

**WILMINGTON UNIVERSITY
COURSE OUTLINE**

COURSE TITLE: Current Topics in Business Leadership

COURSE NUMBER: BBM 400

PREREQUISITES: BLA 303

COURSE DESCRIPTION:

Organizational leadership is the process of changing the beliefs and actions of others. This includes not only changing the beliefs and actions of employees, but also changing those of stockholders, suppliers, customers, politicians, members of the community, and society. The effective leader must combine skills and insight to analyze external opportunities and threats as well as internal strengths and weaknesses, determine what strategy to pursue, and persuade others that this strategy is in the best interest of employees, stockholders, and society.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

Understand current leadership approaches.

Learning Objectives: The student will:

A-1: Analyze and discuss current business events.

A-2: Identify a problem, analyze the problem, and provide solutions to an organizational problem.

GOAL B:

Understand how external events impact business.

B-1: Discuss and analyze external events in the business environment that resulted in organizational change.

B-2: Illustrate concepts for formulating and implementing business strategies.

B-3: Discuss the role of public relations and how organizations react during emergencies.