

A blurred background image of a business meeting. Two men in suits are seated at a table, looking at a large document. A glass of water and a pen are on the table.

# Management

## Theory and Practice



**Sourav Basu**





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### ABOUT THE BOOK

Premised on the fundamental values of quality, responsibility and accountability, management theories and practices are universally applicable regardless of the type and size of the organization. Management philosophies and business strategies are evolving to cope up with the forces of globalization, cultural diversity, technological advancement and economic stress. Therefore, it is indispensable for all managers to be equipped with a robust managerial knowledge and skills as the upshots of their managerial decisions and actions should be insightful, profound and decisive in order to utilize the scarce resources efficiently and effectively. Further, it should propel the organizations and managers to innovate meaningful solutions to address the day-to-day problems professionally. This is the key to cope with change and to drive the success of an organization.

Against this backdrop, this book provides a comprehensive glimpse of the study of management in a simple and lucid style. There is also a deliberate effort to discuss and illustrate diverse aspects of management through case examples from different and relevant contexts. This book will intellectually engage management students and provoke the thoughts of management professionals.

### THEMATIC CHAPTERS

- 1) Introduction to Management
- 2) Planning
- 3) Organizing
- 4) Leadership
- 5) Employee Motivation
- 6) Group and Team Dynamics
- 7) Business Communication
- 8) Various Management Disciplines



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