

# SARDAR PATEL UNIVERSITY

Programme: BBA (ITM)

Semester: II

Syllabus with effect from: Nov./Dec. 2019

<b>Paper Code: UM02DBBI51</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