for startups, risk management, social entrepreneurship, sustainable entrepreneurship, ethical issues in entrepreneurship, challenges and success factors of entrepreneurial ventures. Exit and harvesting strategies, ESG and the triple bottom line; digital marketing and growth hacking for startups.	N/A

Standard Text Books

- Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2020). Entrepreneurship (11th ed.). McGraw-Hill Education, New York.
- Kuratko, D. F. (2021). Entrepreneurship: Theory, Process and Practice (11th ed.). Cengage Learning, Boston.
- Tidd, J., & Bessant, J. (2021). Managing Innovation: Integrating Technological, Market and Organizational Change (7th ed.). John Wiley & Sons, Chichester.
- Drucker, P. F. (2015). Innovation and Entrepreneurship. Routledge, London.
- Charantimath, P. M. (2018). Entrepreneurship Development and Small Business Enterprises (3rd ed.). Pearson India Education Services Pvt. Ltd., New Delhi.
- Zacharakis, A., Corbett, A. C., & Bygrave, W. D. (2025). Entrepreneurship (6th ed.). Wiley, Hoboken.

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

COURSE CODE: MBLC105 - ACCOUNTING FOR MANAGEMENT

Credit Distribution:

L-T-P: 3-1-0

Total Credits: 4

Academic Details:

Category: DSC

Semester: 1 | Slot: 5

Course Content & Outcomes

Unit & Title	Topics	Course Outcome
Unit 1 Introduction to Accounting for Management (8 Hrs)	Meaning, scope, and objectives of accounting for management. Role of accounting in managerial decision-making. Financial Accounting, Cost Accounting, and Management Accounting—concepts and distinctions. Accounting concepts and conventions. Overview of financial statements: Income Statement, Balance Sheet, and Cash Flow Statement. Limitations of financial statements. Introduction to accounting information systems and ERP-based financial reporting.	N/A
Unit 2 Financial Statement Analysis (12 Hrs)	Objectives, techniques and limitations; Comparative Statements, Common-size Statements, Trend Analysis, and Ratio Analysis (Liquidity, Profitability, Solvency, Activity, and Market Ratios). Interpretation of financial statements for managerial decision-making. Limitations of financial statements.	N/A
Unit 3 Cost-Volume-Profit (CVP) Analysis and Decision Making (10 Hrs)	CVP analysis: assumptions, applications, and limitations. Profit-Volume (P/V) Ratio, Margin of Safety, Break-even Point, and Operating Leverage. Decision-making under constraints: make-or-buy decisions shut-down or continue decisions, product mix decisions, and special-order decisions. Pricing decisions for short-term profitability. Preparation and analysis of Cost Sheet: Meaning, objectives, elements of cost, preparation of cost sheet, and its use in cost control, pricing, and managerial decision-making.	N/A
Unit 4 Budgeting, Performance Evaluation, and Emerging Trends (10 Hrs)	Budgeting: meaning, objectives, principles, and types of budgets. Preparation of functional budgets: sales, production, purchase, cash, and master budget. Flexible budgeting and Zero-Based Budgeting (ZBB). Budgetary control and performance evaluation. Introduction to Standard Costing and Variance Analysis. Balanced Scorecard (concept). Emerging trends in accounting for managers: sustainability reporting (ESG), digital accounting systems, business analytics, AI applications in accounting, and ethical issues in managerial accounting.	N/A

Standard Text Books

- Khan, M. Y., & Jain, P. K. (2025). Management accounting (7th ed.). McGraw Hill Education.
- Horngren, C. T., Datar, S. M., & Rajan, M. V. (2023). Cost accounting: A managerial emphasis (16th ed.). Pearson.
- Drury, C. (2024). Management and cost accounting (10th ed.). Cengage Learning.
- Bhattacharyya, A. K. (2025). Principles and practice of cost accounting (5th ed.). PHI Learning.
- Pandey, I. M. (2025). Management accounting (6th ed.). Vikas Publishing House.

