

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (Information Technology Management)**  
**Semester: II**  
**Syllabus with effect from: November/December-2011**

<b>Paper Code: UM02CBBI01</b>	<b>Total Credit:3</b>
<b>Title Of Paper: Practices of Management</b>	

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting (%)</b>
<b>I</b>	<b>Marketing</b> 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%
<b>II</b>	<b>Human Resource</b> Meaning - Objectives & Evolution - Philosophy of HRM Functions of HRM - Scope of HRM - Organisation of HR department	25 %
<b>III</b>	<b>Finance and Accounting</b> Meaning And Objectives - Functions of finance and accounting department Role of finance and account manager - Functions of financial manager Information's needed by finance and accounting department	25 %
<b>IV</b>	<b>Production &amp; Information Technology</b> Meaning of production, manufacturing and operations - Brief idea of functions of production management - Meaning And importance of materials management - Information Technology: Role of IT department Functions of IT manager - Various IT application in different departments	25 %

**Basic Text & Reference Books:**

- Business Organisation 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

