# 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 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.