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

COURSE CODE: MBPS101 - MANAGEMENT ORIENTATION AND INDUSTRY EXPOSURE

Credit Distribution:

L-T-P: 0-0-8

Total Credits: 4

Academic Details:

Category: SEC

Semester: 1 | Slot: -

Practical Experiments/Activities

Experiment & Title	Procedure / Description	Course Outcome
Experiment 1 Student Induction and Management Orientation: (8 Hrs)	Introduction to MBA learning approach, institutional systems, career opportunities, professional expectations, academic integrity, communication etiquette	N/A
Experiment 2 Universal Human Values and Professional Ethics: (12 Hrs)	Self-awareness, values in professional life, ethical decision-making, responsible management, workplace relationships	N/A
Experiment 3 Industry Colloquium / Guest Lecture Series: (10 Hrs)	Sessions by industry leaders, entrepreneurs, alumni, and professionals on emerging business trends, managerial challenges, industry expectations, future skills, and workplace practices	N/A
Experiment 4 Industry Exposure and Learning Application: (10 Hrs)	Industrial visits/virtual corporate exposure, interaction with managers, understanding organizational processes and business practices. Suggested Report Structure: • Cover Page: Name of the Institution, Course Code and Course Title, Title: Student Induction and Professional Orientation Report, Student Name and Roll Number, Programme and Semester, Academic Session, Date of Submission • Acknowledgement • Table of Contents • Annexure (if any) Learning Portfolio Report Each student shall prepare and submit one Learning Portfolio at the end of the semester. The portfolio shall be organized unit-wise, with each unit containing a reflective report supported by relevant documentary evidence (where applicable). The portfolio shall demonstrate the student's understanding, critical reflection, and application of learning throughout the course. Unit I: (Section –I) contains key learnings from the Student Induction Programme, understanding of the MBA curriculum, institutional systems, academic regulations, professional expectations, and a personal SWOT Analysis with learning goals. Unit II: (Section –II) Universal Human Values and Professional Ethics, focusing on ethical dilemmas, professional values, responsible leadership, and their relevance to managerial practice. Unit III: (Section-III) Industry Colloquium Report based on participation in a minimum of three (3) guest lectures, expert talks, alumni interactions, or industry sessions, summarizing key insights, emerging business trends, and managerial learning. Unit IV: (Section-IV) Industry Exposure Report based on participation in a minimum of two (2) industrial visits, corporate visits, or approved virtual industry immersion programmes, analyzing organizational practices, managerial processes, business functions, and key managerial learnings. The Learning Portfolio shall be submitted at the end of the semester and shall be evaluated based on participation, quality of reflection, analytical ability, and application of concepts to management practice.	N/A
Experiment 5 Untitled (0 Hrs)	Content not defined.	N/A

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

COURSE CODE: MBLC106 - MARKETING MANAGEMENT

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 to Marketing Management (10 Hrs)	Meaning and Scope, Core marketing concepts and competing marketing philosophies (production, product, selling, marketing, holistic), Marketing Environment: Micro and Macro Factors, Customer Value Proposition and Customer Relationship Management (CRM).	N/A
Unit 2 Understanding Customers and Markets (10 Hrs)	Consumer behaviour: psychological, social, personal and cultural determinants, Buying decision process, Customer decision journey mapping. Market segmentation: bases and techniques, Targeting strategies: undifferentiated, differentiated, niche, Positioning: concept, strategies, perceptual mapping.	N/A
Unit 3 Product, Brand and Pricing Strategies (10 Hrs)	Product: Levels, Classification, Product Mix & Line Decisions, Product Life Cycle (PLC) Concepts & Strategies, New Product Development (NPD) Process, Brand: Concepts, Significance and Brand Elements, Pricing: Objectives, Methods, and Strategies.	N/A
Unit 4 Engaging Customers: Promotion, Distribution, Digital and Analytics (10 Hrs)	Integrated Marketing Communications (IMC): Concept and Tools, Advertising, Sales Promotion, Public Relations, Personal Selling, Digital marketing, Social Media marketing. Distribution Channels: Design, Levels, Functions, Channel Conflict and Management, Marketing analytics, key metrics (CAC, CLV, conversion rate) and data-driven decision-making.	N/A

