WILMINGTON UNIVERSITY COLLEGE OF BUSINESS BASIC COURSE INFORMATION

COURSE TITLE: Principles of Management

COURSE NUMBER: BBM 201

PREREQUISITE(s): None

COURSE DESCRIPTION:

Effective managers are essential to any organization's success. . Managers must pay attention to internal and external factors related to their organization. Managers need to develop specific competencies relating to the functions of management, which are planning, organizing, leading, and controlling. Competencies include communication skills, planning and administration, promoting teamwork, strategic initiatives, global awareness, and self-management.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

management.

A-2 Identify the major components of the systems, contingency and pality view oints that help to divelop management practices.

GOAL B:

The student will describe how managers manage environmental forces affecting organizations

Learning Objectives: The student will:

- B-1 Describe how economic and cultural factors influence organizations.
- B-2 Identify the competitive, political and legal strategies used by managers to cope with change in the environment.

B-3

GOAL C:

The student will define management and the role of a manager.

Learning Objectives: The student will:

C-1 Define management.

C-2