

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (International Business)**  
**Semester: II**  
**Syllabus with Effect from: DECEMBER 2014**

<b>Paper Code:</b> UM02CBBB01	<b>Total Credits: 3</b>
<b>Title Of Paper:</b> Practices of Management	

Unit	Description in detail	Weightage (%)
<b>1</b>	<b>Marketing:</b> 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.	<b>25 %</b>
<b>2</b>	<b>Human Resource :</b> Meaning, Objective & Evolution, Philosophy of HRM, Function of HRM, Scope of HRM, Organisation of HR Department	<b>25 %</b>
<b>3</b>	<b>Finance of Accounting:</b> 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.	<b>25 %</b>
<b>4</b>	<b>Finance of Accounting:</b> 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.	<b>25 %</b>

**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

