

SARDAR PATEL UNIVERSITY
Programme: BBA (Foreign Trade)
Semester: II
Syllabus with effect from: DECEMBER 2011

Paper Code: UM02CBBF01	Total Credits: 3
Title Of Paper: Practices of Management	

Unit	Description in detail	Weightage (%)
1	Marketing: Concept of Market, Marketing and Marketing Management, Marketing as Function of Business – Role of Marketing Management, Introduction to product, prices. Promotion & Physical Distribution Information Needed by Marketing Department.	25 %
2	Human Resource: Meaning – Objective & Evolution – Philosophy of HRM – Function of HRM – Scope of HRM – Organisation of HR Department	25 %
3	Finance of Accounting: Meaning and Objectives – Function of Finance and Accounting Department Role of Finance and Account Manager – Functions of Financial Manager Information Needed by Finance and Accounting Department.	25 %
4	Finance of Accounting: Meaning of Production, Manufacturing and Operations – Brief Idea of Functions Production Management – Meaning and Importance of Materials Management – Information Technology : Role of IT Department Functions of IT Manager – Various IT Application in Different Department	25 %

Basic Text & Reference Books:

- Business Organisation and Management by C.B.Gupta
- Human Resources Management by C. B. Gupta
- Marketing Management by Phillip Kotler
- Fundamental of Accounting by P.C.Tulsian
- Production Management by Khan & Jain

