WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Principles of Management
COURSE NUMBER: BBM 201

I. RATIONALE:

Effective managers are essential to any organization’s overall success, regardless if it is a global giant or a small start-up enterprise. Managers must pay attention to what goes on both inside and outside of their organizations. To do this, they must develop specific managerial competencies to perform their job flawlessly. The following specifies the competencies needed for jobs having managerial responsibilities: communication, planning and administration, teamwork, strategic action, global awareness and self-management.

II. MAJOR INSTRUCTIONAL GOALS:

GOAL A:
The student will summarize early studies that lay the groundwork for understanding the concept of management

Learning Outcome: The student will:

A-1 Describe the traditional viewpoint of management.
A-2 Explain the behavioral contribution to management.
A-3 State the major components of the systems, contingency and quality viewpoints that help to develop management practices.

GOAL B:
The student will discuss how to manage environmental forces affecting organizations

Learning Outcome: 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 Explain how technological forces influence changes in the organization.
GOAL C:
The student will define management and the role of a manager

Learning Outcome: The student will:

C-1 Define management.
C-2 Explain the duties and responsibilities of a manager.
C-3 Identify the competencies used in managerial work.

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

Learning Outcome: The student will:

D-1 Explain the importance of the planning process which includes the core components of developing a strategy and making decisions.
D-2 Describe the primary methods of organizational, preventive and corrective controls.
D-3 Explain the decisions and actions that result in how an organization is structured, how an organization handles change and how to strategically manage its human resources.
D-4 Identify how managers lead by motivating, communicating and developing individuals and work teams.