

**RAJASTHAN TECHNICAL UNIVERSITY**

**KOTA**



**DETAILED SYLLABUS OF FIRST YEAR**

**Bachelor of Business Administration (BBA)**

**Effective from Session 2024-25**



# RAJASTHAN TECHNICAL UNIVERSITY, KOTA

## Bachelor of Business Administration (BBA)

1. BBA is a three years semester based undergraduate programme (UG professional) degree program based on lectures and industry sessions to enrich educational experience of students while providing practical exposure, hands on learning opportunities through live and mini projects, industry visits, structured internship and practical laboratory in specialization subjects enabling exposure to real world scenarios.
  - 125credits for three year program.
  - Skill Enhancement Courses (SEC), Ability Enhancement Courses (AEC), Value Added Courses (VAC), General Elective Courses (GEC), Multidisciplinary Elective Courses (MDE), Discipline Specific Elective (DSE), Discipline Core Course (DCC), Audit Courses(from NPTEL, SWAYAM, and MOOC etc with minimum of 2 credits)
  - The minimum number of classroom contact teaching credits for BBA is 119, while field work/ internship have been assigned 06 credits. Thus the minimum number of credits for award of BBA course is 125 credits. Out of 125 credits, 92credits have been allotted for core courses and General Elective courses together, while rest 33 credits have been allotted for skill enhancement, ability enhancement, multi-disciplinary, foundation course, value added course including laboratory work.
2. As a part of the curriculum, in addition to the core papers the candidate will be required to choose the area of specialization (major) by choosing four subjects in any specialization, two subjects in fifth semester and remaining two subjects of the same specialization in the sixth semester out of the list of specified areas as approved by the University. The candidate is also required to choose a subject each from another specialization (minor) in the fifth semester and sixth semester respectively out of the list of specified areas of specialization as approved by the University.
3. The evaluation of academic performance is based on internal assessment of the following components The distribution of internal assessment marks will be:

| S.NO. | COMPONENT                                       | MARKS |
|-------|---|-------|
| 1     | I Mid Term Examination                          | 10    |
| 2     | II Mid Term Examination                         | 10    |
| 3     | Quiz/Case analysis/Assignments/<br>Presentation | 10    |
|       | Total   | 30    |

4. The duration of external examination for each paper will be 3 hours. The minimum passing marks in each course will be 30% in each individual component of internal and external separately. A student must obtain 40% marks in aggregate for qualifying and to obtain pass grade. The student shall undertake the audit courses, Audit 1 and Audit 2 (from NPTEL, SWAYAM, and MOOC etc. with minimum of 2 credits) in the third and fourth semester respectively. He/ she shall be required to submit the certificate for the same by the end of each semester.



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5. The duration of external examination for each paper will be 3 hours. The paper pattern shall be as follows:

| <ul style="list-style-type: none"><li>• Paper Setter should prescribe ,answering 5 Questions</li><li>• The question paper shall have internal choice in Section B &amp; Section C.</li><li>• The internal choice should be of the same difficulty level and shall be from different units.</li></ul> |               |   |
|--|---------------|---|
| Q.NO.  | Maximum Marks | Structure of Questions  |
| 1  | 25            | Multiple Part (short Answers Questions) covering complete syllabus (5 x5) (100 words)<br>Internal Choice has to be given so that the section B covers the entire syllabus. The internal choice question should be of the same difficulty level.(200 words)<br>Question must be application based/ case study with the same difficulty level |
| 2  |               |   |
| 3  | 10or10        |   |
| 4  | 10 or10       |   |
| 5  | 10 or10       |   |
|  | 15            |   |

### 6. Summer Internship (BBA 502T)

- Each student has to undergo minimum 45 days Research Based Summer Internship in the last 2 months of the IV<sup>th</sup> Semester. Students are expected to undergo SIP at any business Sector/Government Department/Corporate/Bank/NGO/ Cooperative society/startup/or any other enterprise. The student has to take up Project work, in the specialization area of Management. SIP Report must be submitted in the beginning of the V<sup>th</sup> Semester to the designated faculty guide, which will be evaluated during 5<sup>th</sup> Semester by an external examiner appointed by the university.
- The SIP report preparation will be assisted by the faculty guide designated by the HOD/Principal. Student has to submit 2 typed hard copies and 1 original soft copy of the project report comprising minimum of 50-60 pages inclusive of 5 page of executive summary to the designated faculty guide.
- The Summer Training Project Report will carry 200 marks and will be evaluated by two examiners (external and internal). The evaluation will consist of (1) Project Report evaluation (2) Project Presentation and Viva Voce. The Project Report evaluation will comprise 120 marks and will be evaluated by internal project guide. The Presentation and Viva Voce will comprise 80 marks and will be evaluated by external examiner (appointed by The University).
- The student shall prepare the Summer Training Report as per the format given in the Summer Training Manual as prescribed by the University.

The following shall be the scheme for teaching and examination of BBA Course for academic session 2024-25.

### 7. Mini Project (BBA 301P)

- The Student should be able to identify the issues and challenge of the industry and is able to prepare report on the application of emerging technologies in the selected industry.
  - In fourth semester, the students are required to take one industry as per his/her interest, for analysis and prepare a project report. Preference should be given on



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the application of emerging technologies in the selected industry. The students will prepare project report under guidance of faculty members allotted by the Director/ Principal /Head of Department of the institute. There will be regular internal assessment and regular classroom interactions as per the number of sessions allotted to it

- The student is required to submit an individually prepared written report of their project work and make an oral presentation before a panel of internal examiners. The evaluation of the project report will be allocated 60 marks, while the viva voce conducted by the External Examiner to be appointed by Director/ Principal of the Institute will be allocated 40 marks.
- The average number of pages in the report shall be 40 and should be typed by student himself. The format of the report is to be provided to students by the institute.

### **8. Laboratory Work**

- BBA 105P/BBA201P/BBA 302P/BBA 401P/BBA 501P, 502P/BBA 601P, 602P: There shall be regular assessment of students in which internal assessment would be done by the concerned teachers taking the lab. Internal assessment of the students will be done by the teacher out of 60 marks. BBA 105P/BBA201P/BBA 302P/BBA 401P The assessment of 40 marks shall be done by the external examiner appointed by the Head of the department in consultation with Director/Principal of the college and BBA 501P, 502P/BBA 601P, 602P the assessment of 40 marks shall be done by the External Examiner appointed by the University.
- The Sessional examination for BBA 105P/BBA201P/BBA 302P/BBA 401P/BBA 501P, 502P/BBA 601P, 602P shall be conducted at the end of semester before theory examinations and schedule shall be notified in the BBA timetable by the RTU.



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## Semester- Wise Details For BBA SEM-I

| Sr. No.               | Serial Number, Code & Nomenclature of Paper |             |                                       | Teaching Hrs./ Week & Credit |   |   |             | Distribution of Marks |          |             |
|-----------------------|---|-------------|---------------------------------------|------------------------------|---|---|-------------|-----------------------|----------|-------------|
|                       | Subject Code                                | Course Type | Nomenclature                          | L                            | T | P | C           | Internal              | External | Total Marks |
| 1                     | BBA 101T                                    | DCC         | Managerial Economics                  | 3                            | 1 | - | 4           | 30                    | 70       | 100         |
| 2                     | BBA 102T                                    | DCC         | Business Mathematics & Statistics     | 3                            | 1 | - | 4           | 30                    | 70       | 100         |
| 3                     | BBA 103T                                    | DCC         | Principles of Management              | 3                            | 1 | - | 4           | 30                    | 70       | 100         |
| 4                     | BBA 104T                                    | DCC         | Information Technology for Management | 2                            | - | - | 2           | 30                    | 70       | 100         |
| 5                     | BBA 105P                                    | SEC         | IT Lab                                | -                            | - | 4 | 2           | 60                    | 40       | 100         |
| 6                     | BBA 106T                                    | MDE         | Indian Knowledge Systems              | 2                            | - | - | 2           | 30                    | 70       | 100         |
| 7                     | BBA 107T                                    | VAC         | Design Thinking & Innovation          | 2                            | - | - | 2           | 30                    | 70       | 100         |
| 8                     | FECxx*                                      | FEC         | Foundation courses                    | -                            | - | - | 0.5         | -                     | -        | 100         |
| <b>Semester Total</b> |   |             |                                       |                              |   |   | <b>20.5</b> |                       |          |             |

\*(Syllabus for Foundation Course -Resolution of 33<sup>rd</sup>FOEA, agenda Number 33.2 ), Student will select Foundation course after getting dully approval from Head of Department .

