About the Book

e book, **Principles of Management** — **Text and Cases**, exhaustively covers the concepts, functions, principles of management and ny more. This book would fulfil the need for a text which covers the concept of principles of management, motivational theories, dership traits, its styles, job analysis, performance appraisal etc and their applications in day-to-day business. Integration of nagement functions and principles is the underlying theme of the book, which recognises the fact that today there is probably no siness organization that does not have management principles as well.

addition to these basic fundamentals, the book also deals with some topics which a Manager should be aware of. The book has been tten in a simple and easily understandable language. The unique feature of the book is the inclusion of self test questions and case dies at the end of each chapter to help the students in various stages of the study. To illustrate the concepts; diagrams, charts and les have also been incorporated.

e book is divided into 16 chapters which extensively deal with the basic elements, principles and techniques of Management. It will be re useful for MBA, BBA, B.Com as well as B.Tech students. This book has been prepared as per the standards of various Indian Iversities.

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experience of interacting with her students and understanding of the problems faced by them motivated her to write a book on this ic and she has tried her best to provide solutions to their practical problems.



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Principles of Management Text and Cases

Principles of Management

Text and Cases









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JAIN





Every boat needs a sailor to sail the boat to the destination. In the came way, management is needed in every sobore of business and is all responsible for the success and ablure for every organization. This book grew out of my passion for the subject which with mixes my expertences in the classroom tembing of Sasie concepts, and Principles of Management. The book is divided into 16 chapters which extensively deal with the leave elements, principles and techniques of Management. It will be more useful for MBA, 1834, 1834, 1935, and it will as B. Toch students.

This book has been prepared as per the standards of various Indian universities particularly the new syllabus of the Uttarakhued Technical University.

In the first chapter, the concept of management is truly defined by following the detadle of its (hearies in the excent chapter, in the third chapter, how organization can be trusted as a system is taken onto consideration. Then, muriculing information system and its decision making is discussed in the fourth and fifth theories. In the math and neventh chapters, planning approach to organizational analysis with farther discussion of design of organizational structure has been discussed. Now, while it go though planning and organizational structure has been discussed. Now, while it go though planning and organizing, it's vary important to design a job for the right people at a right plane in the right time. For thus, job design, job convents, job analysis, job evaluation and performance approximal is gaugetly defined in detail in eighth, aloth sent tonth chapters, in the aleventh twelfth and thirtness in detail in eighth, aloth sent in the hoostes that discussed in detail while motivation and its the activities of an organization. So, in the fourtestin chapter, leadership with its styles and models is discussed in detail by least, an overview of Japanese management termiques are taken that consideration.

I hope that this book will be appreciated by the tractions as well as the students as lots of cases and examples are taken into consideration to make the concept more understandable and interesting. The tracket fraternity is requested to oblige maby giving their valuable currentions to make this book even more useful.

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