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Chapter

Introduction to Management

Do Huong Giang (PhD)
Faculty of Business Administration
Phone: 0936861192
Email: huonggiang@ftu.edu.vn

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LEARNING OUTLINE

FOLLOW THIS LEARNING OUTLINE AS YOU READ AND STUDY THIS CHAPTER.

What Is An Organization?

- Describe the characteristics of an organization.
- Explain how the concept of an organization is changing.

Who Are Managers?

- Explain how managers differ from non-managerial employees.
- Discuss how to classify managers in organizations.

What Is Management?

- Define management.
- Contrast efficiency and effectiveness. Explain why efficiency and effectiveness are important to management.

What Do Managers Do?

- Describe the four functions of management.

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Table of Contents Chapter 1 Introduction Mba Notes

1. Understanding the eBook Chapter 1 Introduction Mba Notes
 - The Rise of Digital Reading Chapter 1 Introduction Mba Notes
 - Advantages of eBooks Over Traditional Books
2. Identifying Chapter 1 Introduction Mba Notes
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Chapter 1 Introduction Mba Notes
 - User-Friendly Interface
4. Exploring eBook Recommendations from Chapter 1 Introduction Mba Notes
 - Personalized Recommendations
 - Chapter 1 Introduction Mba Notes User Reviews and Ratings
 - Chapter 1 Introduction Mba Notes and Bestseller Lists
5. Accessing Chapter 1 Introduction Mba Notes Free and Paid eBooks
 - Chapter 1 Introduction Mba Notes Public Domain eBooks
 - Chapter 1 Introduction Mba Notes eBook Subscription Services
 - Chapter 1 Introduction Mba Notes Budget-Friendly Options

6. Navigating Chapter 1 Introduction Mba Notes eBook Formats
 - ePub, PDF, MOBI, and More
 - Chapter 1 Introduction Mba Notes Compatibility with Devices
 - Chapter 1 Introduction Mba Notes Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Chapter 1 Introduction Mba Notes
 - Highlighting and Note-Taking Chapter 1 Introduction Mba Notes
 - Interactive Elements Chapter 1 Introduction Mba Notes
8. Staying Engaged with Chapter 1 Introduction Mba Notes
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Chapter 1 Introduction Mba Notes
9. Balancing eBooks and Physical Books Chapter 1 Introduction Mba Notes
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Chapter 1 Introduction Mba Notes
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Chapter 1 Introduction Mba Notes
 - Setting Reading Goals Chapter 1 Introduction Mba Notes
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Chapter 1 Introduction Mba Notes
 - Fact-Checking eBook Content of Chapter 1 Introduction Mba Notes
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements

- Interactive and Gamified eBooks

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