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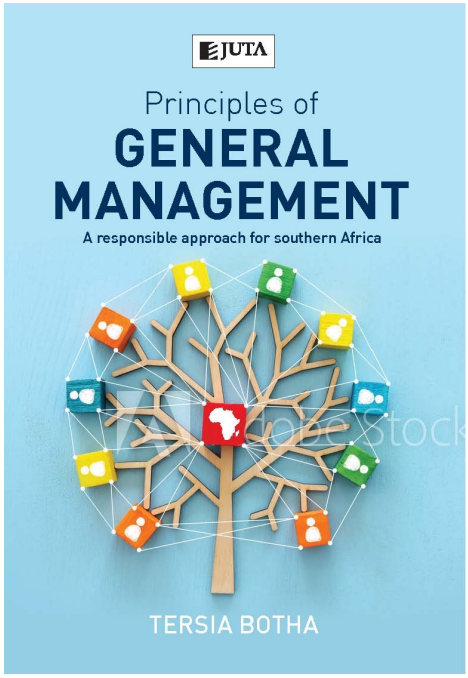
Principles of General Management: A responsible approach for Southern Africa



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About this Publication:

The book is currently the first book written by South Africans for the South African and broader African market, integrating the pillars of responsible management in the main managerial functions.
This book covers the traditional view of management, encompassing the planning, organising, leading and control functions. The three pillars of responsible management (sustainability, responsibility and ethics) are then integrated into each of these functions with the aim to develop responsible managers, organisations, socio-economic systems and ultimately a sustainable world society. A responsible manager will embrace triple-bottom-line optimisation, stakeholder value optimization, ethical decision-making and create moral excellence in his or her organisation.

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Contents Include:

- The evolution of management theory
- The management process
- Composition of the management environment
- Principles of planning
- Decision making
- Information management
- Principles of organising
- Principles of leadership
- Principles of motivation
- Managing diversity
- Principles of control
- Social entrepreneurshps

Of Interest and Benefit to:

The book is ideal for undergraduate studies at higher education institutions, managers in the corporate and public environment, leaders, project managers (especially for CSR related projects) and anyone aspiring to be a responsible manager.