

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: II
Syllabus with Effect From: November/December-2011

Paper Code: UM02CBBA01	Total Credit:3
Title Of Paper: Practices Of Management	

Unit	Description in detail	Weighting (%)
I	Marketing Concept of market, marketing & marketing management Marketing as a function of business - Role of marketing manager Introduction to product, price, promotion & physical distribution Information needed by marketing department.	25 %
II	Human Resource Meaning - Objectives & Evolution - Philosophy of HRM Functions of HRM - Scope of HRM - Organisation of HR department	25 %
III	Finance and Accounting Meaning And Objectives - Functions of finance and accounting department Role of finance and account manager - Functions of financial manager Information's needed by finance and accounting department	25 %
IV	Production & Information Technology Meaning of production, manufacturing and operations - Brief idea of functions of production management - Meaning And importance of materials management - Information Technology: Role of IT department Functions of IT manager - Various IT application in different departments	25 %

Basic Text & Reference Books:

- Business Organisation And Management by C B Gupta
- Human Resources Management by C B Gupta
- Marketing Management by Philip Kotler
- Fundamentals of Accounting by P C Tulsian
- Production Management by Chunawala and Patel
- Financial Management by Khan & Jain