Standard Text Books

- Kotler, P., Keller, K. L., & Chernev, A. (2025). Marketing management (17th ed.). Pearson.
- Kotler, P., Armstrong, G., & Balasubramanian, S. (2024). Principles of marketing (19th ed.). Pearson
- Solomon, M. R. (2020). Consumer behavior: Buying, having, and being (13th ed.). Pearson.
- Chaffey, D., & Ellis-Chadwick, F. (2025). Digital marketing: Strategy, implementation and practice (9th ed.). Pearson.
- Kumar, V., & Reinartz, W. (2018). Customer relationship management: Concept, strategy, and tools (3rd ed.). Springer.

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

COURSE CODE: MBLC107 - FINANCIAL MANAGEMENT

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 Introduction to Financial Management (10 Hrs)	Meaning, Nature and Scope of Financial Management. Objectives: Profit Maximization vs. Wealth Maximization. Functions of Financial Manager. Financial Environment and Role of Finance in Business. Agency Problem and Corporate Governance.	N/A
Unit 2 Time Value of Money (10 Hrs)	Concept and Significance of Time Value of Money. Future Value and Present Value of Single Cash Flows and Annuities. Discounting and Compounding Techniques. Risk and Return: Concept and Measurement.	N/A
Unit 3 Investment and Financing Decisions (10 Hrs)	Capital Budgeting: Meaning and Importance. Techniques: Payback Period, ARR, NPV, IRR, Profitability Index. Capital Rationing Capital Structure: Meaning and Theories (NI, NOI, MM) Cost of Capital: Debt, Equity and WACC. Leverage Analysis: Operating, Financial and Combined.	N/A
Unit 4 Working Capital Management and Dividend Policy (10 Hrs)	Meaning, Nature and Importance of Working Capital. Determinants of Working Capital. Assessment of working capital using Operating Cycle method and Net Assets method. Dividend Policy: Forms and Theories (Walter, Gordon, MM Hypothesis) Retained Earnings and Dividend Decisions.	N/A

Standard Text Books

- Chandra, P. (2022). Financial Management: Theory and practice (11th ed.). McGraw Hill Education.
- Brigham, E. F., & Ehrhardt, M. C. (2025). Financial management: Theory and practice (15th ed.). Cengage Learning.
- Brealey, R. A., Myers, S. C., & Allen, F. (2024). Principles of corporate finance (13th ed.). McGraw-Hill Education.
- Pandey, I. M. (2021). Financial management (11th ed.). Vikas Publishing House.
- Khan, M. Y., & Jain, P. K. (2025). Financial management: Text and problems (7th ed.). McGraw-Hill Education
- Berk, J., & DeMarzo, P. (2025). Corporate finance (5th ed.). Pearson Education

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

COURSE CODE: MBLC108 - OPERATIONS MANAGEMENT

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 Operations Strategy and Process Management: (10 Hrs)	Introduction to Operations Management, Role of Operations in Manufacturing and Service Organizations, Operations Strategy and Competitive Priorities, Process Design and Process Analysis, Product and Service Design, Capacity Planning and Resource Management, Facility Location and Layout Decisions, Industry 4.0 and Digital Transformation in Operations, Productivity Measurement and Improvement.	N/A
Unit 2 Quality Management and Continuous Improvement (10 Hrs)	Total Quality Management (TQM), Quality Planning, Assurance, and Control, Customer-Focused Quality, Lean Operations and Waste Elimination, Six Sigma Concepts and DMAIC Framework, Statistical Process Control (SPC), Benchmarking and Continuous Improvement, Quality Standards and Certifications (ISO Overview), Sustainability and Green Operations.	N/A
Unit 3 Supply Chain and Inventory Management (10 Hrs)	Supply Chain Management: Concepts and Strategic Importance, Demand Forecasting and Sales & Operations Planning, Procurement and Supplier Relationship Management, Inventory Management Concepts, EOQ and Inventory Control Techniques, Warehouse and Distribution Management, Logistics and Transportation Management, Global Supply Chains and Risk Management, Supply Chain Analytics and Digital Supply Networks	N/A
Unit 4 Project, Service, and Emerging Operations Management Practices (10 Hrs)	Project Management Fundamentals, Network Analysis: PERT and CPM, Agile Project Management Concepts, Service Operations Management, Operations in E-commerce and Platform Businesses, Capacity and Queue Management in Service Systems, Business Process Reengineering (BPR), Operations Analytics and Data-Driven Decision Making, Artificial Intelligence and Automation in Operations, Future Trends in Operations Management	N/A

