



PRINCIPLES OF MANAGEMENT AND ADMINISTRATION

D. CHANDRA BOSE

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This book, now in its second edition, continues to provide a thorough treatment of the principles of management and administration. The contents of this book in this edition have been enhanced to serve the expanding needs of management students.

Divided into eleven parts, this book in Part I (Introduction) provides an overview of the key concepts of management. In Part II (Planning) and in Part III (Organising and Staffing), the emphasis has been laid on the traditional functions of management. Similarly, Part IV (Direction and Controlling) and Part V (Management in Future) of this book outline the key futuristic thoughts. As the book advances to Part VI (Personnel Management) and Part VII (Financial Management), it explains the best practices and steps to their implementation its potential benefits and pitfalls. Part VIII (Production Management) deals with the organisational functions. Part IX (Marketing Management) and Part X (Management Information System) of this book discuss the role played by the information system in an organisation. Finally, in Part XI (Project Management), it describes the meaning, life cycles and the method of preparing a project in an organisation.

Designed for the students of B.Com (Pass and Hons.) and BBA courses, this book will also be valuable to all those who are studying for professional qualifications such as MBA, CA, ICWA and CS. **NEW TO THIS EDITION**

? Includes three new parts—Part VIII (Production Management); Part X (Management Information System) and Part XI (Project Management)

? Contains two new chapters, Organisational Culture and Group Dynamics (Chapter 11) and Career Strategy and Career Development (Chapter 23).

? Incorporates new sections in several chapters to broaden the coverage.

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