## Semester- Wise Details For BBA SEM-II

| Sr. No.               | Serial Number, Code & Nomenclature of Paper |             |                             | Teaching Hrs./ Week & Credit |   |   |             | Distribution of Marks |          |             |
|-----------------------|---|-------------|-----------------------------|------------------------------|---|---|-------------|-----------------------|----------|-------------|
|                       | Subject Code                                | Course Type | Nomenclature                | L                            | T | P | C           | Internal              | External | Total Marks |
| 1                     | BBA 201P                                    | SEC         | Personality development Lab | -                            | - | 4 | 2           | 60                    | 40       | 100         |
| 2                     | BBA 201T                                    | DCC         | Organizational Behavior     | 3                            | 1 | - | 4           | 30                    | 70       | 100         |
| 3                     | BBA 202T                                    | DCC         | Business Accounting         | 3                            | 1 | - | 4           | 30                    | 70       | 100         |
| 4                     | BBA 203T                                    | DCC         | Marketing Management        | 3                            | 1 | - | 4           | 30                    | 70       | 100         |
| 5                     | BBA 204T                                    | GEC         | Business Laws               | 2                            | - | - | 2           | 30                    | 70       | 100         |
| 6                     | BBA 205T                                    | AEC         | Business Communication      | 2                            | - | - | 2           | 30                    | 70       | 100         |
| 7                     | BBA 206T                                    | VAC         | Indian Constitution         | 2                            | - | - | 2           | 30                    | 70       | 100         |
| 8                     | FECxx*                                      | FEC         | Foundation courses          | -                            | - | - | 0.5         | -                     | -        | 100         |
| <b>Semester Total</b> |   |             |                             |                              |   |   | <b>20.5</b> |                       |          |             |

\*( Syllabus for Foundation Course -Resolution of 33<sup>rd</sup> FOEA agenda Number 33.2 ) , Student will select Foundation course after getting dully approval from Head of Department .



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## Semester- Wise Details FOR BBA SEM-III

| Sr. No.               | Serial Number, Code & Nomenclature of Paper |             |                                    | Teaching Hrs./ Week & Credit |   |   |             | Distribution of Marks |          |             |
|-----------------------|---|-------------|------------------------------------|------------------------------|---|---|-------------|-----------------------|----------|-------------|
|                       | Subject Code                                | Course Type | Nomenclature                       | L                            | T | P | C           | Internal              | External | Total Marks |
| 1                     | BBA 301T                                    | DCC         | Financial Management               | 3                            | 1 | - | 4           | 30                    | 70       | 100         |
| 2                     | BBA 302T                                    | DCC         | Human Resource Management          | 3                            | 1 | - | 4           | 30                    | 70       | 100         |
| 3                     | BBA 303T                                    | DCC         | Overview of Data, Data Analytics   | 3                            | 1 | - | 4           | 30                    | 70       | 100         |
| 4                     | BBA 301 P                                   | SEC         | Mini Project                       | -                            | - | 4 | 2           | 60                    | 40       | 100         |
| 5                     | BBA 302 P                                   | AEC         | Business Communication Lab         | -                            | - | 4 | 2           | 60                    | 40       | 100         |
| 6                     | BBA 304T                                    | GEC         | Production & Operations Management | 2                            | - | - | 2           | 30                    | 70       | 100         |
| 7                     | BBA 305T.X**                                | MDE         | Audit-1                            | -                            | - | - | 0           |                       |          |             |
| 8                     | FECxx*                                      | FEC         | Foundation courses                 | -                            | - | - | 0.5         | -                     | -        | 100         |
| <b>Semester Total</b> |   |             |                                    |                              |   |   | <b>18.5</b> |                       |          |             |

\*(Reference Syllabus for Foundation Course - Resolution of 33<sup>rd</sup> FOEA agenda Number 33.2) , Student will select Foundation course after getting dully approval from Head of Department .

\*\* Audit Course from NPTEL, SWAYAM (MOOCs) etc. with minimum of 2 credits as per provided list.

## Semester- Wise Details For BBA SEM-IV

| Sr. No.               | Serial Number, Code & Nomenclature of Paper |             |                                | Teaching Hrs./ Week & Credit |   |   |             | Distribution of Marks |          |             |
|-----------------------|---|-------------|--------------------------------|------------------------------|---|---|-------------|-----------------------|----------|-------------|
|                       | Subject Code                                | Course Type | Nomenclature                   | L                            | T | P | C           | Internal              | External | Total Marks |
| 1                     | BBA 401T                                    | DCC         | Project Management             | 3                            | 1 | - | 4           | 30                    | 70       | 100         |
| 2                     | BBA 402T                                    | DCC         | Management Accounting          | 3                            | 1 | - | 4           | 30                    | 70       | 100         |
| 3                     | BBA 403T                                    | DCC         | Research Methodology           | 3                            | 1 | - | 4           | 30                    | 70       | 100         |
| 4                     | BBA 401P                                    | AEC         | Business Ethics Lab            | -                            | - | 4 | 2           | 60                    | 40       | 100         |
| 5                     | BBA 402P                                    | SEC         | Seminar on Contemporary Issues | -                            | - | 4 | 2           | 60                    | 40       | 100         |
| 6                     | BBA 404T                                    | VAC         | Financial Literacy             | 2                            | - | - | 2           | 30                    | 70       | 100         |
| 7                     | BBA 405T.X**                                | MDE         | Audit-2                        | -                            | - | - | 0           |                       |          |             |
| 8                     | FECxx*                                      | FEC         | Foundation courses             | -                            | - | - | 0.5         | -                     | -        | 100         |
| <b>Semester Total</b> |   |             |                                |                              |   |   | <b>18.5</b> |                       |          |             |

\*(Reference Syllabus for Foundation Course -Resolution of 33<sup>rd</sup> FOEA agenda Number 33.2), Student will select Foundation course after getting dully approval from Head of Department.

\*\* Audit Course from NPTEL, SWAYAM (MOOCs) etc. with minimum of 2 credits as per provided list.



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## Semester- Wise Details For BBA SEM-V

| Sr. No.               | Serial Number, Code & Nomenclature of Paper |             |   | Teaching Hrs./ Week & Credit |   |    |             | Distribution of Marks |          |             |
|-----------------------|---|-------------|---|------------------------------|---|----|-------------|-----------------------|----------|-------------|
|                       | Subject Code                                | Course Type | Nomenclature                            | L                            | T | P  | C           | Internal              | External | Total Marks |
| 1                     | BBA 501T                                    | DCC         | Entrepreneurship Theories and practices | 2                            | - | -  | 2           | 30                    | 70       | 100         |
| 2                     | BBA 502T                                    | DCC         | Summer Internship                       | -                            | - | 12 | 6           | 120                   | 80       | 200         |
| 3                     | BBA 503T                                    | *DSE-1      | DSE-1                                   | 3                            | 1 | -  | 4           | 30                    | 70       | 100         |
| 4                     | BBA 504T                                    | *DSE-1      | DSE-1                                   | 3                            | 1 | -  | 4           | 30                    | 70       | 100         |
| 5                     | BBA 505T                                    | *DSE-II     | DSE-II                                  | 3                            | 1 | -  | 4           | 30                    | 70       | 100         |
| 6                     | BBA 501P                                    | SEC         | Major Subject Lab -1                    | -                            | - | 4  | 2           | 60                    | 40       | 100         |
| 7                     | BBA 502P                                    | SEC         | Major Subject Lab -2                    | -                            | - | 4  | 2           | 60                    | 40       | 100         |
| 8                     | FECxx**                                     | FEC         | Foundation courses                      | -                            | - | -  | 0.5         | -                     | -        | 100         |
| <b>Semester Total</b> |   |             |   |                              |   |    | <b>24.5</b> |                       |          |             |

\*(Student can opt for any two Specialization subjects as major and minor. In Major specialization student will study four subjects of same specialization- two subjects in fifth and remaining two subjects in sixth Semester. Whereas in Minor Specialization students will study one subject each in the 5<sup>th</sup> and 6<sup>th</sup> semester of the same specialization).

\*\* (Syllabus for Foundation Course -Resolution of 33<sup>rd</sup> FOEA agenda Number 33.2) , Student will select Foundation course after getting dully approval from Head of Department .

## Semester- Wise Details For BBA SEM-VI

| Sr. No.               | Serial Number, Code & Nomenclature of Paper |             |  | Teaching Hrs./ Week & Credit |   |   |             | Distribution of Marks |          |             |
|-----------------------|---|-------------|--|------------------------------|---|---|-------------|-----------------------|----------|-------------|
|                       | Subject Code                                | Course Type | Nomenclature                             | L                            | T | P | C           | Internal              | External | Total Marks |
| 1                     | BBA 601T                                    | DCC         | Business Policy and Strategic Management | 3                            | 1 | - | 4           | 30                    | 70       | 100         |
| 2                     | BBA 602T                                    | DCC         | Business Ethics & Corporate Governance   | 2                            | - | - | 2           | 30                    | 70       | 100         |
| 3                     | BBA 603T                                    | *DSE-1      | DSE-1                                    | 3                            | 1 | - | 4           | 30                    | 70       | 100         |
| 4                     | BBA 604T                                    | *DSE-1      | DSE-1                                    | 3                            | 1 | - | 4           | 30                    | 70       | 100         |
| 5                     | BBA 605T                                    | *DSE-II     | DSE-II                                   | 3                            | 1 | - | 4           | 30                    | 70       | 100         |
| 6                     | BBA 601P                                    | SEC         | Major Subject Lab -1                     | -                            | - | 4 | 2           | 60                    | 40       | 100         |
| 7                     | BBA 602P                                    | SEC         | Major Subject Lab -2                     | -                            | - | 4 | 2           | 60                    | 40       | 100         |
| 8                     | FECxx**                                     | FEC         | Foundation courses                       | -                            | - | - | 0.5         | -                     | -        | 100         |
| <b>Semester Total</b> |   |             |  |                              |   |   | <b>22.5</b> |                       |          |             |

\*(Student can opt for any two Specialization subjects as major and minor. In Major specialization student will study four subjects of same specialization- two subjects in fifth and remaining two subjects in sixth Semester. Whereas in Minor Specialization students will study one subject each in the 5<sup>th</sup> and 6<sup>th</sup> semester of the same specialization).

