



**UNIVERSITY OF RAJASTHAN
JAIPUR**

SYLLABUS

Bachelor of Business Administration

Annual Scheme

B.B.A. Part-III Examination

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1/27.12.17
Dy. Registrar (Acad.)
University of Rajasthan
JAIPUR
Raha.

BBA Part-III - 2021

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


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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 :

Definitions of Conflict, Process, Negotiations Process, Individual differences in negotiation effectiveness, Causes of Stress and its effects, Stress and Conflict Management.

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
2. Robbins, Stephen P., Organizational Behaviour: Concept, Controversies, Applications, Prentice Hall of India, Pvt. Ltd. New Delhi
3. Luthans Fred, Organizational Behaviour, McGraw-Hill
1. Dr. P. S. S. Kumar, Dr. Anukriti Sharma and K. S. Krishna, Organizational Behaviour, Jahanvi Publications.
5. Prof. Anil Mehta. Organizational Behaviour, RRD, Jaipur
6. Organizational Behaviour, Thakur Publication, Jaipur

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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

Indian Thinkers- Swami Vivekanand, Mahatama Gandhi, S.K. Chakraborty, C.K. Prahlad.

Unit- IV

Indian Business Leaders: JRD Tata, Ram Krishan Bajaj, G D Birla, Dhirubhai Ambani.

Unit- V

Indian Business Leaders: Narayana Murthy, Azim Premji, Lakshmi Mittal, Sunil Bharti Mittal.

Books Recommended

1. Chakraborty, S.K. and Bhattacharya, Pradip: Human Values, New Age International (P) Limited Publishers.
2. Saneey, Rinku and Khanna, Parul: Ethics and Values in Business Management, Ane Books Pvt. Ltd.
3. Khanna, S. : Vedic Management, Taxman Publications (P) Ltd.
4. Bhawad Gita as Viewed by Swami Vivekananda: Vedanta Press & Bookshop.
5. Rajgopalachari, C. : Ramayan, Bhartiya Vidya Bhawan.
6. Gita Piramal: Business Legends.

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Paper III

International Business

Unit I

Meaning of International Business, Domestic Business V/s International Business, Importance of International business, Major participants of IB, Scope of International Business.

Unit II

Understanding the International Business Environment: Cultural Environment, Economic Environment, Political Environment, Legal & financial Environment.

Unit III

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

Unit IV

International Financial Management, International Monetary Fund (IMF), World Bank.

Unit V

Global Operations and Supply Chain Management, International Human Resource Management, International Trade Procedure and Documentation, Global E-business, Ethics and Social Responsibility.

Books Recommended

1. Joshi, R.M.: International Business, Oxford University Press, New Delhi.
2. Aswathappa, K.: International Business, Tata McGraw-Hill Publishing Company Limited, New Delhi.
3. Cherunilam, Francis: International Business Environment, Himalaya Publishing House, New Delhi.

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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 Pricing Material issues, wastage, scrap spoilage and defectives, Inventory Control techniques, direct labour cost-Meaning, Remuneration 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-

(a)Management Accounting: Meaning, Nature, Scope of Management Accounting, Tools and Techniques of Management Accounting, Functions of Management Accountant, Installation of Management Accounting System, Limitations of Management Accounting.

(b)Application of Marginal Costing in Decission 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.

(b)Standard Costing: Introduction, Cost Variance Analysis: Material Variance and Labour Variance.

Unit V-

(a)Responsibility Accounting.

(b)Activity Based Costing.

Books Recommended:

1. M.N. Arora: Cost Accounting-Principles and Practices.
2. S.P. Jain and K.L. Narang: Cost Accounting.
3. M.Y. Khan and P.K. Jain: Management Accounting.
4. I.M. Pandey: Management Accounting.
5. P.C. Tulsian: Practical Accounting.
6. Robert Anthony, Reeceetalk: Principles of Management Accounting.

Paper V

E-Commerce

Unit I :

Meaning, Characteristics, Origin, Process, Key Drivers of E-Commerce, Elements, Traditional Commerce Vs E-Commerce, Benefits, Standards, Technologies, E-Commerce Models, Mobile Commerce, Barriers to E-Commerce.

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 :

Electronic Payment Systems- Methods, Security Issues, Electronic Banking, Electronic Stock Trading.

Unit IV :

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

Unit V :

ERP – Meaning, Functions, SAP Applications, Business Intelligences, Ethics, Security and E-Governance.

Books Recommended:

1. E-Commerce and E-Business : Dr. C.S. Rayudu, Himalaya Publishing House.
2. Information Technology : E-Commerce & E-Business : V.D. Dudeja, Commonwealth Publisher, New Delhi
3. Electronic Consumer Framework- Technologies and Applications: B. Bhasker, Tata Mc Graw-Hill
4. Electronic Commerce : A Managers Guide to E-Business: Parag Diwan and Sunil Sharma, Vanity Books International, New Delhi

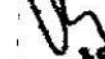

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Paper VI

Paper VI- Book Review Presentation and viva-voce

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

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


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