



Pengantar Pengurusan

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Book Review

Written by Azzat Mohd. Nasurdin, Intan Osman and Zainal Ariffin Ahmad, this book was written based on a note and reference text for the Introduction to Management lecture at Universiti Sains Malaysia. This year's course is offered for long distance candidates and also full time management. The author's intention to write this book is to enable students to understand the fundamentals of management in a form that is easy to understand and can be utilized independently. Each chapter in this book has been written with an explanation of a concept followed by a relevant example of the application of the concept in the context of Malaysia. Students are encouraged to reflect on how the concept can be observed in the context of the work or relate to their past experience. Self-assessment questions and answers at the end of each chapter can help students revise and recall facts about a concept. Various reference materials have been used to provide a balance between theory and practice

This book will enable readers to understand the concepts and theories used in an organization, clarify the roles and responsibilities of managers including senior, middle and subordinate managers, using management skills at social or personal level and career, understanding the evolution of management disciplines from a classical perspective, human behavior, quantitative and contemporary. Understand the external environment and its importance to the organization, explain the definition of social responsibility and ethics in management activities, understand the ways to plan, organize, lead and evaluate effectiveness and efficiency at the individual and organizational level,

using the skills to motivate and encourage employees to make decisions and work within the group, using interpersonal communication skills, within groups and between organizations, evaluating plans, actions and decisions using regulatory methods.

This book contains fifteen lessons covering the definition, importance, issues, challenges and implementation of management functions within the organization. The aspects that are expressed need to be given priority by each manager to optimize the potential of the organization's resources whether physical or human. This action can ensure competitive advantage to the organization. Hence, the writers are of the opinion that each manager should take note, consider and place the basic functions of management that includes planning, organizing, leadership and controlling as an activity that ensures the effectiveness and efficiency of the organization. Lessons 1 and 2 discusses the introduction of management by looking at the definition of organization, management and manager, management association with organizational performance, types of managers, basic functions of management, management roles, management skills, management challenges, and evolutionary management discipline history. Lessons 3 to 5 pay attention to areas of managerial responsibility within the organization. The author wants to bring the reader together to know the boundary as a manager to act. Lessons 6 to 8 discuss planning functions. Lessons 9 and 10 give emphasis to organizational functions. Lessons 11 to 14 focus on leadership functions in management. Lesson 15 discusses the function of escorting within the organization.

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