UNIVERSITY OF RAJASTHAN
JAIPUR

SYLLABUS

Bachelor of Business Administration

Annual Scheme

B.B.A. Part-III Examination 2019
Paper I - Organizational Behaviour

Paper II - Indian Management Thought and Business Leaders

Paper III - International Business

Paper IV - Cost and Management Accounting

Paper V - E-Commerce

Paper VI - Book Review Presentation and viva-voce
Organizational Behaviour

Unit I:

Meaning and Concept of Organization Behaviour, Role of OB in Today’s Business organization, Challenges and Opportunities, Theories of Organization Behaviour, Social Systems and Organizational Culture.

Unit II:

Perception, Nature, Importance, Difference between Sensation and Perception; Personality: Meaning, Determinants of Personality, Personality Traits and Types, Values attitudes and Job Satisfaction.

Unit III:

Interpersonal Behaviour, Group Dynamics- Meaning, Norms and Role, Theories of Group, Cohesiveness, Dynamics of Informal Group, Team and Team building.

Unit IV:


Unit V:

Meaning, Nature and factors of Organizational Change, Planned Change, Resistance to Change, Change Agent, Concept of Organizational Development, Organizational Development Interventions.

Books Recommended:

1. Prasad, L.M., Organizational Behaviour, S. Chand, New Delhi
3. Luthans Fred, Organizational Behaviour, McGraw-Hill
4. Dr. P. S. S. Kumar, Dr. Anukriti Sharma and K. S. Krishna, Organizational Behaviour, Jahanvi Publications.
5. Prof. Anil Mehta, Organizational Behaviour, RBD, Jaipur
6. Organizational Behaviour, Thakur Publication, Jaipur
Paper-II

Indian Management Thought and Business Leaders

Unit-I
Spirituality and Management- Concept of Spirituality, Indian Ethos and Values, Role of Values in Management, Western Values vis a vis Indian Values, Applications of Yoga in Management- Personality Development, Meditation and Management of stress.

Unit-II
Indian Epics and Management- Dimensions of Vedic Management, Bhagwad Gita, Ramayan, Kautilaya’s Arthashastra.

Unit-III

Unit-IV

Unit-V
Indian Business Leaders: Narayana Murthy, Azim Premji, Lakhirshmi Mittal, Sunil Bharti Mittal.

Books Recommended

Paper III

International Business

Unit I


Unit II


Unit III

International Business organisations, Forms of International organisations, World Trade Organisation (WTO).

Unit IV


Unit V


Books Recommended

Paper IV

Cost and Management Accounting

Unit I-
Introduction to Cost Accounting: Meaning and definition, scope and use of cost accounting, cost centre, cost centre, cost accounting and financial accounting, cost concepts, classification of costs.

Elements of Cost: Material, labour and expenses, direct Material cost-Meaning, Purchase and stores routine, methods of Prinching Material issues, wastage, scrap spoilage and defectives, Inventory Control techniques, direct labour cost-Meaning. Remuneraion methods, labour-turnover, treatments of idle time, overtime premimum, Employees welfare costs and fringe benefits.

Unit II-
Overheads: Introduction, direct expenses, steps in accounting of overheads. classification of overheads, techniques for separation of fixed and variable costs. allocation and inproportion of overheads, absorption of overheads-methods of overheads, absorption, over absorption and underabsorption of overheads.
Costing methods: Output costing.

Unit III-
(b) Application of Marginal Costing in Decision Making. Fixation of Selling Price, Make or Buy Decision. Dropping a line or product, Retain or Replace, own or lease. Selling in Foreign Market.

Unit IV-
Cost Control Techniques:
(a) Budgeting: Introduction, Comprehensive/Master Budget, Fixed and Flexible Budget. Cash Budget, Functional Budgets.

Unit V-
(a) Responsibility Accounting.
(b) Activity Based Costing.

Books Recommended:
4. I.M. Pandey: Management Accounting.
Paper V

E-Commerce

Unit I:


Unit II:

Internet and E-Commerce, Networking-LAN, WAN, Business Uses of Internet, www, Protocols, Intranet and Internet, Multimedia Application, Hardware and Software.

Unit III:


Unit IV:

Data Warehousing, Client-Server Computing, Data Mining, Website Management – Steps.

Unit V:


Books Recommended:

2. Information Technology : E-Commerce & E-Business : V.D. Dudeja, Commonwealth Publisher, New Delhi
Paper VI

Presentation of Review of a Reference book on Management- 50 Marks

Comprehensive viva-voce based on papers of BBA Course- 50 Marks

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