

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 C:

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

Learning Objectives: The student will:

- C-1 Define management.
- C-2 Explain the duties and responsibilities of a manager.
- C-3 Identify the competencies needed for managerial job responsibilities.

GOAL D:

The student will identify the four functions of management: planning, organizing, leading and controlling.

Learning Outcomes: The student will:

- D-1 Explain the importance of the planning process that includes the core components of developing a strategy and decision-making.
- D-2 Identify the primary methods used for organizational, preventive and corrective controls.
- D-3 Explain the decisions and actions that result in how an organization is structured and how they manage change.
- D-4 Describe how organizations strategically manage their human resources.
- D-5 Identify the principles and practices of management that managers use to successfully lead by motivating, communicating and developing individuals and work teams.