

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: II
Syllabus with Effect from: Nov./Dec., 2019

Paper Code: UM02CBBA51	Total Credits: 3
Title Of Paper: PRACTICES OF MANAGEMENT	

Unit	Description in Detail	Weightage
1	Production Management <ul style="list-style-type: none"> • Concept of Production, Manufacturing and Operations • Meaning & Definition of Production Management • Functions of Production Management • Meaning & Definition of Materials Management • Importance of Materials Management • Objectives of Materials Management • Role of Production Manager 	25%
2	Marketing Management <ul style="list-style-type: none"> • Concept of Market, Marketing and Marketing Management • Marketing Philosophy • Selling V/S Marketing • Scope of Marketing • Marketing Mix : Product, Price, Place & Promotion • Role of Marketing Manager 	25%
3	Financial Management <ul style="list-style-type: none"> • Meaning & Definition of Financial Management • Objectives of Financial Management • Scope of Financial Management • Functions of Financial Management (Executive functions and Routine functions) • Role of Financial Manager 	25%
4	Human Resource Management <ul style="list-style-type: none"> • Meaning & Definition of Human Resource Management • Objectives of HRM • Function of HRM (Managerial & Operative) • Scope of HRM • Role of Human Resource Manager 	25%

Reference Books:

- Business Organisation And Management by C B Gupta
- Human Resources Management by C B Gupta
- Human Resources Management by S S Khanka
- Marketing Management by Philip Kotler
- Production Management by Chunawala and Patel
- Materials Management by M C Kuchhal
- Financial Management by Khan & Jain