

## 17.1: About This Course

---

Regardless of setting, there is value in practicing effective management principles. This course teaches students how to think as managers and actively manage organizations and teams using effective practices around planning, decision making, organizational structure, culture, leadership, motivation, and communication. The course begins by addressing foundational management principles, including primary functions of managers, types of management, and types of strategy, and develops toward addressing more complex topics such as ethics, control, and global business management.

This course was created in collaboration with John Bruton, Ph.D., retired professor of management/department chair, Cal State Northridge; Linda Bruton, retired from McGraw Hill; Jeff Heflin, director of finance at Asurion; Talia Lambarki, MBA; Lisa Jo Rudy, educational writer and consultant; Aaron Spencer, curriculum developer; David J. Thompson, Ph.D., professor at Ohio State University; Robert Carroll, professor at Montgomery College; and Nina Burokas, professor at Mendocino College and Saddleback College.

### Course Improvements

This new edition of Waymaker Principles of Management includes new practice questions on each page, giving students more opportunities to practice their learning.

### About Lumen

Lumen Learning's mission is to make great learning opportunities available to all students, regardless of socioeconomic background.

We do this by using open educational resources (OER) to create well-designed and low-cost course materials that replace expensive textbooks. Because learning is about more than affordability and access, we also apply learning science insights and efficacy research to develop learning activities that are engineered to improve subject mastery, course completion and retention.

If you'd like to connect with us to learn more about adopting this course, please [Contact Us](#).

You can also [make an appointment](#) for [OER Office Hours](#) to connect virtually with a live Lumen expert about any question you may have.

### Contributors and Attributions

CC licensed content, Original

- About This Course. **Provided by:** Lumen Learning. **License:** [CC BY: Attribution](#)

---

This page titled [17.1: About This Course](#) is shared under a [CC BY 4.0](#) license and was authored, remixed, and/or curated by [Lumen Learning](#) via [source content](#) that was edited to the style and standards of the LibreTexts platform.