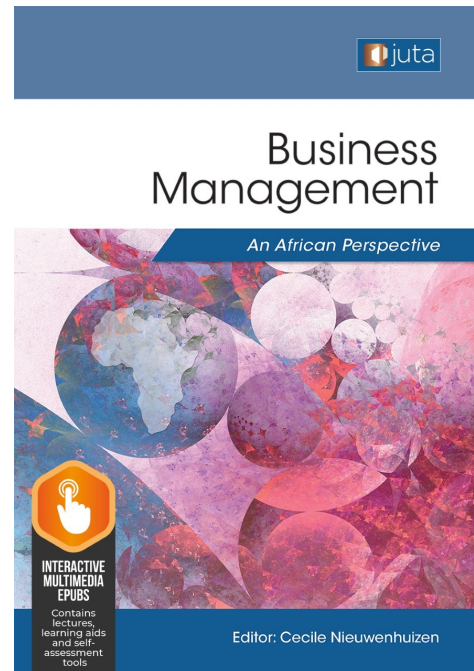


Business Management: An African Perspective

Edition: 1st Edition
Publication date: 2021
Author/Editors: Nieuwenhuizen, C
ISBN: 9781485131489
Format: Multimedia eBook
Number of Pages: 606
Retail price: R573.00 (incl. VAT, excl. delivery.)
Website Link: juta.co.za/pdf/28473/

About this Publication:



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.