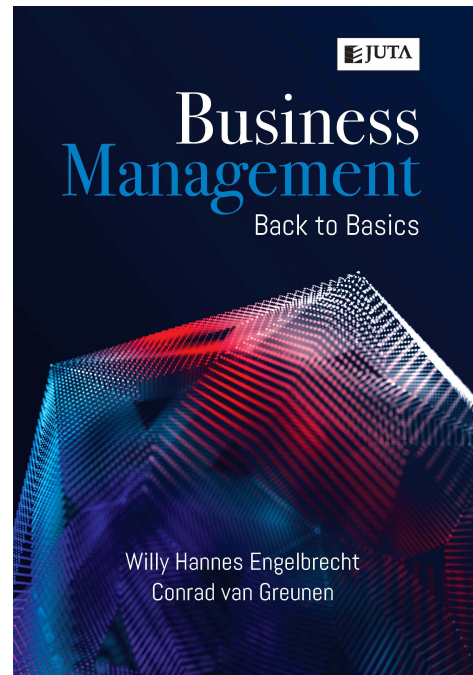


Business Management: Back to Basics

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About this Publication:

Business Management: Back to Basics, aims at enabling students to learn relevant skills and competencies to become critical thinkers, problem solvers and effective and efficient business managers during prosperous and challenging times. These competencies are achieved through students' ability to interpret and apply the managerial tasks within the functional areas of management in an efficient and effective manner. In this regard, practical activities based on real business scenarios facilitate students' critical thinking and problem-solving abilities. The activities and contextualisation thereof focus on the member states of the Southern African Development Community (SADC), which allows students to apply content to a southern African context. The principles of language accessibility and contextual application are key features of the book and enable students to bridge the gap between secondary and higher education.

Contents Include:

- Chapter 1: Introduction to Business Management
- Chapter 2: Entrepreneurship
- Chapter 3: Business Environments and Business Formats
- Chapter 4: Managerial Tasks:
- Chapter 5: Planning
- Chapter 6: Leading
- Chapter 7: Organising
- Chapter 8: Control
- Chapter 9: Human Resource Management
- Chapter 10: Marketing Management
- Chapter 11: Operations Management
- Chapter 12: Supply Chain Management
- Chapter 13: Financial Management
- Chapter 14: Corporate Governance
- Chapter 15: Project Management

Of Interest and Benefit to:

The textbook is targeted towards higher education students pursuing an undergraduate qualification such as a Higher Certificate, Diploma or Degree. This textbook is also appropriate for students studying at Technical and Vocational Education Training (TVET) colleges.