



Principle of Management: Theory and Practice

By S.K. Sarangi

Asian Books Pvt. Ltd, 2013. Softcover. Book Condition: New. 2nd edition. This book is specially prepared for the students of BBA, MBA & Other Management Programmes in a simple language. It cover the complete syllabus of the Universities of India including the Union Territories & B. Schools. It exhibits large numbers of examples and numerical problems for relevant chapters and the probable Questions for each of the chapter have also been provided in the book. Student aspiring for ICWA and CA Programmes also find this book useful. Table of Contents Nature of Management Management & Society Business and Objectives Business Organisation Significance of Management Social Responsibility of Management Management and Environment Evolution of Management Maslow's Need Hierarchy Theory X & theory Y Functions & Levels of Management Skill Mix of Levels of Management Organizing Direction and Leadership Delegating & Co-Ordinating Staffing Function Controlling Production & Operations Management Capacity and Cost of Production Productivity Concept Concept of Cost Effectiveness Business Finance Financial Management Analysis and Interpretation of Standard Financial Statements Working Capital Management Costing Depreciation Replacement Analysis Capital Market, Share, Debenture ETC Marketing Function Marketing Strategy & Corporate Strategy Export-Led Growth Strategy For a Country Channels of Distribution Human Resource Management Management Information System....



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