IDEA Objectives:  BBM 460 Change
BBM 461 E=3, 4  I=2
BBM 462-469 To be determined

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE:  Topics in Business Management
COURSE NUMBER:  BBM 460-469

I. COURSE OBJECTIVES:

Each student will:

1. Develop an understanding of the definitions, characteristics, attitudes and contributions of entrepreneurs and organized managers.

2. Broaden their knowledge of the differences in the thinking, needs, behaviors and motivations of entrepreneurs and organized managers.

3. Develop an increase awareness of his or her own personal style as it relates to being and interacting with organized management.

4. Generate more practical expectations and readiness regarding the challenges these styles will create in the work environment he or she selects and how he or she can help optimize the contributions of both styles to an institution and his or her career.