

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Systems Management)
Semester: II
Syllabus with effect from: DECEMBER 2011

Paper Code: UM02CBBS01	Total Credits: 3
Title Of Paper: Practices of Management	

Unit	Description in detail	Weightage (%)
1	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 %
2	Human Resource Meaning-Objective & Evaluation –Philosophy of HRM Function of HRM –Scope of HRM- Organisation of HR Department	25 %
3	Finance and Accounting Meaning And Objective –Function of Finance and accounting department Role of Finance and account manager –Function of financial manager Information's needed by finance and accounting department	25 %
4	Production & Information Technology Meaning of Production, manufacturing and operation –brief idea of function Of production management-Meaning and importance of materials management – Information Technology: Role Of IT department Function of IT manager – Various IT Application in different departments	25 %

Basic Text & Reference Books:

- Business Organization 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

