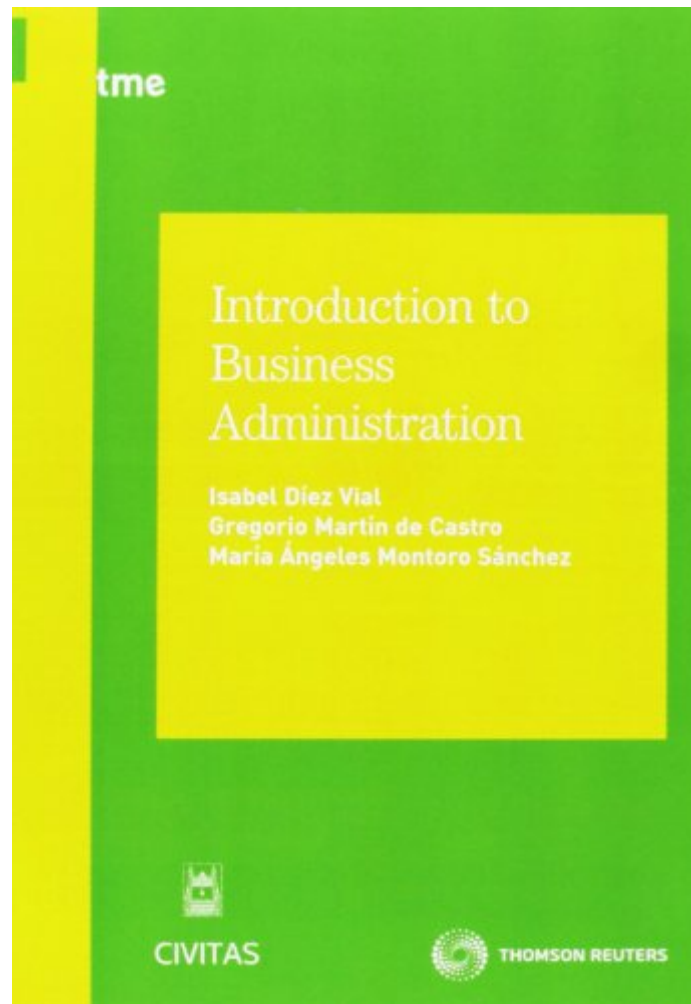


Introduction to business administration (Tratados y Manuales de Empresa)



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The objective of this book is to introduce the principles of Business Administration in a format adapted to learning and teaching within the European Higher Education Area. In order to do this, it compiles and integrates the fundamental contents of this basic social science subject into eight chapters, each focussing on different basic aspects of firms.

The book is not intended merely as a means of acquiring basic theoretical knowledge, but purposely aims to enhance responsible, critical learning. The contents have been developed

with both the Spanish and international business worlds in mind.

There are numerous illustrations of business decisions and events with short questions to foster discussion and debate for group work, the classroom, seminars, group tutorials or as part of any form of group learning. There are also short case studies of firms and individual and group activities to back up and develop the subjects covered, encouraging individual reflection, self-criticism, reasoning on the basis of the material learned and active participation in the classroom. The chapters are complemented with self-assessment exercises and suggested further reading, amongst other resources, designed to take readers beyond the confines of the actual contents. This book can, therefore, be of great use to undergraduates, teaching staff, practitioners from the world of business and absolutely anybody interested in Business Administration.

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