



# **PRINCIPLES OF MANAGEMENT**

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## **PREFACE**

One of the first management or business courses that students probably take is **Principles of Management**. As a result, our goal in creating the content for each chapter was to give teachers and students a strong and thorough foundation in management principles. The four main tasks of management are believed to be organising, controlling, leading, and planning. Without these, management principles must be applied correctly.

Every job must have a managerial function in order to impact an organization's growth. Every employee in an organisation is either a manager, a manager's subordinate, or both, so management practices, procedures, policies, and principles have an impact on everyone.

The Principles of Management book covers a wide range of management topics, including strategic and human resource management, as well as behavioural topics like motivation. Management is a broad business discipline.

### **Objective:**

- To provide a basis of understanding to the students with reference to working of business organization through the process of management.
- On completion of the syllabi the student will understand the basic principles of management - will acquaint himself with management process, functions and principles. Student will also get the idea about new developments in management.

## **List of Abbreviations**

All India Management Association (AIMA)

Human Relations (HR)

Management By Objectives (MBO)

Multi-Criteria Decision Analysis (MCDA)

Key Result Areas (KRAs)

Return on Investment (ROI)

Management Information System (MIS)

Zero Base Budgeting (ZBB)

CPM (Critical Path Method)

Political, Economic, Social, Technological, Legal, and Environmental (PESTLE)

Strengths, Weaknesses, Opportunities, and Threats (SWOT)

Board of Directors (BOD)

Customer Relationship Management (CRM)

Search Engine Marketing (SEM)

Programmed Evaluation and Review Technique (PERT)

Critical Path Method (CPM)

Executive Assistant (EA)

Interactive Television (iTV)

Corporate Social Responsibility (CSR)

Total Quality Management (TQM)

Cognitive Behavioral Therapy (CBT)

International Management (IM)

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