

BUSINESS MANAGEMENT

Dr. Kishor Jagtap
Director,
SNG Institute of Management
and Research, Pune.
(Former Principal,
Smt. C. K. Goyal College,
Pune.)



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PREFACE

My aim in writing **Business Management** textbook for undergraduate-level business courses was to make the fundamentals of business management understandable and relevant. This book attempts to deconstruct the multifaceted and holistic areas of business studies. The current work is intended primarily as a standard and comprehensive textbook for Graduate Students. The book can also be used in other management courses at Indian and foreign universities. I consulted numerous standard reference books and journals, as well as the books recommended by a number of authors.

Business management entails supervising, organising, and coordinating business resources and operations in order to achieve specific goals. A business manager is responsible for a wide range of responsibilities and daily tasks that must be completed to ensure the overall health of the company and its projects, cash flow, and team members. This chapter covers the entire introduction to business management.

I explain the role of organisations in combining human, physical, and financial resources to create a product for students here. Understand the major business functions, including human resources, finance and accounting, marketing, and operations. Explain the nature of primary, secondary, tertiary, and quaternary business activity. Investigate the role of entrepreneurship and intrapreneurship in business. Determine the reasons for starting a business, the typical steps involved, and the potential problems that a new business may face. Examine the components of a business plan.

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ABOUT THE AUTHOR

Dr. Kishor N. Jagtap

M. Com, M. Phil, Ph. D, D. Litt. (Hon.), Ph.D. (Hon.) MBA, LLB, DTL, PGDEM, PGDRM, PGDSS, PGDBM, PGDCC, DLL&LW, DOA, GDC&A, FIAEI, FIACM, FIAECT, AMIMA. Director, SNG Institute of Management & Research, Pune-410512 Former Principal, Smt. C. K. Goyal Arts & Commerce College, Dapodi, Pune-411012.

- *Dr. Kishor Jagtap has teaching experience covers a span of 35 years for the under and post graduate classes.*
- *He is Former- Chairman of Board of Studies in Accountancy, Member of Academic Council, Member of Faculty of Commerce, Member of Research and Recognition Committee, Member of BUTR Committee, Member of Board of Studies in Banking, Insurance & Finance, Member of Equivalence Committee, Examination Grievance Committee, Member of CAS Placement/Promotion Committee of Savitribai Phule Pune University. He is a Member of Board of Studies in Accountancy, Willosn College, (Autonomous) Mumbai-400007.*
- *He Performed Academic and Administrative Audit of Various Institute of Symbiosis International (to be Deemed) University, Pune i. e. Arts, Commerce, Management, Engineering, Law, Hotel Management, Health Science, Media & Communication etc.*
- *He is a Recognized Ph. D. Research Guide in the stream of Commerce & Management in University of Pune.*
- *Under his guidance 5 M.Phil. and 16 Ph.D. students have been awarded a degree in the faculty of Commerce and Management in SPPU, Pune.*
- *He is a member of Editorial Advisory Board for International Journal of Indian Streams Research Journal, Golden Research Thought, Review of Research, Tactful Management, International Journal of Business, Management & Social Sciences.*
- *He has contributed 85 research articles and research papers in various National and International Research Journals. He has Prepared and Uploaded 500+ Educational Video on YouTube (Academic Excellence)*
- *He has to his credit 340 Books for Law, Commerce and Management stream.*
- *He is a recipient of "Best Teacher Award", "Best Director Award", "Life Time Achievement Award" and "Educational Leader of the Year Award-2022"*



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