

BUS201 | Principles of Management

Course Text

No need to track down a textbook; this text is provided digitally as part of the course enrollment. Students may find used, new, or rental copies by searching for the ISBN.

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

Course Description

This course is designed to help students understand the major functions of management (planning, organization, 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, students 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 a 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 of 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 for this course.

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.

Assessment Types

StraighterLine courses may include any combination of the assessment types described below. Review the descriptions to learn about each type, then review the Course Evaluation Criteria to understand how your learning will be measured in this course.

Benchmarks

Benchmarks test your mastery of course concepts. You have 3 attempts, and your highest score counts.

Note: Cumulative Benchmarks (final exams) only allow 1 attempt.

Capstones

Capstones are project-based assessments that help you apply concepts to real-world scenarios. You have 2 attempts, and your highest score counts.

Checkpoints

Checkpoints are quick knowledge checks on important course concepts. All are open-book, and most have 1-3 attempts.

AI Use-Case Policies

StraighterLine Capstone assessments operate under one of three AI Use-Case Policies. These designations are selected intentionally to support learners in developing digital literacy, ethical reasoning, and authentic communication skills. Each model requires students to engage meaningfully with the course outcomes while adhering to academic standards.

Independent Work Requirement: Capstones with this designation must be completed independently without using AI tools. The goal is for learners to showcase their own understanding and skills without AI assistance. Students are expected to generate and submit original work developed solely through their own reasoning and effort.

AI-Assisted Planning Option: Capstones with this designation may allow AI tools to support brainstorming and assessment planning. If allowed, students will be asked to document any AI assistance by noting how it informed their work. Documentation must be included within the assignment or in a designated reflection field.

Examples include describing how an AI tool helped organize an outline, generate ideas, or surface sources for further exploration.

AI-Integration Requirement: Capstones with this designation require AI tools as part of the learning process. Students will be asked to reflect upon their AI interactions and AI contributions to the assessment. Reflections must include which tools were used, how they were used, and what insights students gained from the process. This promotes transparency, ethical use, and metacognitive skill-building.

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:

Assessment	Points	Learning Outcomes
Checkpoint 1: Technological Change and Business	0	N/a
Benchmark 1: Basics of Business Management	10	1
Checkpoint 2: Empowering Employees	0	N/a
Checkpoint 3: Contingency Plans	0	N/a
Benchmark 2: SWOT Analysis	10	3
Benchmark 3: Checkpoints 1-3	125	1-3
Checkpoint 4: Corporate Strategy	0	N/a
Checkpoint 4: Global Economy Integration	0	N/a
Benchmark 4: Advantages and Disadvantages of Exporting	10	5
Checkpoint 5: Strategies and Structure	0	N/a
Checkpoint 7: Human Resource Planning	0	N/a
Benchmark 5: Employee Performance	10	7
Benchmark 6: Checkpoints 4-7	125	4-7
Benchmark 7: Checkpoints 1-7	150	1-7
Checkpoint 8: Managing Diversity	0	N/a
Benchmark 8: Defining Workforce Diversity	10	7
Checkpoint 9: Employee Performance	0	N/a
Checkpoint 10: Team Functions	0	N/a
Benchmark 9: Working Groups vs Teams	10	8
Benchmark 10: Checkpoints 8-10	125	7-8
Checkpoint 11: Managers and Listening	0	N/a
Checkpoint 12: Financial Ratios	0	N/a

Assessment	Points	Learning Outcomes
Benchmark 11: Market Control	10	9
Checkpoint 13: Competitive Value of Technology	0	N/a
Checkpoint 14: Effective Change Leadership	0	N/a
Benchmark 12: Resistance to Change	10	10
Benchmark 13: Checkpoints 11-14	125	9, 10
Benchmark 14: Checkpoints 1-14	270	1-10
Total	1000	

Course Roadmap

This roadmap provides an overview of the checkpoints and lessons covered in this course.

Checkpoint 1: Technological Change and Business

- Textbook Reading Chapter 1: Managing and Performing
- Textbook Reading Chapter 2: The External and Internal Environments
- Chapter 1 Presentation
- Chapter 2 Presentation

Checkpoint 2: Empowering Employees

- Textbook Reading Chapter 3: Managerial Decision Making
- Chapter 3 Presentation

Checkpoint 3: Contingency Plans

- Textbook Reading Chapter 4: Planning and Strategic Management
- Chapter 4 Presentation

Checkpoint 4: Corporate Strategy

- Textbook Reading Chapter 5: Ethics, Corporate Responsibility, and Sustainability
- Chapter 5 Presentation

Checkpoint 5: Global Economy Integration

- Textbook Chapter 6: International Management
- Chapter 6 Presentation
- Writing Assignment: Professional Business Email (Optional)
- Sample Professional Email Assignment (Optional)

Checkpoint 6: Strategies and Structures

- Textbook Reading Chapter 8: Organization Structure

- Chapter 8 Presentation
- Textbook Reading Chapter 9: Chapter 9 Presentation

Checkpoint 7: Human Resource Planning

- Textbook Reading Chapter 10: Human Resource Management
- Chapter 10 Presentation

Checkpoint 8: Managing Diversity

- Textbook Reading Chapter 11: Cultivating Diversity and Inclusiveness
- Chapter 11 Presentation

Checkpoint 9: Employee Performance

- Textbook Reading Chapter 12: Leadership
- Chapter 12 Presentation
- Textbook Reading Chapter 13: Motivating for Performance
- Chapter 13 Presentation

Checkpoint 10: Team Functions

- Textbook Reading Chapter 14: Teamwork
- Chapter 14 Presentation

Checkpoint 11: Managers and Listening

- Textbook Reading Chapter 15: Communicating
- Chapter 15 Presentation

Checkpoint 12: Financial Ratios

- Textbook Reading Chapter 16: Managerial Control
- Chapter 16 Presentation

Checkpoint 13: Competitive Value of Technology

- Textbook Reading Chapter 17: Managing Technology and Innovation
- Chapter 17 Presentation
- Writing Assignment: Motivating for Performance (Optional)
- Sample Assignment: Motivating for Performance (Optional)

Checkpoint 14: Effective Change Leadership

- Textbook Reading Chapter 18: Creating and Leading Change
 - Chapter 18 Presentation
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