



PRINCIPLES OF BUSINESS MANAGEMENT

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PREFACE

This is your first step into the world of company management! In light of the fact that we are currently standing on the brink of a dynamic and ever-changing corporate landscape, it has never been more important to have a complete understanding of management principles. The purpose of this book, which is titled "Principles of Business Management," is to act as a waypoint for you to navigate the complexities that are inherent in the business world. Whether you are an experienced executive, an aspiring entrepreneur, or a student delving into the realms of management studies, the purpose of this book is to present a comprehensive and up-to-date view on the fundamental principles that govern effective business operations. This book is in the quest of perfection. The journey through the pages of this book is intended to be one that is not just educational but also useful with application. The purpose of this course is to provide a comprehensive framework that combines theory and application by delving into fundamental ideas such as strategic planning, organisational behaviour, leadership, marketing, and finance, among other topics. The purpose of the case studies, examples, and real-world scenarios that are interspersed throughout these chapters is to demonstrate the relevance and applicability of these principles in a variety of business settings. Our objective is not just to disseminate information but also to cultivate analytical thinking and the ability to find solutions to problems. As a result of the quickly shifting nature of the business environment, agility and adaptability are extremely important. The purpose of this book is to provide you with the tools you need to successfully traverse the obstacles and capture the possibilities that are still to come. As part of the process of putting together this extensive resource, we have incorporated the most recent findings from research, insights from the industry, and the aggregate knowledge of seasoned professionals. It is our hope that the ideas that have been provided here will not only serve as a basis for your academic endeavours, but that they will also allow you to make decisions that are both informed and effective in the professional sphere. As we embark on this intellectual adventure together, I want to encourage you to approach each chapter with an open mind and a sense of curiosity towards the material. Inspire yourself to create, lead with purpose, and make important contributions to the world of business by using the concepts that are covered in these pages to serve as a source of inspiration.

I hope that your investigation into the fundamentals of effective business management will be both transforming and illuminating so that you can achieve your goals.

Abbreviations

Application Tracking System (ATS)

Critical Path Method (CPM)

Directed Acyclic Graph (DAG)

Human Resource Management (HRM)

Indian Institutes of Technology (IITs)

Institutes of Management (IIMs)

Least Preferred Co-worker Scale (LPC)

Project Evaluation and Review Technique (PERT)

Return on Investment (ROI)

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