

BUS231L : Principles of Management

A comprehensive survey of the principles and practices of management as they are currently being applied in the United States and abroad. The two continuing themes throughout the course are; (1) the never-ending effort by managers and organizations to meet or exceed customer needs and (2) the need for effective leadership in organizations. Emphasis is placed on determining the role of a manager through the leadership process. Individual and group-work dynamics are explored through case studies, research, and experiential exercises

Credits 3

Lab Hours 0

Class Hours 3