Principle of Management

By Amar Jyoti

2009. Hardcover. Condition: New. 330 This book takes an operational approach to the management process, focusing actively on planning, organizing, controlling and leading. The easy writing style and organization of the book have made it very student-friendly. It emphasizes the issues that managers face, with focus on the service sector, global management, and information technology. The streamlined text covers the principle concepts of management to provide students with a solid foundation for understanding key issues. Organized around the traditional functions of management, it reflects contemporary trend in management. An indispensable textbook both for management specialists and non-specialists, it provides a complete foundation in management topics. About The Author:- Amar Jyoti, with seven years of experience in business management, he is presently associated with IGNOU since January 2005 as research associate. He has published various articles in educational magazines and journals. Contents:- Contents, Preface ix, Introduction 1, 1. Basic Principles of Management 5, Basic Concept of Management, Meaning and Nature of Management, Management and Organizations, Functions of Management, Management Challenges, 2. Development of Management Process 19, Evolution of Management Thought, Classical Schools of Management, Behavioural Management Theory, Quantitative School of Management, Systems Management Theory, Contingency School of Management, Quality School of...

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