\*\* (Syllabus for Foundation Course (Resolution of 33<sup>rd</sup> FOEA agenda Number 33.2) ), Student will select Foundation course after getting dully approval from Head of Department .



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| Sem.                 | Core Course (CC) | Ability Enhancement Core Course (AEC) | Generic Elective Course (GEC) | Multi-Disciplinary Elective (MDE) | Foundational Elective Course (FEC) | Value Added Course (VAC) | Skill Enhancement Course (SEC) | Discipline Specific Elective (DSE) | Total      | No. of Subjects |
|----------------------|------------------|---------------------------------------|-------------------------------|-----------------------------------|------------------------------------|--------------------------|--------------------------------|------------------------------------|------------|-----------------|
| I                    | 14               | -                                     | -                             | 2                                 | 0.5                                | 2                        | 2                              | -                                  | 20.5       | 8               |
| II                   | 12               | 2                                     | 2                             | -                                 | 0.5                                | 2                        | 2                              | -                                  | 20.5       | 8               |
| III                  | 12               | 2                                     | 2                             | 0                                 | 0.5                                | -                        | 2                              | -                                  | 18.5       | 8               |
| IV                   | 12               | 2                                     | -                             | 0                                 | 0.5                                | 2                        | 2                              | -                                  | 18.5       | 8               |
| V                    | 8                | -                                     | -                             | -                                 | 0.5                                | -                        | 4                              | 12                                 | 24.5       | 8               |
| VI                   | 6                | -                                     | -                             | -                                 | 0.5                                | -                        | 4                              | 12                                 | 22.5       | 8               |
| <b>Total Courses</b> | <b>17</b>        | <b>3</b>                              | <b>2</b>                      | <b>2</b>                          | <b>6</b>                           | <b>3</b>                 | <b>8</b>                       | <b>6</b>                           | <b>125</b> | <b>-</b>        |

|                      |  |
|----------------------|--|
| 3 Years BBA Program  | Total credits -125   |
| 3Years BBA (Honours) | Total Credits- 125 plus additional 12 credit points (that can be accrued through <b>SWAYAM, MOOCS</b> ). |

| <b>Audit 1 courses</b> |   |
|------------------------|---|
| <b>BBA305T.X</b>       |   |
| <b>BBA305T.1</b>       | Stress Management   |
| <b>BBA305T.2</b>       | Yoga for Stress Management                                |
| <b>BBA305T.3</b>       | Psychology for Health and Well-being                      |
| <b>BBA305T.4</b>       | The Science of Happiness and Wellbeing                    |
| <b>BBA305T.5</b>       | Yoga and Positive Psychology for Managing Career and Life |
| <b>BBA305T.6</b>       | Management or Any Functional Area of Management           |
| <b>Audit 2 courses</b> |   |
| <b>BBA405T.X</b>       |   |
| <b>BBA405T.1</b>       | Digital Media   |
| <b>BBA405T.2</b>       | Digital Media Literacy                                    |
| <b>BBA405T.3</b>       | Text, Textuality and Digital Media                        |
| <b>BBA405T.4</b>       | Online Communication in the Digital Age                   |
| <b>BBA405T.5</b>       | Management or Any Functional Area of Management           |



## Detailed Syllabus

|  |  |                 |
|--|--|-----------------|
| <b>Course Code: BBA 101T</b>               | <b>Course Name: Managerial Economics</b>   |                 |
| <b>Course Credit: 4.0</b>                  |  |                 |
| <b>Total No. of lectures allocates: 40</b> |  |                 |
| <b>Course Objectives</b>                   | <ul style="list-style-type: none"> <li>To enhance the ability to critically evaluate and apply various economic theories to real-world business scenarios.</li> <li>To prepare students to acquire skills to evaluate market conditions by studying demand and supply dynamics.</li> <li>To develop the capability to create tailored strategies that aligns with the specific characteristics of products and the competitive landscape of the market.</li> <li>To formulate and apply appropriate economic tools for business decision-making</li> </ul>   |                 |
| <b>Learning Outcomes</b>                   | <ul style="list-style-type: none"> <li>To analyze, interpret and apply the basic concepts and theories of economics in managerial decision making.</li> <li>To understand the concepts of economics, relevant for business decisions</li> <li>To understand the application of economic principles in business management</li> <li>To create robust understanding of how microeconomic and macroeconomic principles affect business operations and strategy formulation.</li> </ul>  |                 |
|  | <b>Contents</b>  | <b>Lectures</b> |
| <b>1.</b>                                  | <b>Introduction to Managerial Economics:</b> Nature and Scope of Managerial Economics. Difference between Economics and Managerial Economics, Contribution and Application of Managerial Economics to Business.  | <b>8</b>        |
| <b>2.</b>                                  | <b>Theory of consumer behavior:</b> Cardinal utility theory, ordinal utility theory (indifference curves, budget line, price effect, substitution effect), revealed preference theory  | <b>8</b>        |
| <b>3.</b>                                  | <b>Demand and Supply Analysis:</b> Concept of Demand, Determinants of Demand, Law of Demand, Price Elasticity of Demand, Uses of demand elasticity. Concept of Supply, Determinants of Supply, Law of Supply, Elasticity of Supply.  | <b>8</b>        |
| <b>4.</b>                                  | <b>Production and Cost Concepts:</b> Introduction and concept of production theory, production function, and production function with one variable input, Production function with two variable inputs. Types of cost, cost in short run, Cost in long run.  | <b>8</b>        |
| <b>5.</b>                                  | <b>Theory of firm and market organization:</b> Introduction and concept of Perfect competition, Monopoly, Monopolistic competition, Price–Output determination- Short run equilibrium and long run equilibrium imperfect competition, monopoly, monopolistic competition, Oligopoly.   | <b>8</b>        |
| <b>References:</b>                         | <b>Essential Readings:</b> <ul style="list-style-type: none"> <li>Salvatore, Dominick (2012), Micro Economics, Oxford University Press, New York</li> <li>Ahuja, H.L. (2016) , Business Economics, S.Chand &amp; Company, New Delhi</li> </ul> <b>References:</b> <ul style="list-style-type: none"> <li>Mithani, D.M.(2017), Fundamentals of Economics, Himalya Publishing House, Mumbai</li> <li>Seth, M. L. (2017), Principles of Economics, Laxmi Narain Agarwal, Agra</li> <li>P.L Mehta (2016), Managerial Economics, Sultan Chand &amp; Sons</li> <li>Lila J. Truett (2022), Managerial Economics, Wiley</li> <li>T. R Jain, O.P Khanna (2014), Managerial Economics, VK Global Publications Private Limited</li> </ul> |                 |



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|  |   |   |                 |
|--|---|---|-----------------|
| <b>Course Code: BBA 102T</b>               |   | <b>Course Name: Business Mathematics &amp; Statistics</b> |                 |
| <b>Course Credit: 4.0</b>                  |   |   |                 |
| <b>Total No. of lectures allocates: 40</b> |   |   |                 |
|  |   |   |                 |
| <b>Course Objectives</b>                   | <ul style="list-style-type: none"> <li>To enable the students to interpret and solve business-related word problems.</li> <li>To develop simple mathematical models from a business perspective.</li> <li>To understand the various statistical tools &amp; its application in the business research.</li> <li>To evaluate the results of mathematical calculations to help evaluate various options in reaching financial decisions.</li> <li>To evaluate competitive advantage for the business.</li> </ul>   |   |                 |
| <b>Learning Outcomes</b>                   | <ul style="list-style-type: none"> <li>Apply the knowledge of Mathematics (Algebra, Matrices) in solving business problems.</li> <li>Demonstrate mathematical skills required in mathematically intensive areas in Commerce such as Finance and Economics.</li> <li>Learn applications of Statistics in day to day life as well as in business.</li> <li>Get familiarized with the basic concept and tools in Statistics.</li> </ul>  |   |                 |
|  |   | <b>Contents</b>   | <b>Lectures</b> |
| <b>1.</b>                                  | <b>Basic Mathematics</b><br>Percentage Ratio & Proportion, discount, Profit & Loss, simple interest, compound interest, annuity. Set Theory; Definition, types of sets, Venn Diagram, equality of sets, operations on sets, Cartesian product of sets   |   | <b>8</b>        |
| <b>2.</b>                                  | <b>Matrices and Determinants</b><br>Matrices, types of Matrices, addition and multiplication of matrices, multiplication by a scalar, determinants-minor and cofactors, properties of determinants, product of two determinants, inverse of a matrix, application of matrices   |   | <b>8</b>        |
| <b>3.</b>                                  | <b>Algebra</b><br>Arithmetical, Geometric and Harmonic progressions, Exponential and Logarithmic series, Binomial theorem, permutation and Combinations   |   | <b>8</b>        |
| <b>4.</b>                                  | <b>Measures of Central Tendency &amp; Dispersion</b><br>Mean, Median, Mode; G.M., H.M., ; Measures of Dispersion- Mean Deviation, Standard Deviation and Co-efficient of Variation.   |   | <b>8</b>        |
| <b>5.</b>                                  | <b>Correlation and Regression Analysis</b><br>Introduction to Correlation and Regression. Simple linear regression model and coefficients of regression. Correlation Analysis – Significance and types of correlation.  |   | <b>8</b>        |
| <b>References:</b>                         | <p><b>Essential Readings:</b></p> <ul style="list-style-type: none"> <li>Gupta, S. C., &amp; Kapoor, V. K. (2020). Fundamentals of mathematical statistics. Sultan Chand &amp; Sons.</li> <li>Agarwal, B. M. (2010). Business Mathematics &amp; Statistics. Ane Books Pvt Ltd.</li> </ul> <p><b>References</b></p> <ul style="list-style-type: none"> <li>Doane, D. P., &amp; Seward, L. W. (2016). Applied statistics in business and economics. Mcgraw-Hill.</li> <li>R.C. Joshi (2013.), Business Mathematics, Jalandhar: New Academic Publishing Co.</li> <li>Arora, H. (2010). Quantitative Techniques in Management, ND Vohra, Tata McGraw Hill Education Private Limited, New Delhi.</li> <li>Gupta, S. P., &amp; Gupta, M. P. (2009). Business statistics. Sultan Chand &amp; Sons, New Delhi.</li> </ul> |   |                 |