Standard Text Books

- Heizer, J., Render, B., & Munson, C. (2023). Operations management: Sustainability and supply chain management (14th ed.). Pearson.
- Jacobs, F. R., & Chase, R. B. (2023). Operations and supply chain management (17th ed.). McGraw Hill.
- Stevenson, W. J. (2024). Operations management (15th ed.). McGraw Hill.
- Slack, N., Brandon-Jones, A., & Burgess, N. (2022). Operations management (10th ed.). Pearson.
- Russell, R. S., & Taylor, B. W. (2023). Operations and supply chain management (11th ed.). Wiley.

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

COURSE CODE: MBLC109 - HUMAN RESOURCE MANAGEMENT

Credit Distribution:

L-T-P: 3-1-0

Total Credits: 4

Academic Details:

Category: DSC

Semester: 2 | Slot: 4

Course Content & Outcomes

Unit & Title	Topics	Course Outcome
Unit 1 Introduction to Human Resource Management (10 Hrs)	Meaning, objectives, scope and functions, line & staff role, HR as Strategic Business Partner, Role of HR in Organizational Effectiveness, Challenges of HRM in Digital Era, AI and Digital Transformation in HR.	N/A
Unit 2 HR Planning, Recruitment & Selection (10 Hrs)	Concept and process of HRP, Job Analysis: job description and job specification; Competency Mapping; Recruitment: Meaning, Importance and Sources (Internal and External); E-Recruitment and Social Media Recruitment; Selection Process, Selection Methods and Interview Techniques.	N/A
Unit 3 Training and Development & Career Planning (10 Hrs)	Training: Need Assessment, Objectives, Process and Methods (Traditional and Modern); Evaluation of Training Effectiveness; Career Planning and Development; Career Anchors, Succession Planning.	N/A
Unit 4 Compensation Management & Performance Appraisal (10 Hrs)	Job Evaluation: Concept & Methods of Job Evaluation, Types of Compensation: Direct and Indirect, Fringe Benefits, Emerging Statutory aspects of Compensation & Benefits. Performance Appraisal: Meaning and Significance of Performance Appraisal, Methods of Performance Appraisal, Limitations and challenges.	N/A

Standard Text Books

- Dessler, G. (2020). Human Resource Management (16th Edition). Pearson.
- Armstrong, M., & Taylor, S. (2023). Armstrong's Handbook of Human Resource Management Practice (16th Edition). Kogan Page.
- Rao, V. S. P. (2023). Human Resource Management: Text and Cases (4th Edition). Excel Books
- Aswathappa, K. (2023). Human Resource Management: Text and Cases (10th Edition). McGraw-Hill Education.
- Mamoria, C. B., & Gankar, S. V. (2022). Personnel Management (30th Edition). Himalaya Publishing House.

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

COURSE CODE: MBLC110 - RESEARCH METHODOLOGY

Credit Distribution:

L-T-P: 3-1-0

Total Credits: 4

Academic Details:

