

# SARDAR PATEL UNIVERSITY

Programme: BBA (ISM)

Semester: II

Syllabus with effect from: Nov./Dec. 2019

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| <b>Paper Code: UM02CBBS51</b>                  | <b>Total Credits: 3</b> |
| <b>Title Of Paper: PRACTICES OF MANAGEMENT</b> |                         |

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

### 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