


ACCORDING TO THE SYLLABUS PRESCRIBED BY
KARNATAKA STATE HIGHER EDUCATION COUNCIL AS PER NEP-2020

Management Principles & Practice




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About the Book

This book of “**Management Principles & Practice**” provides an overview of the fundamental aspects of management. It presents the concepts in an appealing and logical style. In this book, every effort has been made to make the text easy to understand keeping the material according to the syllabus. Exercises and case studies are also provided in this book which will help students to prepare for the examination.

About the Author



Dr. Noor Firdoos Jahan, an academican with **23 years** of experience in the capacity of Professor, Principal and head of post graduate degree in Business Administration in the reputed colleges of Bangalore, is currently the **Professor and Coordinator** of the Department of Marketing and Research center at **R V Institute of Management, Bangalore**. Dr. Noor has authored books on Business Marketing, Retailing Management and Services, Strategic Brand Management and Principles of Management

Simplified. She has published more than 40 papers both in the National and International refereed journals. She has participated as resource person and has delivered lectures in many conferences and seminars. She has also conducted several workshops for teachers and students in the area of Management. Dr. Noor Firdoos Jahan holds a post graduate degree in Business Administration from Bangalore University in the area of Marketing, Ph.D. in Management from Sri Padmavati Mahila Visvavidyalayam, Tirupati and has qualified in UGC-NET. Her area of research is Marketing and Retailing.



Dr. Iranna S. Bhustali has done **M.Com, M.Phil., Ph.D** and has qualified **UGC-NET**. He is presently working as **Assistant Professor** at **Government First Grade College, Hukkeri**. He has **22 years** of teaching and learning experience of both Graduate and Post Graduate level. He worked as Lecturer and HOD in different colleges including JSS College for Women, AMC College, Dayanand Sagar College and PES College. He also worked as Campus Head and ICFAI National College, Vijayapur. He is

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KARNATAKA STATE HIGHER EDUCATION COUNCIL BBA - 1st SEM

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