Category: DSC

Semester: 2 | Slot: 5

Course Content & Outcomes

Unit & Title	Topics	Course Outcome
Unit 1 Foundations of Research Methodology (10 Hrs)	Meaning, objectives, characteristics, and importance of research; Types of research: Basic, Applied, Exploratory, Descriptive, Analytical, Experimental, Qualitative, Quantitative, and Mixed Methods; Research process; Identification and formulation of research problem; Research objectives, questions, and hypotheses; Literature review using online databases (Mendeley) ; Research gap identification.	N/A
Unit 2 Research Design and Data Collection (10 Hrs)	Meaning and significance of research design; Types of research design; Variables and measurement scales; Sampling design—Probability and Non-probability sampling; Sample size determination; Primary and secondary data sources; Reliability and validity; Pilot study. Qualitative Research: Concept, Research Designs, Managerial Applications. Difference between qualitative & quantitative research.	N/A
Unit 3 Data Analysis and Hypothesis Testing (12 Hrs)	Data preparation: Editing, coding, classification, tabulation, and data cleaning; Descriptive statistics (Mean, Median, Mode, Standard Deviation); Data visualization; Correlation and regression (introductory concepts); Hypothesis testing; Parametric tests (Z-test, t-test, ANOVA); Non-parametric tests (Chi-square test); Introduction to statistical software (SPSS/R/Excel).	N/A
Unit 4 Research Report Writing, Ethics, and Presentation (8 Hrs)	Structure of research report; Academic writing techniques; Referencing styles (APA 7th Edition); Research ethics; Plagiarism and similarity checking; Responsible use of AI in research.	N/A

Standard Text Books

- Kothari, C. R. (2004). Research methodology: Methods and techniques. New Age International
- Cooper, D. R., Schindler, P. S., & Sun, J. (2003). Business research methods
- Panneerselvam, R. (2004). Research methodology. PHI Learning Pvt. Ltd..
- Kumar, R. (2018). Research methodology: A step-by-step guide for beginners.

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

COURSE CODE: RTLA101 - DIGITAL BUSINESS & MIS FUNDAMENTALS *

Credit Distribution:

L-T-P: 3-1-0

Total Credits: 4

Academic Details:

Category: AEC

Semester: 2 | Slot: -

Course Content & Outcomes

Unit & Title	Topics	Course Outcome
Unit 1 Introduction to Digital Business: (10 Hrs)	Evolution of Business in the Digital Era, Digital Economy and Digital Transformation, Characteristics of Digital Business, Traditional Business vs. Digital Business, Digital Business Models (B2B, B2C, C2C, D2C), Platform Economy, Gig Economy, Digital Value Chain, Industry 4.0 Overview, Government Digital Initiatives (Digital India, UPI, ONDC)	N/A
Unit 2 Digital Technologies for Business: (10 Hrs)	Cloud Computing, Internet of Things (IoT), Artificial Intelligence in Business, Machine Learning (Introduction), Blockchain Basics, Business Process Automation, ERP Concepts, CRM Concepts, SCM Concepts, Digital Collaboration Platforms, SaaS Applications, Digital Commerce and Business Intelligence Concepts	N/A
Unit 3 Fundamentals of MIS: (10 Hrs)	Information, Data and Knowledge, Characteristics of Information, Concept, Role, Impact, Objectives, Structure & Components of MIS, Levels of Management and Information Requirements, Types of Information Systems (TPS, MIS, DSS, ESS, OAS, KMS), Role of MIS in Decision Making, Integrating Information System and Business Strategies	N/A
Unit 4 Developing MIS & its Applications: (10 Hrs)	Hardware and Software Assets, Managing Data Resources of MIS, MIS Developing Process Models - Simon's Model in Information System, Business Process Reengineering, Change management, Pitfall in MIS, Decision Support Systems and Knowledge Management Development of MIS, Applications of MIS: Accounting, Finance, Marketing, Production, Inventory Management, Enterprise Resource and Planning, Supply Chain Management and Customer Relationship Management	N/A

Standard Text Books

- • Laudon, K. C., & Laudon, J. P. (2024). Management information systems: Managing the digital firm (18th ed.). Pearson
- • Turban, E., Pollard, C., & Wood, G. (2021). Information technology for management: Driving digital transformation to increase local and global performance, growth and sustainability (12th ed.). John Wiley & Sons
- • Baltzan, P. (2023). Business driven information systems (9th ed.). McGraw-Hill Education
- • Laudon, K. C., & Traver, C. G. (2024). E-commerce 2024–2025: Business, technology, society (19th ed.). Pearson
- • Rainer, R. K., Prince, B., & Watson, H. J. (2022). Management information systems (6th ed.). John Wiley & Sons