

MANAGEMENT, B.S.B.A.

Learning Outcomes

1. Students should understand the role of management and managers in building an effective organization.
2. Students should understand the role of research in improving managerial practice.
3. Students should be able to apply management principles to determine how managers should respond to particular challenges or opportunities confronting an organization.
4. Students should be able to effectively communicate management principles or the application of those principles to particular organizational circumstances.