# RAJASTHAN TECHNICAL UNIVERSITY, KOTA

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| <b>Course Code: BBA 103T</b>               |  | <b>Course Name: Principles of Management</b> |  |
| <b>Course Credit: 4.0</b>                  |  |  |  |
| <b>Total No. of lectures allocates: 40</b> |  |  |  |
| <b>Course Objectives</b>                   | <ul style="list-style-type: none"> <li>To familiarize students with the basic concepts, principles, and practices of management.</li> <li>To help students identify and imbibe the key competencies needed to be an effective manager and resolve any management problem when presented.</li> <li>It help students in understanding management functions of planning, organizing, Directing, and controlling.</li> <li>To analyze and apply the critical role of managers in organizational settings.</li> </ul>   |  |  |
| <b>Learning Outcomes</b>                   | <ul style="list-style-type: none"> <li>Understand the nature and functions of management.</li> <li>Apply knowledge of Principles and Practices of Management to diagnose and solve organizational problems and develop optimal managerial decisions.</li> <li>Demonstrate the roles, skills, and functions of management.</li> <li>Demonstrate the ability to work effectively as part of a group</li> </ul>   |  |  |
|  | <b>Contents</b>  | <b>Lectures</b>                              |  |
| <b>1.</b>                                  | <b>Management:</b> Concept and Nature of Management, Management Functions. Levels of Management, Roles and Skills of a Manager, Principles of Management.  | <b>8</b>                                     |  |
| <b>2.</b>                                  | <b>Planning and Decision Making:</b> Concept, Nature and Types of Planning, Planning Process, Components of Planning,  | <b>8</b>                                     |  |
| <b>3.</b>                                  | <b>Organizing:</b> Overview and Nature, Principles of organizing- Division of labor, Scalar chain, Delegation, Span of control, Departmentalization, Formalization and Centralization, Formal and Informal Organizations.  | <b>8</b>                                     |  |
| <b>4.</b>                                  | <b>Directing:</b> Nature, Importance and principles of directing. Elements of Directing- Supervision, Motivation, Communication and Leadership.  | <b>8</b>                                     |  |
| <b>5.</b>                                  | <b>Control-</b> Concept, Process and Types, Traditional and Modern techniques of Control.  | <b>8</b>                                     |  |
| <b>References:</b>                         | <p><b>Essential Readings:</b></p> <ul style="list-style-type: none"> <li>Prasad, L.M. (2020) Principles and Practices of Management. Sultan Chand, New Delhi.</li> <li>Charles Hill, Steven Mc Shane (2012), Principles of Management, New Delhi: Tata Mac Graw Hill.</li> </ul> <p><b>References:</b></p> <ul style="list-style-type: none"> <li>Peter Ferdinand Drucker, Management-Tasks, Responsibilities &amp; Practices, Transaction Publishers, 2007.</li> <li>Balasubramanian. N. (2012), Management Perspectives, New Delhi: MacMillan India Ltd.</li> <li>Terry and Franklin (2011), Principles of Management. New Delhi: AITBS Publishers</li> <li>Robert Kreitner (2012), Principles of Management. New Delhi: Cengage, South-Western 12 E.</li> </ul> |  |  |



# RAJASTHAN TECHNICAL UNIVERSITY, KOTA

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| <b>Course Code: BBA 104T</b>               |  | <b>Course Name: Information Technology for Management</b> |
| <b>Course Credit: 2.0</b>                  |  |   |
| <b>Total No. of lectures allocates: 20</b> |  |   |
|  |  |   |
| <b>Course Objectives</b>                   | <ul style="list-style-type: none"> <li>To understand the fundamental concepts of Information Technology, including the evolution, components, and infrastructure, to form a strong foundational knowledge</li> <li>To acquaint the students with the basic concepts of information system and introduce students to the application of Information systems in various business operations in an organization.</li> <li>To demonstrate proficiency in the solving business problems using software applications</li> <li>To gain Knowledge of office automation tool to organize effective reports and handling data.</li> </ul>  |   |
| <b>Learning Outcomes</b>                   | <ul style="list-style-type: none"> <li>To explore and analyze the use of information technology in business organization.</li> <li>To develop knowledge of information systems and analyze various functions for decision making in business</li> <li>To examine current trends of e-commerce industry and their Security aspects.</li> <li>To apply office automation tool to organized effective reports and handling data.</li> </ul>   |   |
| <b>Unit</b>                                | <b>Contents</b>  | <b>Lectures</b>   |
| <b>I</b>                                   | <b>Anatomy of Computer:</b> Introduction to Computers (definition, characteristics & uses), System unit (memory, ALU & control unit), Input / Output devices, Storage devices (Memory- primary & secondary). Computer Software: Introduction to Software & its types (system, application & utility). Introduction to Computer networks, components of network, Introduction to internet technology  | 4   |
| <b>II</b>                                  | <b>Introduction to Information System:</b> Data, Information, Information Systems, Components of Information System, Benefits, Role and advantages of Transaction Processing System, Management Information System, Expert Systems and Artificial Intelligence   | 4   |
| <b>III</b>                                 | <b>Introduction to E-Commerce and Security:</b><br>Introduction to E-Commerce Models and M-Commerce, E-Governance, E-Banking and M-Banking, E-Marketing, E-CRM, Modes of Online Payment<br><b>Security:</b> Computer Viruses, Malicious Software, Antivirus, Anti-Spyware Software, Firewall, Hacking.   | 4   |
| <b>IV</b>                                  | <b>Office Automation Tools-1:</b><br><b>Word Processor:</b> Features of Word Processors, Shortcut keys, Word Menu Types, formatting documents: Paragraph formatting, Tabs & Indents, Drop Caps, Page formatting, Header & footer, Bullets & Numbering, Introduction to Tables, Find & Replace, Text Proofing features, Inserting pictures,<br><b>Spreadsheet Software:</b> workbooks and worksheets, cell referencing (Relative, Absolute, Mixed), cell range, Filling series, data sort, Functions, Charts, Conditional Formatting  | 4   |
| <b>V</b>                                   | <b>Office Automation Tools-2:</b><br><b>Presentation Software:</b> Introduction, slide templates & layouts, master slide, header and footer, images and auto shapes, presentation views, transition and animations, inserting audio, video, action buttons and hyperlinks  | 4   |
| <b>References:</b>                         | <p><b>Essential Readings:</b></p> <ol style="list-style-type: none"> <li>1. Henry C. Lucas, Information Technology for Management, McGraw Hill, International Edition, July 2018.</li> <li>2. Peter Nortons : “Introduction to Computers” (Sixth Edition), 2021</li> <li>3. Management Information System, W.S Jawadekar, Tata Mc Graw Hill Publication.</li> <li>4. Management Information System, David Kroenke, Tata Mc Graw Hill Publication.</li> </ol> <p><b>References</b></p> <ol style="list-style-type: none"> <li>1. Mastering Word 2000 – Mansfield &amp; Olsen</li> <li>2. Mastering Excel 2000 – Martin, Hansen, Klingher &amp; Beth</li> <li>3. Mastering Power Point 2000 – Murray</li> <li>4. Mastering Access 2000 – Simpson Alan, Robinson, &amp; Celeste.</li> </ol> |   |



