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this practical study of the process of management uses real life global examples to show how the principles of management are universally applied organized around principles of planning organization leading and control the text highlights smaller businesses as well as larger companies

name index 754 757 pp subject index 758 762 pp company index 764 765 pp

appropriate for introductory college and university courses in management this comprehensive review of essential management concepts and issues is complemented by the authors practical and student friendly style a practical text that comprehensively outlines the major issues in management today and those anticipated in the future the authors make use of and build on management experience that students may have already had in their personal school or work lives this new edition has an increased emphasis on management skill development

the salient features of this book are a wider coverage of the syllabi of ba b com corporate secretaryship b com bba and bism of madras university bharathiar university bharathidasan university anna university alagappa university and pondicherry university both regular and correspondence the book is covering the syllabus of m com mba ma corporate secretaryship of various universities in tamilnadu it covers master of management programmes as well as post graduate management diploma programmes of distance education pondichery university the explanation of various management principles and practices in a very comprehensive manner the book has the unique feature of dealing with case studies of bba and mba programmes

the business activities in organizations today are influenced largely by the decisions taken by their managers whether it is at lower level middle level or top level they are responsible for getting things done through people in formally organized groups the success of which depends upon the application of the principles of management hence it is imperative for the practicing managers as well as the managers to be to get acquainted with the essentials of management primarily intended for the undergraduate engineering students this book also serves the needs of management students at postgraduate and diploma levels this comprehensive and well organized book provides a clear insight into the principles and concepts of management its impact on productivity and the new dimensions arising out due to the rapid advancements in information technology the text also covers various modern concepts like outsourcing e business e commerce erp crm tqm etc

i have written this book in simple language so that the students can understand the subject matter very easily i have given model questions at the end of each chapter

with what the education system has been evolving it s been susceptible to gather what is not gained from mere education the generations seek a world that is more competitive and less strife with something like this in mind this book prevails with the same identical yet generative aspect that delve deep in thought and analysis the content of the text is a partial adaption of the learned personalities and is derived for the better understanding of the subject the author presets the need of a learner in the way more what is anticipated and meets the contentment and like the theoretical concept is all about knowing facts to critically appreciate the figures and so like illustration the stream of commerce and management saw its new dawn and in the fortunate days we will witness the boon in the studying of business and the widened concept of market globalisation this literary corpus will help in better understanding of the academic syllabi from the author s point of view

concept and mature of management 2 evolution of management thought 3 management process 4 social responsibility of business 5 coordination 6 nature and process of planning 7 method and types of plans 8 forecasting and decision making 9 management information system 10 organizing functions 11 departmentation and organization structure 12 authority and responsibility 13 delegation and decentralisation 14 organisation chart and manual 15 nature and scope of staffing 16 training and development 17 performance appraisal and promotion 18 direction and supervision 19 motivation and morale 20 leadership 21 communication 22 process of control 23 techniques of managerial control 24 organisational conflicts and grievances 25 organisational change 26 management by objectives and workstress 27 total quality management 28 case study method

an excellent book for commerce students appearing in competitive professional and other examinations 1 management concept meaning definitions and need 2 managerial functions 3 co ordination meaning and nature 4 evolution of management thought 5 management by objectives m b o 6 planning 7 types of plans and corporate planning 8 environmental analysis and business environment 9 decisions making 10 nature and process of organisation 11 span of control and centralisation and decentralisation of authority 12 authority and delegation of authority 13 organizations structure and forms of organisation 14 staffing 15 motivation 16 leadership 17 communication 18 managerial control 19 techniques of control and emerging issues inmanagement

management in all business and human organization activity is simply the act of getting people together to accomplish desired goals management comprises planning organizing staffing leading or directing and controlling an organization or effort for the purpose of accomplishing a goal the principles of management are the essential underlying factors that form the foundations of successful management essentials of management make the connection between theory and concepts to actual practice by showing how managers and organizations effectively apply the basic principles of management

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