

Principles of Management

Course Text

Bateman, Thomas S., and Robert Konopaske. *Management: Leading & Collaborating in a Competitive World*. 15th ed., McGraw Hill, 2023.

The text is provided digitally as part of the course enrollment. Students may find used, new, or rental print copies by searching for the ISBN.

Course Description

This course is designed to help students understand the major functions of management (planning, organizing, leading, and controlling) and the significance of each function in relationship to the existence of the company. This course describes how companies use management to set and accomplish goals through individuals, groups, and other types of resources. It also analyzes communication and ethics in the organization. Other topics include decision making, change, employee development, organizational structures, management control, leadership, conflict resolution, information security, and globalization.

Learning Outcomes (LOs)

After completing this course, you will be able to:

1. Identify the roles and functions of a manager.
2. Apply the six stages of decision-making to a business situation.
3. Explain elements of strategic planning and conduct a SWOT analysis applying strategic decision making.
4. Evaluate the need for change and recommend change for a business situation.
5. Compare and contrast organizational structures and mechanisms for coordination, and design a structure.
6. Explain and apply criteria for selection, pay, development, and appraisal of employees; and explain labor relations.
7. Describe the diversity of the American workforce and recommend ways to manage the diverse workforce.
8. Recommend way to motivate employees applying an understanding of human behavior and leadership theories and styles.
9. Describe and apply ways to build effective teams and resolve conflict.
10. Describe and apply effective communication strategies.

11. Compare and contrast types and methods of managerial control impacting output, behavior, and organizational culture.
12. Identify ethical issues in business situations and apply ethical norms to make decisions.
13. Explain the importance of information and information security.
14. Explain the opportunities and challenges of globalization.

Course Prerequisites

There are no prerequisites to take Principles of Management.

Important Terms

In this course, different terms are used to designate tasks:

- **Proctoring:** online, web-based live proctoring is required for all final examinations
- **Reflective Response:** A graded opportunity to make some connections on what you've learned in a topic.
- **Graded Exam:** A graded online assessment.

Academic Integrity Statement

Academic integrity is the pursuit of scholarly activity in an honest, truthful and responsible manner. Violations of academic integrity include, but are not limited to, plagiarism, cheating, fabrication and academic misconduct. Failure to comply with the Academic Integrity Policy can result in a failure and/or zero on the attempted assignment/examination, a removal from the course, disqualification to enroll in future courses, and/or revocation of an academic transcript.

Course Completion Policy

In order for a course to be considered complete, all required coursework must be attempted, submitted, and graded. Required coursework consists of graded assignments. Any Academic Integrity Policy violations may prevent a course from being considered complete.

Course Evaluation Criteria

Your score provides a percentage score and letter grade for each course. A passing percentage is **70%** or higher.

There are a total of 1000 points in the course:

Topic	Assessment	Points
1	Reflective Response: Emotional Intelligence	10
2	Reflective Response: Group Decision Making	10

Topic	Assessment	Points
3	Reflective Response: SWOT Analysis	10
3	Graded Exam #1	125
4	Reflective Response: Life-Cycle Analysis	10
5	Reflective Response: Advantages and Disadvantages of Exporting	10
6	Reflective Response: Company Size	10
7	Reflective Response: Employee Performance	10
7	Graded Exam #2	125
8	Cumulative Graded Midterm Exam	155
9	Reflective Response: Defining Workforce Diversity	10
10	Reflective Response: Exploring Power in Organizations	10
11	Reflective Response: Working Groups vs. Teams	10
11	Graded Exam #3	125
12	Reflective Response: Downward Communication	10
13	Reflective Response: Market Control	10
14	Reflective Response: Disruptive Innovation	10
15	Reflective Response: Resistance to Change	10
15	Graded Exam #4	125
16	Cumulative Graded Final Exam	205
Total		1000

Course Topics and Objectives

Topics	Topic	Subtopics	Objectives
1	Basics of Business Management	<ul style="list-style-type: none"> Roles and Functions 	<ul style="list-style-type: none"> Explain the roles and functions of a manager.

