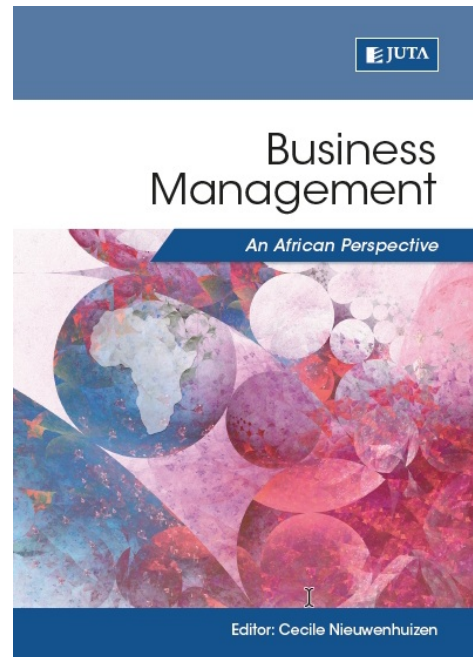


Business Management: An African Perspective

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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.