# RAJASTHAN TECHNICAL UNIVERSITY, KOTA

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| <b>Course Code: BBA 105P</b>               |   | <b>Course Name: IT Lab</b> |                 |
| <b>Course Credit: 2.0</b>                  |   |                            |                 |
| <b>Total No. of lectures allocates: 20</b> |   |                            |                 |
|  |   |                            |                 |
| <b>Course Objectives</b>                   | <ul style="list-style-type: none"> <li>To understand the basic working of computers and about hardware and software.</li> <li>To understand the fundamental concepts of Word processing software and create strong foundational knowledge its editing and formatting features</li> <li>To demonstrate proficiency in Excel and Advanced Excel and presentation software</li> <li>To gain Knowledge of various data base concepts and operations and to create effective reports and handling data.</li> </ul>   |                            |                 |
| <b>Learning Outcomes</b>                   | <ul style="list-style-type: none"> <li>Develop expertise in Word Processing and apply formatting and editing features.</li> <li>Develop proficiency in Spreadsheets and apply basic formulas and formatting features</li> <li>Draw analysis on data using spreadsheets and use interpretation to make decisions</li> <li>Use styles, themes, animations and formats to customize slides.</li> <li>Manage data for generating queries, forms and reports in a database</li> </ul>  |                            |                 |
| <b>Unit</b>                                | <b>Contents</b>   |                            | <b>Lectures</b> |
| <b>I</b>                                   | <b>Introduction to Word Processing:</b> Formatting document, viewing and printing a document, Inserting and removing page breaks, Header and Footers, Page Setup o&Printing a document, Working with tables and graphics, Spelling and grammar tools, Autocorrect, Inserting endnotes and footnotes, Working with Columns, Word Count, Smart Art, Saving document with passwords.   |                            | 4               |
| <b>II</b>                                  | <b>Introduction to Spreadsheets:</b> spreadsheet, workbooks, saving, opening an existing worksheet moving, copying, inserting, deleting and renaming worksheets and Formatting worksheet. Functions with cell referencing (Relative, Absolute, Mixed).Creating & Formatting Charts in Excel   |                            | 4               |
| <b>III</b>                                 | <b>Advanced Excel:</b> Conditional Formatting, Data validation, Data filter, What if analysis: Goal seek , Pivot table<br>Mathematical Functions: Round, ceil floor, fact, subtotal, sum , sum if<br>Logical Functions: AND, OR, NOT, if<br>Statistical functions: Min, max, avg, count, Countif if<br>Text Functions: Concatenate, Exact, find, left, right, len, lower, upper, trim<br>Date and Time Functions: Date, day, days360, hours, minute, now, second, time, today, year, datediff   |                            | 4               |
| <b>IV</b>                                  | <b>Introduction to PowerPoint presentation:</b> Creating, browsing & saving Presentation, Editing & formatting slides , Linking multiple slides using hyperlinks and advance buttons, Using slide layouts, Adding notes to the slides, Editing and formatting slides, Working with slide masters, Animating objects, Slide transitions, Applying sound effects to animation effects, Playing videos, Slide show   |                            | 4               |
| <b>V</b>                                   | <b>Introduction to Database:</b> Table fields with Data types, Creating Tables, Changing table design, Defining Primary Keys, Queries by design & by wizard,  |                            | 4               |
| <b>References:</b>                         | <p><b>Essential Readings:</b></p> <ol style="list-style-type: none"> <li>1. Henry C. Lucas, Information Technology for Management, McGraw Hill, International Edition, July 2018.</li> <li>2. Peter Nortons : “Introduction to Computers” (Sixth Edition), 2021</li> </ol> <p><b>References</b></p> <ol style="list-style-type: none"> <li>5. Sterling Word 2000 – Mansfield &amp; Olsen</li> <li>6. Mastering Excel 2000 – Martin, Hansen, Klingher &amp; Beth</li> <li>7. Mastering Power Point 2000 – Murray</li> <li>8. Mastering Access 2000 – Simpson Alan, Robinson, &amp; Celeste.</li> </ol> |                            |                 |



# RAJASTHAN TECHNICAL UNIVERSITY, KOTA

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| <b>Course Code: BBA 106T</b>               |  | <b>Course Name: Indian Knowledge Systems</b> |
| <b>Course Credit: 2.0</b>                  |  |  |
| <b>Total No. of lectures allocates: 20</b> |  |  |
| <b>Time: 2 Lecture hours per week</b>      |  |  |
| <b>Course Objectives</b>                   | <ul style="list-style-type: none"><li>• Creating awareness amongst the youths about the true history and rich culture of the country</li><li>• Understanding the scientific value of the traditional knowledge of Bhārata</li><li>• Promoting the youths to do research in the various fields of Bhāratīya knowledge system</li><li>• Converting the Bhāratīya wisdom into the applied aspect of the modern scientific paradigm</li></ul>  |  |
| <b>Learning Outcomes</b>                   | <ul style="list-style-type: none"><li>• Adding career, professional and business opportunities to the youths</li><li>• Students will get a holistic insight into the understanding the working of nature and life.</li><li>• Students will understand and appreciate the rich heritage that resides in our traditions</li><li>• Learn to appreciate the need and importance of Sanskrit in getting to the roots of the philosophical concepts</li></ul>  |  |
|  | <b>Contents</b>  | <b>Lectures</b>                              |
| <b>1.</b>                                  | <b>Bhāratīya Civilization and Development of Knowledge System :</b> Genesis of the land, Antiquity of civilization, Discovery of the Saraswatī River, the Saraswatī-Sindhu Civilization, Traditional Knowledge System,   | <b>4</b>                                     |
| <b>2.</b>                                  | <b>Arts, Literature, and Scholars: Art, Music, and Dance, Naṭarāja–</b> A Masterpiece of Bhāratīya Art, Literature, Life and works of Agastya, Lopāmudrā, Ghoṣā, Vālmīki, Patañjali, Vedavyāsa.  | <b>4</b>                                     |
| <b>3.</b>                                  | <b>Science, Astronomy, and Mathematics:</b> Concept of Matter, Life and Universe, Gravity, Vimāna: Aeronautics, Vedic Cosmology and Modern Concepts, BhāratīyaKālagāṇā   | <b>4</b>                                     |
| <b>4.</b>                                  | <b>Engineering, Technology, and Architecture:</b> Pre-Harappan and Sindhu Valley Civilization, Laboratory and Apparatus, Juices, Dyes, Paints and Cements, Glass and Pottery, Metallurgy, Engineering Science and Technology in the Vedic Age .  | <b>4</b>                                     |
| <b>5.</b>                                  | <b>Life, Environment, and Health:</b> Ethnic Studies, Life Science in Plants, Anatomy, Physiology, Agriculture, Ecology and Environment, Āyurveda, Integrated Approach to Healthcare, Medicine, Microbiology, Medicine, Surgery, and Yoga, etc.  | <b>4</b>                                     |
| <b>References:</b>                         | <b>Essential Readings:</b> <ul style="list-style-type: none"><li>• Textbook on The Knowledge System of Bhārata by Bhag Chand Chauhan</li><li>• History of Science in India Volume-1, Part-I, Part-II, Volume VIII, by SibajiRaha, et al. National Academy of Sciences, India and The Ramkrishan Mission Institute of Culture, Kolkata (2014).</li></ul> <b>References:</b> <ul style="list-style-type: none"><li>• Pride of India- A Glimpse of India's Scientific Heritage edited by PradeepKohle et al. SamskritBharati (2006).</li><li>• Vedic Physics by KeshavDevVerma, MotilalBanarsidass Publishers (2012).</li><li>• India's Glorious Scientific Tradition by Suresh Soni, Ocean Books Pvt. Ltd. (2010).</li></ul> |  |



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| <b>Course Code: BBA 107T</b>               |  | <b>Course Name: Design Thinking and Innovation</b> |                 |
| <b>Course Credit: 2.0</b>                  |  |  |                 |
| <b>Total No. of lectures allocates: 20</b> |  |  |                 |
| <b>Course Objectives</b>                   | <ul style="list-style-type: none"> <li>• To expose students to the, concepts, and solutions related to the design thinking principles.</li> <li>• To cultivate a mindset driven by a desire to identify new sources of ideas and innovative models,.</li> <li>• To encourage students to explore and integrate ideas and models from diverse fields and disciplines to enhance their innovative thinking and problem-solving skills.</li> <li>• To explore the various methods of implementing design thinking in the real world.</li> </ul>   |  |                 |
| <b>Learning Outcomes</b>                   | <ul style="list-style-type: none"> <li>• To demonstrate a thorough understanding of design thinking principles and methodologies, applying them to complex business challenges.</li> <li>• To enable Students to develop creative and innovative solutions to real-world problems by employing systematic design thinking processes.</li> <li>• To equip students to utilize empathy to deeply understand user needs and perspectives, incorporating these insights into the design process to create user-centric solutions.</li> <li>• critically evaluate the feasibility, viability, and desirability of innovative ideas, assessing their potential impact on businesses and society.</li> </ul>  |  |                 |
|  | <b>Contents</b>  |  | <b>Lectures</b> |
| <b>1.</b>                                  | <b>Understanding Design thinking:</b> Understanding the principles and stages of design thinking, Historical context and evolution of design thinking, Importance of human-centered design in innovation.  |  | <b>4</b>        |
| <b>2.</b>                                  | <b>The Design Thinking Process:</b> An overview of the five stages of the design thinking process—Empathize, Define, Ideate, Prototype, Test. Iterative nature of the process, Successful design thinking applications.  |  | <b>4</b>        |
| <b>3.</b>                                  | <b>Empathy and User Research:</b> Role of empathy in design thinking, tools for empathy mapping, methods of user research, including user interviews, ethnographic studies, and observational research. analyze user insights through journey mapping and user experience mapping  |  | <b>6</b>        |
| <b>4.</b>                                  | <b>Ideation and Creative Problem Solving:</b> Brainstorming techniques and best practices for generating ideas, structured ideation methods such as mind mapping, affinity diagrams  |  | <b>4</b>        |
| <b>5.</b>                                  | <b>Design Thinking For strategic innovations:</b> Definition and importance of strategic innovation in business. Leveraging design thinking to drive strategic innovation.   |  | <b>2</b>        |
| <b>References:</b>                         | <p><b>Essential Readings:</b></p> <ol style="list-style-type: none"> <li>1. John. R. Karsnitz, Stephen O'Brien and John P. Hutchinson, "Engineering Design", Cengage learning (International edition) Second Edition, 2013.</li> <li>2. Roger Martin, "The Design of Business: Why Design Thinking is the Next Competitive Advantage", Harvard Business Press , 2009.</li> </ol> <p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. YousefHaik and Tamer M.Shahin, "Engineering Design Process", Cengage Learning, Second Edition, 2011.</li> <li>2. 'Solving Problems with Design Thinking' - Ten Stories of What Works (Columbia Business School Publishing) 2013 by Jeanne Liedtka, Andrew King, Kevin Bennett.</li> </ol> |  |                 |