Topics	Topic	Subtopics	Objectives
		<ul style="list-style-type: none"> • Levels of Management • Managerial Qualities and Skills • Evolution of Management 	<ul style="list-style-type: none"> • Compare and contrast the different levels of management. • Analyze and apply managerial qualities and skills. • Explain the historical evolution of management in the U.S.
2	Managerial Decision-Making	<ul style="list-style-type: none"> • Six Stages of Decision Making • Challenges of Decision Making • Decision Making Under Risk and Uncertainty • Models of Decision Making 	<ul style="list-style-type: none"> • Apply the six stages of decision making to a business situation. • Analyze a business situation to identify challenges of decision making. • Formulate and defend a decision in a business situation. • Analyze and apply models of decision making to a business situation.
3	Planning and Strategic Management	<ul style="list-style-type: none"> • The Planning Process • SWOT Analysis • Levels of Strategy • Challenges of Planning 	<ul style="list-style-type: none"> • Explain the planning process and apply it to a business situation. • Identify strengths, weaknesses, opportunities, and threats in a business situation. • Formulate and defend a decision based on a SWOT analysis. • Compare and contrast corporate-, business-, and functional-level strategies. • Analyze a business situation to identify challenges of planning.
4	Ethics, Corporate Responsibility, and Sustainability	<ul style="list-style-type: none"> • Ethical Systems • Ethics in Business • Ethical Decision Making • Social Responsibility 	<ul style="list-style-type: none"> • Compare and contrast ethical systems. • Apply ethical norms to business situations. • Analyze a business situation to identify ethical issues. • Identify areas of corporate social responsibility.
5	International Management	<ul style="list-style-type: none"> • International Business 	<ul style="list-style-type: none"> • Compare and contrast the economic, political, and

Topics	Topic	Subtopics	Objectives
		<ul style="list-style-type: none"> Environment Business Opportunities Under Globalization Managing a Global Business 	<ul style="list-style-type: none"> regulatory environment in different regions of the world. Compare and contrast business opportunities and challenges in different regions of the world. Explain and apply entry strategy, mode of entry, human resource management, and operational management for a global business.
6	Organizational Structure and Adaptation	<ul style="list-style-type: none"> Types of Organizational Structures Coordination Designing Organizational Structure 	<ul style="list-style-type: none"> Compare and contrast organizational structures. Compare and contrast mechanisms of coordination. Design an organizational structure.
7	Human Resource Management	<ul style="list-style-type: none"> Recruitment, Development, and Appraisal Pay and Benefits Labor Relations 	<ul style="list-style-type: none"> Explain and apply selection, training, and appraisal of employees. Explain considerations in determining pay and benefits structure. Analyze management response to unionization and collective bargaining. Analyze a situation to identify applicable labor laws.
8	Midterm Exam		
9	Cultivating Diversity and Inclusiveness	<ul style="list-style-type: none"> Diverse Workforce Discrimination Managing the Diverse Workforce 	<ul style="list-style-type: none"> Describe the composition of the American workforce in terms of age, gender, race, and ethnicity. Analyze a business situation to identify potential or actual discrimination. Recommend and evaluate managerial actions in response to diversity of the workforce.

Topics	Topic	Subtopics	Objectives
10	Leading and Motivating People	<ul style="list-style-type: none"> Theories of Motivation Leadership Styles and Theories 	<ul style="list-style-type: none"> Explain the human psychology that underlies motivation. Compare and contrast leadership styles. Compare and contrast leadership theories.
11	Teamwork	<ul style="list-style-type: none"> Types of Teams Building Effective Teams Conflict and Negotiation Decision Making in Teams 	<ul style="list-style-type: none"> Compare and contrast types of teams in the workplace. Select team members for a business situation. Analyze a situation to identify potential or actual conflict. Apply conflict resolution strategies and skills. Analyze a team situation to identify challenges to decision making.
12	Communicating	<ul style="list-style-type: none"> Types of Organizational Communication Barriers to Communication Communication Skills 	<ul style="list-style-type: none"> Compare and contrast types of organizational communication. Analyze a situation to identify barriers to communication and to recommend a solution. Describe and apply communication skills.
13	Managerial Control	<ul style="list-style-type: none"> Types and Methods of Managerial Control Operations Management 	<ul style="list-style-type: none"> Compare and contrast types and methods of managerial control. Explain and apply ways of controlling output, behavior, and organizational culture. Analyze a situation to identify a failure of control or to select appropriate control.
14	Managing Technology and Innovation	<ul style="list-style-type: none"> Types of Information Information for Decision Making Information Security Information Technology 	<ul style="list-style-type: none"> Analyze uses of information in management. Identify information necessary in a given situation. Analyze a situation to identify a potential or an actual breach of information security and recommend action. Explain uses of information technology in management.

Topics	Topic	Subtopics	Objectives
15	Creating and Leading Change	<ul style="list-style-type: none"> • Models of Organizational Change • Need for Change • Selecting and Implementing Change • Responding to Change 	<ul style="list-style-type: none"> • Compare and contrast models of organizational change. • Analyze a business situation to determine whether there is a need for change. • Recommend change for a given business situation. • Recommend a response to an externally imposed change.
16	Final Exam		

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