

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (Information Technology Management)**  
**(3 Years)**  
**Semester: II**  
**Syllabus with effect from: DECEMBER 2018**

<b>Paper Code: UM02DBBI21</b>	<b>Total</b>
<b>Title Of Paper: PRACTICES OF MANAGEMENT</b>	<b>Credits: 3</b>

Unit	Description in Detail	Weightage
<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