



# Management: Principles and Practice

By S.K. Mandal

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## Management: Principles and Practice By S.K. Mandal

This comprehensive textbook specifically focuses on building a thorough foundation on management studies by sequentially developing the components and basics of management principles and approach, discussing and analysing the key features and methods of modern management practices, and finally exposing the students to some essential topics on environment management, business ethics, corporate governance, and total quality management for sustainable growth and development of business. Students and practicing professionals in this field will be immensely benefited by the coverage and treatment of the book.

**Key Features—** Based on industry experience with focus on building a strong foundation for management studies, especially in the context of the Indian business environment — Covers critical areas of management like strategic planning, strategic management, supply-chain management, international trade, entrepreneurship and small business management, information management, environment management, business ethics, corporate governance and modern tools for TQM, including cost of poor quality, benchmarking and six-sigma practice— Emphasis on management issues critical to business – organisational culture and leadership, modern HRM, external business environment, ethics of business and corporate governance, and responsibility for natural environment management for sustainable growth — Provides a wider coverage of the interconnected functions, methods, processes, variables, strategies and tools for excellence in business management, including 80-20 rule, Murphy's Law, 1-10-100 rule of cost management, 360 degree appraisal, JIT, TPM, Kaizen etc.

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A comprehensive text book focused on building a foundation of management studies by sequentially developing the components of management principles, discussing the key features and methods of modern management practices, and finally discussing some essential topics of modern management - like the environment management, ethics in business and corporate governance and issues of total quality for sustainable growth and development of business. Covers critical areas of management - like the strategic planning and management, supply-chain management, entrepreneurship and small business management, information management, environment management, business ethics, corporate governance and tools for TQM, including Cost of poor quality, benchmarking and six-sigma practices.

### **About the Author**

Dr. S.K.Mandal is a management consultant, mentor and academician based in Calcutta (India). He worked with the Tata Group of Companies at Jamshedpur, India, for 32 years, and has considerable exposure to senior management functions. He was a member of the 'Management Committee' of Tata Steel Ltd., Jamshedpur (India) and retired as Director (Scientific Services) of the Company. Dr. Mandal has authored several books in the areas of management studies relating to managerial effectiveness, effective communication, total quality management practices, and ethics in business and corporate governance.

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