

**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