# RAJASTHAN TECHNICAL UNIVERSITY, KOTA

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| <b>Course Code: BBA 201P</b>               |   | <b>Course Name: Personality Development Lab</b> |
| <b>Course Credit: 2.0</b>                  |   |   |
| <b>Total No. of lectures allocates: 20</b> |   |   |
| <b>Course Objectives</b>                   | <ul style="list-style-type: none"> <li>• Students will explore various theories and models of personality to gain insights into individual differences and behaviors.</li> <li>• Develop students' verbal and non-verbal communication skills to effectively convey ideas, negotiate, and collaborate in professional settings.</li> <li>• Foster leadership potential among students by examining different leadership styles, traits, and theories.</li> <li>• Equip students with the ability to recognize, understand, and manage their own emotions and those of others and resilience to navigate diverse workplace dynamics with emotional intelligence.</li> </ul>  |   |
| <b>Learning Outcomes</b>                   | <ul style="list-style-type: none"> <li>• Demonstrate an understanding of the concept of personality development and its significance in the business context.</li> <li>• Evaluate different leadership styles and theories, and demonstrate leadership qualities through team building, motivation, and decision-making.</li> <li>• Apply principles of emotional intelligence to manage emotions, empathize with others, and effectively handle stress and conflicts.</li> <li>• Develop strategies for personal branding and professional image building, including online presence management and networking.</li> <li>• Employ techniques for conflict resolution and negotiation to achieve win-win outcomes in business situations.</li> </ul>  |   |
|  | <b>Contents</b>   | <b>Lectures</b>                                 |
| <b>1.</b>                                  | <b>Introduction to Personality Development: Building Self</b><br>Awareness: Strengths, Weaknesses, and Values, Setting Goals and Creating a Development Plan  | <b>4</b>  |
| <b>2.</b>                                  | <b>Self-Awareness and Self-Reflection:</b> Understanding strengths, weaknesses, personal development planning, Cultivating a growth mindset   | <b>4</b>  |
| <b>3.</b>                                  | <b>Stress Management and Emotional Intelligence:</b> Identifying Stressors and Developing Coping Mechanisms, Building Resilience and Maintaining Positive Mental Health, Understanding and Utilizing Emotional Intelligence in Business, Developing empathy and social awareness  | <b>5</b>  |
| <b>4.</b>                                  | <b>Professionalism and Etiquette:</b> Business Dress Code and Professional Attire, Workplace Etiquette and Business Dining Manners, social media Savvy and Professional Online Presence   | <b>3</b>  |
| <b>5.</b>                                  | <b>Leadership Development, Interpersonal Skills and Teamwork:</b> Developing Leadership Styles, Building Rapport and Networking Strategies, Conflict Resolution and Effective Negotiation, Teamwork Dynamics  | <b>4</b>  |
| <b>References:</b>                         | <p><b>Essential Readings:</b></p> <ul style="list-style-type: none"> <li>• Adler, R. B., &amp;Elmhorst, J. M. (2020). Communicating at Work: Strategies for Success in Business and the Professions. (13thEdition)McGraw-Hill Education.</li> <li>• Howard, R. A., &amp;Korver, C. D. (2008). Ethics for the real world: Creating a personal code to guide decisions in work and life (1st ed.). Harvard Business Press.</li> </ul> <p><b>References:</b></p> <ul style="list-style-type: none"> <li>• Clear, J., &amp; Clear, J. (2018). Atomic habits: Tiny changes, remarkable results. Avery.</li> <li>• Sinek, S. (2014). Leaders eat last: Why some teams pull together and others don't. Penguin.</li> <li>• Sharma, R. (2021). The Everyday Hero Manifesto.Jaico Publishing House</li> <li>• Goggins, D. (2020). Can't Hurt Me : Master Your Mind and Defy the Odds, Lioncrest</li> </ul> |   |



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| <b>Course Code: BBA 201T</b>               |  | <b>Course Name: Organisation Behavior</b> |                 |
| <b>Course Credit: 4.0</b>                  |  |   |                 |
| <b>Total No. of lectures allocates: 40</b> |  |   |                 |
| <b>Course Objectives</b>                   | <ul style="list-style-type: none"> <li>To enhance the understanding of interaction and integration between the individual and the organization.</li> <li>To familiarize the students with the basic concepts of individual behavior and organizational behavior.</li> <li>To expose the students to the fundamentals of Organizational Behavior (OB). such as working with people, nature of organizations, communication, leadership and motivation of people.</li> <li>To help students develop a conceptual understanding of OB theories.</li> <li>To enable the students to put the ideas and skills of OB into practice.</li> </ul>   |   |                 |
| <b>Learning Outcomes</b>                   | <ul style="list-style-type: none"> <li>To understand the dynamics of individual and organizational behavior and relationships.</li> <li>To understand the importance of organizational behavior in managerial functions.</li> <li>To understand the different concepts of Organizational Behavior.</li> <li>To analyse individual and group behavior.</li> <li>To Understand and deal with organizational change, development and stress.</li> </ul>   |   |                 |
|  |  | <b>Contents</b>                           | <b>Lectures</b> |
| <b>1.</b>                                  | <b>Introduction</b> : Definition, Significance, Concept of Organizational Behavior (OB): Disciplines that contribute to OB; Challenge and Opportunities for OB managers, Models of OB  |   | <b>8</b>        |
| <b>2.</b>                                  | <b>Individual behavior:</b> Foundations of Individual Behavior Attitudes and Job Satisfaction, Components of Attitude, Major Job Attitude, Job Satisfaction,   |   | <b>6</b>        |
| <b>3.</b>                                  | Personality, Personality Determinants, MBTI, Big – Five Model, Perception, Perceptual Process- Factors Affecting Perception, Learning, Theories of Learning  |   | <b>8</b>        |
| <b>4.</b>                                  | <b>Group Behavior:</b> Concept of Group, Five Stage model of group development; Types of group; Group decision making, Teams Vs Groups, Self managed Teams. Stress and Conflict Management: Stress- meaning, reasons and overcoming techniques. Conflict- meaning, reasons and overcoming techniques.  |   | <b>10</b>       |
| <b>5.</b>                                  | <b>Motivation:</b> Concept of motivation, Definition, Theories of Motivation-Maslow’s need Theory, ERG Theory, Theory X and Theory Y, Two Factor Theory, McClelland’s Theory, Equity Theory, Vroom’s Expectancy Theory.  |   | <b>8</b>        |
| <b>References:</b>                         | <p><b>Essential Readings:</b></p> <ul style="list-style-type: none"> <li>Robbins P. Stephen , Judge A. Timothy, VohraNeharika,(2019) Organization Behavior, 18th Edition, Pearson Education,</li> <li>Ashwathappa, K., (2019) Organizational Behavior, 12th Edition, Himalaya Publication.</li> </ul> <p><b>Reference Reading:</b></p> <ul style="list-style-type: none"> <li>Prasad L.M. (2019) Organizational Behavior Edition Sultan Chand &amp; Sons,6th Edition</li> <li>Wilson M. Fiona (2018) Organizational Behavior and Work , 5th Edition, Oxford University Press.</li> <li>Robbins &amp; Judge (2017) Essentials of Organizational Behavior, 14th edition, Pearson Education.</li> <li>Gupta K. Shashi, Joshi Rosy (2017), Organizational Behavior, 10th Edition, Kalyani Publication.</li> <li>Nair Suja (2017), Organizational Behavior-Text &amp; Cases, Himalaya Publication.</li> </ul> |   |                 |



