

Business Management: An African Perspective

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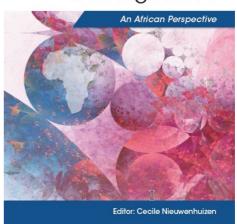
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Business Management



About this Publication:

This introductory textbook to Business Management covers all the topics most important to those interested in the business world and managing businesses in South Africa, Africa and globally. They include:

- General management, including planning, organising, leading and control
- Financial management
- · Operations management
- Purchasing
- Logistics and supply chain management
- Management Information Systems
- Marketing management and public relations
- Human resource management.

The book also covers the business environment, entrepreneurship and business ethics. It has been written by distinguished authors, all experts in their respective fields from various universities and the private sector, who share their knowledge and experience with a theoretically sound but practical approach. Its intended readers are undergraduate students doing a course in Introductory Business Management as part of a degree or diploma at a university, university of technology or private college.

Contents Include:

Chapter 1: Introduction to the business world and business management

Chapter 2: The business environment

Chapter 3: Entrepreneurship and small, medium and micro enterprises in perspective

Chapter 4: The management process

Chapter 5: Planning

Chapter 6: Organising

Chapter 7: Leading and motivation

Chapter 8: Controlling

Chapter 9: Operations management

Chapter 10: Purchasing management in supply chain management

Chapter 11: Logistics in business management

Chapter 12: Human resource management

Chapter 13: Financial management

Chapter 14: Management information systems

Chapter 15: Marketing management

Chapter 16: Public relations and external communication

Chapter 17: Business ethics, corporate social responsibility and corporate citizenship

Of Interest and Benefit to:

Undergraduate students doing a course in Introductory Business Management as part of a degree or diploma at a university, university of technology or private college.