

PRINCIPLES OF MANAGEMENT

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P R E F A C E

Management is important for our society, industry and government organizations. The importance of studying management can be explained by looking at the way we interact with organizations every day in our lives. Every product we use, every service we receive, and every action we take is provided or affected by organizations. These organizations require manager. Management is a purposive activity. It is something that directs group efforts towards the attainment of certain pre-determined goals. It is the process of working with and through others to effectively achieve the goals of the organization, by efficiently using limited resources in the changing world. Of course, these goals may vary from one enterprise to another. E.g.: For one enterprise it may be launching of new products by conducting market surveys and for other it may be profit maximization by minimizing cost. The historical development of management concepts and practices and the historical roles of the individual managers. Major topics include: historical assessments of the social consequences of management; reexaminations of established historical concepts; the historic role of the behavioral sciences in the emergence of management practices; historical development of management of present-day companies; historical analysis of management philosophy; ways of using historical materials, new directions in historical research and oral history; the importance of a historical perspective in international management; historical aspects of quality control, cultures, and health and safety in the workplace; and topics that, although they may fall within some other division's domain, draw on historical data that are firmly rooted in a historical perspective.

The "**Principles of Management**" Book is build for the Business Management and Commerce Student who can getting theclear cut views and thought of Management with theoritical fundamental knowledge. This Book is also specially designed and framed for the curriculum of Hemchandracharya North Gujarat Univeristy, Patan

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