# RAJASTHAN TECHNICAL UNIVERSITY, KOTA

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| <b>Course Code: BBA 202T</b>               |  | <b>Course Name: Business Accounting</b> |
| <b>Course Credit: 4.0</b>                  |  |   |
| <b>Total No. of lectures allocates: 40</b> |  |   |
|  |  |   |
| <b>Course Objectives</b>                   | <ul style="list-style-type: none"> <li>To develop critical thinking skills to analyze complex accounting issues.</li> <li>To understand and apply basic principles of financial and management accounting</li> <li>To understand the process of preparing and interpreting financial statements</li> <li>To develop an understanding towards Accounting Standards and principles accepted at global Level.</li> </ul>  |   |
| <b>Learning Outcomes</b>                   | <ul style="list-style-type: none"> <li>Developing application of financial accounting and the various tools used.</li> <li>Preparing and interpretate financial statements of different forms of businesses.</li> <li>Developing proficiency in practices of book-keeping.</li> <li>Developing conceptual understanding towards role of ICAI and key Indian Accounting Standards.</li> </ul>   |   |
|  | <b>Contents</b>  | <b>Lectures</b>                         |
| <b>1.</b>                                  | <b>Introduction to Accounting:</b> meaning, definition, objectives, scope, basic terms, process of accounting branches of accounting, uses & limitations of accounting, Uses of Accounting Information. Interrelation of Accounting with other disciplines of Management   | <b>8</b>                                |
| <b>2.</b>                                  | <b>Basic Accounting Procedure</b> – Journal, rules of debit & credit, method of journalizing, advantage, double entry system – its advantage, Ledger, meaning, utility, posting entries. Trial Balance- Concept, Significance and mechanism of preparing trial balance Special Purpose Books – Cashbook (two column cash book) entries. Use of IT in accounting- Basic introduction about Tally Software.  | <b>10</b>                               |
| <b>3.</b>                                  | <b>Rectification of errors:</b> Classification of error, location of error. Impact of error on profits. Preparation of suspense account  | <b>6</b>                                |
| <b>4.</b>                                  | <b>Preparation of Final Accounts:</b> Preparation of Final Accounts with adjustments for sole proprietor Business Understanding content of financial statements of a Joint Stock Company as per provisions of Indian Companies Act   | <b>6</b>                                |
| <b>5.</b>                                  | <b>Accounting standards and Principles:</b> Concepts & Conventions, Role of ICAI in regulating financial practices of Indian Companies. Meaning and relevance of GAAP. Need of Convergence of Accounting standards. Overview of Ind AS, IFRS, AS.  | <b>10</b>                               |
| <b>References:</b>                         | Essential Readings: <ul style="list-style-type: none"> <li>Mukharjee, A. and Hanif, M. (2018), Modern Accountancy, Tata McGraw Hill, New Delhi</li> <li>Sehgal, Ashok and Sehgal, Deepak, (2013) Fundamentals of Financial Accounting, Taxmann Allied Services.</li> </ul> References <ul style="list-style-type: none"> <li>Jain, Khandelwal and Pareek, Financial Accounting, Ajmera Book Company, Jaipur</li> <li>Goel, D.K. and Goel, Rajesh, (2013) Accountancy, AryaPublications, New Delhi</li> <li>Maheshwari, S. N., (2018) An Introduction to Accountancy, Vikas Publishers, New Delhi</li> <li>Ghosh, T.P, (2022) Financial Accounting for Managers: Taxmann Allied Services Pvt. Ltd.</li> </ul> |   |



# RAJASTHAN TECHNICAL UNIVERSITY, KOTA

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| <b>Course Code: BBA 203T</b>               |  | <b>Course Name: Marketing Management</b> |
| <b>Course Credit: 4.0</b>                  |  |  |
| <b>Total No. of lectures allocates: 40</b> |  |  |
|  |  |  |
| <b>Course Objectives</b>                   | <ul style="list-style-type: none"> <li>This course aims to familiarize students with the marketing function in organization with an emphasis on generating value through product, pricing distribution and promotion strategies.</li> <li>Demonstrate conceptual clarity on the core concepts and frameworks of marketing and explain the major factors that influence consumer purchasing decisions.</li> <li>Explain the relevance of selecting an appropriate segmentation approach and finalizing which customer segments to target for marketing activities.</li> <li>Explain how fulfilling corporate social responsibility can positively impact marketing.</li> <li>Describe the role of marketing in building and managing customer relationships.</li> </ul> |  |
| <b>Learning Outcomes</b>                   | <ul style="list-style-type: none"> <li>Understand varied decision areas within marketing and the tools and techniques used by marketing managers for making decisions.</li> <li>Analyze Consumer Behavior Influences and comprehend the concept of Segmentation, Targeting and Positioning.</li> <li>Explore developing of customer value driven product, pricing and integrated marketing communication strategy.</li> <li>Develop strategies for the efficient and effective placement/ distribution of products in dynamic markets.</li> <li>Develop strategies to grow and maintain relationships with customers.</li> <li>Employ the principles of business ethics and corporate social responsibility to marketing decisions.</li> </ul>                         |  |
|  | <b>Contents</b>  | <b>Lectures</b>                          |
| <b>1.</b>                                  | <b>Marketing Management : An Introduction</b><br>Meaning and Definition, Selling vs. Marketing, Scope of Marketing, Core Marketing Concepts, Company Orientation-Production concept, Product concept, Selling concept, Marketing Concept, Marketing-Mix, Marketing Environment Analysis.   | <b>8</b>                                 |
| <b>2.</b>                                  | <b>Consumer Behavior Influences and Segmentation, Targeting, Positioning</b><br>Consumer Behavior –Definition and Significance, Factors affecting Consumer Buying Behavior- Social, Cultural, Personal, Psychological, Buying Decision Process. Segmentation, Targeting and Positioning: Levels and Bases for segmenting consumer markets, Selecting Market Segments and Targeting, Concept of Positioning.  | <b>8</b>                                 |
| <b>3.</b>                                  | <b>Designing a Customer Value–Driven Product &amp; Pricing Strategy</b><br>Products and Brands: Building Customer Value, Product Levels, Concept of Product-Mix, Product-Line Decisions, Pricing- Understanding and Capturing Customer Value, Determinants of Price, Pricing Methods, Adapting Price (Geographical pricing, differential pricing and promotional pricing).   | <b>8</b>                                 |
| <b>4.</b>                                  | <b>Designing a Customer Value–Driven Place &amp; Promotion Strategy</b><br>Role of Marketing Channels in delivering Customer Value, Channel intermediaries functions, Channel Levels, Channel-Design Decisions, Integrated Marketing Communications Strategy, Advertising, Public Relations, Sales Promotion and Digital Marketing.  | <b>8</b>                                 |
| <b>5.</b>                                  | <b>Managing the Marketing Effort</b><br>Organizing the marketing Department, Control of Marketing Operations, Social Responsibility and Ethics, Customer Relationship Management, Attracting and Retaining Customers.  | <b>8</b>                                 |
| <b>References:</b>                         | Essential Readings: <ul style="list-style-type: none"> <li>Kotler, Philip, Armstrong, Gary, Balasubramanian, Sridhar, Agnihotri, Prafulla Y. (2023). Principles of Marketing, 19th Edition, Pearson Education</li> <li>Grewal, Dhruv, Levy, Michael. (2021). Marketing, 7th Indian Edition, McGraw Hill Education (India) Private Limited.</li> </ul> References: <ul style="list-style-type: none"> <li>Albrecht, Maria Gomez, Green, Mark, Hoffman, Linda. (2023). Principles of Marketing, OpenStax.</li> <li>Etzel, Michael J, Walker, Bruce J, Stanton, William J, Pandit, Ajay. (2017). Marketing, 14 edition, McGraw Hill Education</li> <li>Aaker, David A, McLoughlin, Damien. (2014). Strategic Market Management (5th Edition),</li> </ul>                  |  |



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|  | <p>John Wiley &amp; Sons (Asia) Pte. Ltd.</p> <ul style="list-style-type: none"><li>• Johnston, Mark W, Marshall, Greg W. (2014). Marketing Management, 2nd Edition, McGraw-Hill Education.</li><li>• Shainesh, G, Philip Kotler, Keller, Kevin, Chernev, Alexander, Sheth, Jagdish. (2022). Marketing Management, 16th Edition, Pearson Education.</li><li>• Baines, Paul, Fill, Chris, Page, Kelly. (2011). Marketing, Oxford university Press</li><li>• Dawn Lacobucci, Dawn, Kapoor, Avinash. (2012). Marketing Management, Cengage Learning Pvt. Ltd.</li></ul> |
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# RAJASTHAN TECHNICAL UNIVERSITY, KOTA

