

## BUS201 | 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

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 define the strategies organizations use to compete in the global marketplace.
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 while analyzing ways to motivate employees in today's business communication landscape.
8. Describe and apply ways to build effective teams and resolve conflict and evaluate effective communication strategies within a business setting.
9. Compare and contrast types and methods of managerial control impacting output, behavior, and organizational culture.

10. Explain the importance of information and information security and explain the opportunities and challenges of future technology and its uses within businesses going forward.

### Course Prerequisites

There are no prerequisites to take Principles of Management.

### 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. Penalties for academic integrity violations can be retroactively applied upon discovery, and at our discretion.

### 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.

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### 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	Learning Outcomes
1	Reflective Response: Emotional Intelligence	10	1
3	Reflective Response: SWOT Analysis	10	3
3	Graded Exam #1	125	1-3
5	Reflective Response: Advantages and Disadvantages of Exporting	10	5
7	Reflective Response: Employee Performance	10	7
7	Graded Exam #2	125	4-7
8	Cumulative Graded Midterm Exam	150	1-7
9	Reflective Response: Defining Workforce Diversity	10	7
11	Reflective Response: Working Groups vs. Teams	10	8
11	Graded Exam #3	125	7-8
13	Reflective Response: Market Control	10	9
15	Reflective Response: Resistance to Change	10	10

<b>15</b>	Graded Exam #4	125	9, 10
<b>16</b>	Cumulative Graded Final Exam	270	1-10
<b>Total</b>		1000	

## Course Roadmap *Graded items in **bold***

### Intro | Introduction and Getting Started

#### Subtopics

- Welcome
- Academic Honesty

#### Assignments

- Welcome video
- Academic Honesty and Integrity Lesson
- Statement of Academic Honesty and Integrity (required)

### Topic 1 | Basics of Business Management

#### Subtopics

- Roles and Functions
- Levels of Management
- Managerial Qualities and Skills
- Evolution of Management

#### Assignments

- Share Your Thoughts
- Read Chapter 1
- Read Chapter 2
- Chapter 1 Presentation
- Chapter 2 Presentation
- **Reflective Response: Emotional Intelligence**

### Topic 2 | Managerial Decision-Making

#### Subtopics

- Six Stages of Decision Making
- Challenges of Decision Making
- Decision Making Under Risk and Uncertainty
- Models of Decision Making

#### Assignments

- Share Your Thoughts
- Read Chapter 3
- Chapter 3 Presentation

### Topic 3 | Planning and Strategic Management

#### Subtopics

#### Assignments

- The Planning Process
- SWOT Analysis
- Levels of Strategy
- Challenges of Planning

- Share Your Thoughts
- Read Chapter 4
- **Reflective Response: SWOT Analysis**
- **Graded Exam #1**

## Topic 4 | Ethics, Corporate Responsibility, and Sustainability

### Subtopics

- Ethical Systems
- Ethics in Business
- Ethical Decision Making
- Social Responsibility

### Assignments

- Share Your Thoughts
- Read Chapter 5
- Chapter 5 Presentation

## Topic 5 | International Management

### Subtopics

- International Business Environment
- Business Opportunities Under Globalization
- Managing a Global Business

### Assignments

- Share Your Thoughts
- Read Chapter 6
- Chapter 6 Presentation
- **Reflective Response: Advantages and Disadvantages of Exporting**
- Writing Assignment: Professional Business Email (Optional)

## Topic 6 | Organizational Structure and Adaptation

### Subtopics

- Types of Organizational Structures
- Coordination
- Designing Organizational Structure

### Assignments

- Share Your Thoughts
- Read Chapter 8
- Read Chapter 9
- Chapter 8 Presentation
- Chapter 9 Presentation

## Topic 7 | Human Resource Management

### Subtopics

### Assignments

- Recruitment, Development, and Appraisal
- Pay and Benefits
- Labor Relations

- Share Your Thoughts
- Read Chapter 10
- Chapter 10 Presentation
- **Reflective Response: Employee Performance**
- **Graded Exam #2**

## Topic 8 | Midterm Exam

### Assignments

- Read: Midterm Exam Preparation Guide
- **Midterm Exam**

## Topic 9 | Cultivating Diversity and Inclusiveness

### Subtopics

- Diverse Workforce
- Discrimination
- Managing the Diverse Workforce

### Assignments

- Share Your Thoughts
- Read Chapter 11
- Chapter 11 Presentation
- **Reflective Response: Defining Workforce Diversity**

## Topic 10 | Leading and Motivating People

### Subtopics

- Theories of Motivation
- Leadership Styles and Theories

### Assignments

- Share Your Thoughts
- Read Chapter 12
- Read Chapter 13
- Chapter 12 Presentation
- Chapter 13 Presentation

## Topic 11 | Teamwork

### Subtopics

- Types of Teams
- Building Effective Teams
- Conflict and Negotiation

### Assignments

- Share Your Thoughts
- Read Chapter 14
- Chapter 14 Presentation

- Decision Making in Teams

- **Reflective Response: Working Groups vs. Teams**
- **Graded Exam #3**

## Topic 12 | Communicating

### Subtopics

- Types of Organizational Communication
- Barriers to Communication
- Communication Skills

### Assignments

- Share Your Thoughts
- Read Chapter 15
- Chapter 15 Presentation

## Topic 13 | Managerial Control

### Subtopics

- Types and Methods of Managerial Control
- Operations Management

### Assignments

- Share Your Thoughts
- Read Chapter 16
- Chapter 16 Presentation
- **Reflective Response: Market Control**

## Topic 14 | Managing Technology and Innovation

### Subtopics

- Types of Information
- Information for Decision Making
- Information Security
- Information Technology

### Assignments

- Share Your Thoughts
- Read Chapter 17
- Chapter 17 Presentation
- Writing Assignment: Motivating for Performance (Optional)

## Topic 15 | Creating and Leading Change

### Subtopics

- Models of Organizational Change
- Need for Change
- Selecting and Implementing Change
- Responding to Change

### Assignments

- Share Your Thoughts
- Read Chapter 18
- Chapter 18 Presentation
- **Reflective Response: Resistance to Change**
- **Graded Exam #4**

- Preparing for Your Proctored Final Exam

## Topic 16 | Final Exam

### Assignments

- Read: Final Exam Preparation Guide
- **Final Exam**

## Related Courses

**FIN101:**  
Personal Finance

**ACC101:**  
Accounting I

**BUS120:**  
Organizational  
Behavior