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BUSINESS MANAGEMENT

A Malaysian Perspective

SECOND EDITION

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This second edition of *Business Management: A Malaysian Perspective* is a comprehensive textbook for undergraduate, diploma and foundation level students who are taking a paper in Business Management. Adhering closely to the Malaysian university syllabus, this textbook comprises eleven chapters on essential business management topics, including business fundamentals, the influence of economics on business, competing in the global environment, the different forms of business ownership, entrepreneurship, management, operations management, managing human resources, marketing, financial accounting and financial management.

New to This Edition:

- Features a case study after each chapter to explore current business management issues in the Malaysian environment.
- Outlines the importance of conducting business in an ethical manner for sustainability, in addition to the need to fulfil social responsibility.
- Covers the Malaysia Plans, objectives and achievements; the Malaysian economy and its performance (2001–2010); the 10th Malaysia Plan (2011–2015); the New Economic Model (NEM) for Malaysia; the four pillars of economic transformation and the Strategic Reform Initiatives (SRIs) to realize Vision 2020.
- Includes the latest developments of Malaysia's initiatives to support market liberalization and globalization.
- Discusses the Business Support System (BSS) for entrepreneurs by Malaysian agencies.
- Incorporates additional management theories—Theory X and Theory Y; Expectancy Theory—and two new sections on effective communication as a management tool as well as production management and resource utilization for organizational effectiveness, respectively.
- Includes key performance indicators (KPIs) as a performance standard for employees.
- Provides the calculation for compounding and discounting of present and future values for capital investments.



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