SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25)
Syllabus with effect from the Academic Year 2021-2022

Bachelor of Business Administration -Information System Management
B.B.A (ISM)   Semester-I

Course Code	UM02CBBS72	Title of the Course	Practices of Management
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	**1.** To understand how to imply management principles into different practices of business organization**.** **2**. To help the students to get aware towards various departments and its practices. **3**. To understand functions and responsibilities of different area's manager. 4. To understand the latest trend in different departments of organization.

Course Content		
Unit	Description	Weightage* (%)
1.	**Production Management** • 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** • 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** • Meaning & Definition of Financial Management • Objectives of Financial Management • Scope of Financial Management • Functions of Financial Management (Executive functions and Routine	25%

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	functions) • Role of Financial Manager	
4.	**Human Resource Management** • Meaning & Definition of Human Resource Management • Objectives of HRM • Function of HRM (Managerial & Operative) • Scope of HRM • Role of Human Resource Manager	25%
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Teaching-Learning Methodology	ICT through (e.g Power Point presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study

Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Understand and apply the concepts of different areas of management.
2.	Improve specialized skills of management like Marketing, finance, HR. etc.
3.	Increase effectiveness and efficiency by applying this way of doing business in different areas.

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Suggested References:	
Sr. No.	References
1.	Business Organisation And Management by C B Gupta
2.	Human Resources Management by C B Gupta
3.	Human Resources Management by S S Khanka
4.	Maketing Management by Philip Kotler
5.	Production Management by Chunawala and Patel
6. 7.	Materials Management by M C Kuchhal Financial Management by Khan & Jain

On-line resources to be used if available as reference material
On-line Resources
1. https://ncert.nic.in/ncerts/l/lebs102.pdf 2. https://www.tutorialspoint.com/management_principles/management_principles_tutorial.pdf 3. https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/PrinciplesofManagement-OP.pdf

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