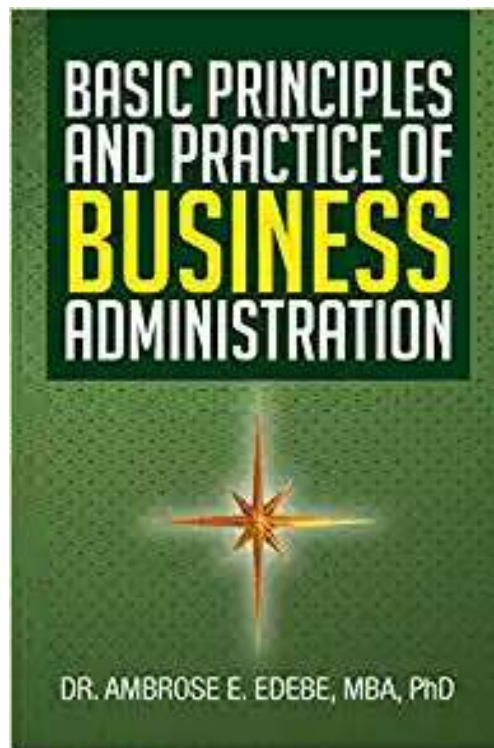


Introducing a Book:

Basic Principles and Practice of Business Administration
by Dr. Ambrose E. Edebe, MBA, PhD

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Courtesy:

https://www.amazon.com/gp/product/1483602370?pf_rd_r=ERJAS90MT5135AA1H2AT&pf_rd_p=edaba0ee-c2fe-4124-9f5d-b31d6b1bfbee

This is a very well structured book. It is easy to read and understand the book. Guidelines to practice the concepts and processes are presented. The book also may be used as a reference book at work.

Basic Principles and Practice of Business Administration by Dr. Ambrose E. Edebe, MBA, PhD is divided into five parts:

Part 1 Principles of Management

Part 2 The Human Resource Function

Part 3 The Purchasing and Marketing Functions

Part 4 The Production Function

Part 5 The Administrative Function

Part 1 Principles of Management has 22 sections or chapters. Each section or chapter deals with important aspects of management. For example, planning, control, the process of control, coordination, policy formulation and policy implementation, etc. are dealt with. Centralization and de-centralization, social responsibilities of management are all dealt with very effective examples. The author presents the basic principles and offers suggestions by discussing the pros and cons of underlying concepts and processes. This part also deals with report and report writing, form of report and management techniques.

Part 2 The Human Resource Function has 18 sections. Those who plan to have their career in the field of Human Resource Management will find this part very useful. It offers many insights relating to the principles and processes of human resource management. This part, like other parts of the book, is well connected to the other four parts of the book. In general, when we read this book, we realize that business administration offers a comprehensive view of various types of business, and each type is interconnected with the other. The basic principles underlying business process help us to understand the human behavior also. This part has 18 sections. Recruitment and interviewing, training and types of training, factors that should be looked into when wages and salaries are decided upon, job analysis, safety and health of the employees and management by objectives are some of the important sections that we will be absorbed in. Like the first part of the book, this second part also offers examples, concepts, processes, etc.

Part 3 The Purchasing and Marketing Functions has 21 sections. A major part of this Part deals with Marketing. Marketing policies, market research, advertising, costing and pricing are dealt with in an interesting manner. We do learn a lot about purchasing, marketing, pricing, exporting and other related matters in this Part 3. Sales management and product development are also dealt with. In essence, all concepts and practices relating to purchasing and marketing functions are presented with clarity and insight. The Unit is easy to read and understand and the examples presented us will enable us to remember the concepts and practices easily.

Part 4 The Production Function deals with production policy, types of production, production planning and control, value analysis, ergonomics, estimating, etc. This Part has 19 sections. Apart from the aspects presented above, Part 4 discusses research, development, and design. Material handling, inspection, etc. are also dealt with. Knowledge gained through personal experience of production and/or detailed observation of production will help a lot in following this Part. Language and style of presented offered in this Part 4 are easy to follow. Students may like to read this Part several times to master and remember the concepts and practices.

Part 5 The Administrative Function has 18 sections. Office organization is focused upon in this Part. Servicing departments, Organization and Methods, Internal Audit, Use of Forms and Design of forms are some of the other important sections. Modern communication equipment such

as computers and computerization are also dealt with. Those who want to have a career in the Establishment Section or department of the company/corporation must read this Part and they will learn a lot from this Part.

In general, this book is an excellent introduction to principles and practices of management. The book also will serve as a ready reference document to enable us to identify and develop more ideas and practices. We highly commend this book to our undergraduate, postgraduate, and doctoral students. The teachers will also find this book useful to develop their own syllabus, exercises, and questions for the examinations.

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