

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
(3 Years)
Semester: II
Syllabus with effect from: December - 2015

Paper Code: UM02CBBI04	Total Credit: 3
Title Of Paper: Practice of Management	

Unit	Description in Detail	Weightage (%)
I	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%
II	Human Resource Meaning - Objectives & Evolution - Philosophy of HRM - Functions of HRM - Scope of HRM – Organisation of HR department	25%
III	Finance and Accounting 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%
IV	Production & Information Technology 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

