UNIVERSITY OF RAJASTHAN
JAIPUR

SYLLABUS

Bachelor of Business Administration

Annual Scheme

B.B.A. Part-III Examination 2018
BBA Part-III

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- Comprehensive Viva Voce
Paper 1

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, Mc-Graw-Hill
4. Dr. P. S. S. Kumar, Dr. Anukriti Sharma and K. S. Krishna, Organizational Behaviour, Jhanvi 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 Arthshastra.

Unit-III

Unit-IV

Unit-V

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 & 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 Princing Material issues, wastage, scrap spoilage and defectives, Inventory Control techniques, direct labour cost-Meaning, Remuneraion methods, labour-turnover, treatments of idle time, overtime premium, 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-
Marginal Costing and Managemental decision Making, Management Accounting: Meaning, scope and Role Management Process and Accounting, Managerial planning and control, scope and role of management accounting, Management Accounting: Meaning, Nature scope of Management Accounting, Managerial planning and control.

Unit IV-
Statement of changes in financial position: Introduction, fund flow analysis and cash flow analysis.

Unit V-

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

Comprehensive Viva Voce