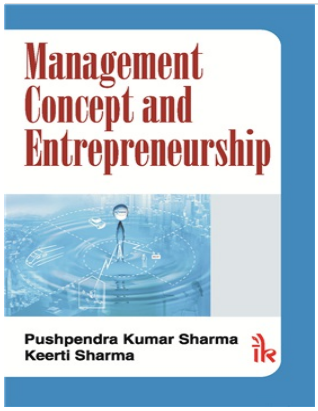
Book Information Sheet



Management Concept and Entrepreneurship, 1/e

Pushpendra Kumar Sharma & Keerti Sharma

2012 | 184 pp | Paperback | ISBN: 9789382332015 | Price: 315.00

About the Book

This book is meant for the students of Management & Engineering. It emphasizes the system concepts, management, marketing, productivity and operation management, and entrepreneurship. It gives overall information of the subject. The book attempts to make the subject matter clear and simple with the help of flow diagrams and methodology.

Broadly it discusses:

System Concepts
Management
Marketing
Productivity
Entrepreneurship

Salient Features

- The book is spread in five chapters, explaining system concepts, management, marketing, productivity, and entrepreneurship.
- Flow and schematic diagrams are used throughout the book to illustrate the concepts.
- Provides end-of-the-chapter review questions.

Table of Contents

- System Concepts
- Management
- Marketing
- Productivity
- Entrepreneurship
- Index.

About the Author

Pushpendra Kumar Sharma :- Pushpendra Kumar Sharma did B.E. in Mechanical Engineering and Master of Technology in Product Design & Engineering from BUIT, Bhopal and PGDBM from Shivaji Institute, Mumbai. He has also done courses on Entrepreneurship Development.
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