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| <b>Course Code: BBA 204T</b>               |   | <b>Course Name: Business Laws</b> |  |
| <b>Course Credit: 2.0</b>                  |   |                                   |  |
| <b>Total No. of lectures allocates: 20</b> |   |                                   |  |
| <b>Course Objectives</b>                   | <ul style="list-style-type: none"> <li>To develop a foundation knowledge of key legal principles, terminologies and concepts relevant to business operations.</li> <li>To understand the implications of legal decisions on business practices and strategy.</li> <li>To develop understanding towards key concepts in corporate law and the field of management education.</li> <li>To understand compliance requirements related to business operations, including negotiable instrument regulation consumer protection regulation and corporate law</li> </ul> |                                   |  |
| <b>Learning Outcomes</b>                   | <ul style="list-style-type: none"> <li>Developing a conceptual understanding towards Regulatory framework in India.</li> <li>Understanding of the basics of Laws governing a Company,</li> <li>Getting acquainted with theoretical principles of Contract and Negotiable Instruments regulation in India.</li> <li>Understanding implication of Consumer Rights on Consumers in India as per Consumer Protection Regulation</li> </ul>  |                                   |  |
|  | <b>Contents</b>   | <b>Lectures</b>                   |  |
| <b>1.</b>                                  | <b>Indian Regulatory Framework:</b> Types of Laws in Indian Legal System-Civil Law, Criminal Law, common Law. Structure of Indian Judicial System and Process of Making Laws in India.  | <b>4</b>                          |  |
| <b>2.</b>                                  | <b>Contract Act 1872:</b> Definition & Nature of Contract, Agreement v/s Contract, types of contract, offer & acceptance, consideration & capacity to contract, free constant, legality of object & consideration, discharge of contract, remedies for breach of contract.  | <b>4</b>                          |  |
| <b>3.</b>                                  | <b>Negotiable Instrument Act 1881:</b> Definition and Kinds of Negotiable Instruments Holder and Holder-in-due-course, Negotiation by Endorsements, Crossing of a Cheque, and Dishonor of Cheque.   | <b>4</b>                          |  |
| <b>4.</b>                                  | <b>Introduction to Companies Act 2013:</b> Meaning and Features of a Company, Corporate Veil Theory, types of companies, Incorporation of a Company. Memorandum of Association and Articles of Association  | <b>4</b>                          |  |
| <b>5.</b>                                  | <b>Consumer Protection Act 2019:</b> Definitions of Consumer, Person, Goods, Service, Trader & Manufacturer. Meaning of Consumer Dispute, Complaint, Consumer Protection Councils; Consumer Disputes Redressal Agencies.  | <b>4</b>                          |  |
| <b>References:</b>                         | <b>Essential Reading:</b> <ul style="list-style-type: none"> <li>Kapoor G.K., Suri A. P. (2015) Corporate Laws, Taxmann Publications, Third Edition.</li> <li>Rohini Aggarwal (2022) Mercantile &amp; Commercial Law, Taxmann.</li> </ul> <b>References:</b> <ul style="list-style-type: none"> <li>Gulshan Kapoor (2018) Business Law, New Age International Pvt Ltd Publishers.</li> <li>Maheshwari &amp; Maheshwari (2014) Principle of Mercantile Law, National Publishing Trust</li> <li>Universal Law Series (2016) Corporate Laws, Lexis-Nexis</li> </ul>  |                                   |  |



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| <b>Course Code: BBA 205T</b>               |  | <b>Course Name: Business Communication</b> |          |
| <b>Course Credit: 2.0</b>                  |  |  |          |
| <b>Total No. of lectures allocates: 20</b> |  |  |          |
| <b>Course Objectives</b>                   | <ul style="list-style-type: none"> <li>To understand the fundamentals and importance of communication for managers.</li> <li>To prepare students to acquire necessary communication skills required for better effective performance.</li> <li>Utilize strategic verbal and nonverbal communication techniques.</li> <li>To make the student effective in both reading and writing skills</li> <li>Compose clear, concise, and professional business documents.</li> </ul>   |  |          |
| <b>Learning Outcomes</b>                   | <ul style="list-style-type: none"> <li>The course will equip future business leaders with the essential communication skills needed to navigate the dynamic world of business</li> <li>Students will analyze the communication process and identify potential barriers.</li> <li>Students will develop a strong foundation in written, oral, and interpersonal communication.</li> <li>Students will be able to communicate in a business professional setup.</li> </ul>   |  |          |
| <b>Contents</b>                            |  | <b>Lectures</b>                            |          |
| <b>1.</b>                                  | <b>Introduction:</b> Definition and importance of business communication, Communication process and Ethics in business communication   |  | <b>4</b> |
| <b>2.</b>                                  | <b>Methods and Types of communication:</b> Written Communication, Verbal Communication and Non-verbal Communication – Body Language ,Proxemics and spatial relationships   |  | <b>4</b> |
| <b>3.</b>                                  | <b>Business Correspondence:</b> Business correspondence letters, emails, memos, minutes of meeting, Notices, Circulars, Orders, Agenda. Layout of Business Letter. Need, importance and kinds of business letters.   |  | <b>5</b> |
| <b>4.</b>                                  | <b>Business Communication:</b> Telephonic, Interview, Emails, Meeting and Greeting Etiquette, Preparing Resume, Business Presentation, Writing for social media and digital platforms  |  | <b>5</b> |
| <b>5.</b>                                  | <b>Report Writing:</b> structure, types, and formats, steps for Preparing a Report   |  | <b>2</b> |
| <b>References:</b>                         | <p><b>Essential Readings:</b></p> <ul style="list-style-type: none"> <li>Locker, Kitty O., and Stephen KyoKaczmarek.(2014). Business Communication: Building Critical Skills”, 6th edition, McGraw-Hill / Irwin Publishers.</li> <li>Chaturvedi, P.D. and Chaturvedi M. (2011). Business Communication, Concepts:Cases and Applications, 2nd Edition, Pearson Education, India</li> </ul> <p><b>References:</b></p> <ul style="list-style-type: none"> <li>Bové, C. L. (2008). Business communication today. 15 Edition, Pearson Education India.</li> <li>P. SubbaRao, B.Anita Kumar, C.HimaBindu, (2012). Business Communication, CengageLearningIndia. Pvt. Ltd..</li> <li>Rajendra Pal, J S Korlahahi,(2013) Essentials of Business Communication, Sultan Chand andSons, New Delhi.</li> </ul> |  |          |



# RAJASTHAN TECHNICAL UNIVERSITY, KOTA

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| <b>Course Code: BBA 206T</b>               |  | <b>Course Name: Indian Constitution</b> |
| <b>Course Credit: 2.0</b>                  |  |   |
| <b>Total No. of lectures allocates: 20</b> |  |   |
| <b>Course Objectives</b>                   | <ul style="list-style-type: none"> <li>• Impart a thorough understanding of the nature and nuances of the Indian Constitution.</li> <li>• Explore the twin themes of liberty and freedom, focusing on civil rights.</li> <li>• Highlight the significance of Fundamental Rights and Fundamental Duties as enshrined in the Constitution.</li> <li>• Understand the functioning of the Union and State governments within the Indian federal system.</li> </ul>   |   |
| <b>Learning Outcomes</b>                   | <ul style="list-style-type: none"> <li>• Develop the ability to interpret and explain the basic concepts of the Indian Constitution.</li> <li>• Identify and explore the key features and operational aspects of the Indian Constitution.</li> <li>• Gain awareness of the rights and duties of citizens, and the corresponding obligations of the state.</li> <li>• Understand the administrative structure and functions of various branches of the government.</li> </ul>   |   |
|  | <b>Contents</b>  | <b>Lectures</b>                         |
| <b>1.</b>                                  | <b>Philosophy of the Indian Constitution:</b><br>History of Making of the Indian Constitution: History Drafting Committee, (Composition & Working)   | <b>4</b>                                |
| <b>2.</b>                                  | <b>Fundamental Rights:</b> Introduction, Right to Equality (Art.14), Right to Fundamental Freedoms (Art. 19), Right to Life (Art. 21), Directive Principles of State Policy: importance and implementation.  | <b>4</b>                                |
| <b>3.</b>                                  | <b>Government:</b> Union & State – Executive & Legislature, composition, powers and functions, Local Self Governments – Panchayat Raj Institutions & Urban Local Bodies (Municipalities).  | <b>4</b>                                |
| <b>4.</b>                                  | <b>Statutory Institutions:</b> Elections-Election Commission of India, National Human Rights Commission, National Commission for Women.  | <b>4</b>                                |
| <b>5.</b>                                  | Federal structure distribution of legislative and financial powers between the Union and the States.   | <b>4</b>                                |
| <b>References:</b>                         | <p><b>Essential Readings:</b></p> <ul style="list-style-type: none"> <li>• Basu, D.D.,(2015). Introduction to the Constitution of India, NewDelhi: Lexis Nexis Publishers.</li> <li>• M.V.Pylee,(2017) “Introduction to the Constitution of India”, 16th Edition, Vikas publication.</li> </ul> <p><b>References</b></p> <ul style="list-style-type: none"> <li>• Merunandan, (2007) “Multiple Choice Questions on Constitution of India”, 2ndEdition,Meraga publication.</li> <li>• Fadia, B.L., &amp;Fadia, K. (2017) Indian Government and Politics, New Delhi: SahityaBhavan.</li> <li>• Ghosh,Peu, (2017) Indian Government and Politics, New Delhi: Prentice Hall of India Learning.</li> <li>• Chakrabarty, Bidyut, Indian Government and Politics, New Delhi: Sage Publishing, 2008</li> </ul> |   |