

SARDAR PATEL UNIVERSITY

Programme: BBA (ISM)

Semester: II

Syllabus with effect from: DECEMBER 2018

Paper Code: UM02CBBS21	Total Credits: 3
Title Of Paper: PRACTICES OF MANAGEMENT	
Objectives:- Through this subject students will get basic knowledge regarding concepts of Marketing, HRM, Finance & Accounting and regarding Production & Information Technology	

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