

# The Future is OPEN



BMT1420:  
Organizational  
Management (Duru)

## BMT1420: ORGANIZATIONAL MANAGEMENT



This text aligns to introductory courses in Organizational Behavior. The text presents the theory, concepts, and applications with particular emphasis on the impact that individuals and groups can have on organizational performance and culture. An array of recurring features engages students in entrepreneurial thinking, managing change, using tools/technology, and responsible management.

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