Principles of Management

Course Text

- Bateman, Thomas S. and Scott A. Snell. Management: Leading and Collaborating in a Competitive World, 7th edition, McGraw-Hill/Irwin, 2007, ISBN: 9780072923308. [This text is available as an etextbook at purchase or students may find used, new, or rental copies at this link]

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.

Course Objectives

After completing this course, you will be able to:
- Identify the roles and functions of a manager.
- Apply the six stages of decision-making to a business situation.
- Explain elements of strategic planning and conduct a SWOT analysis applying strategic decision making.
- Evaluate the need for change and recommend change for a business situation.
- Compare and contrast organizational structures and mechanisms for coordination, and design a structure.
- Explain and apply criteria for selection, pay, development, and appraisal of employees; and explain labor relations.
- Describe the diversity of the American workforce and recommend ways to manage the diverse workforce.
- Recommend ways to motivate employees applying an understanding of human behavior and leadership theories and styles.
- Describe and apply ways to build effective teams and resolve conflict.
- Describe and apply effective communication strategies.
- Compare and contrast types and methods of managerial control impacting output, behavior, and organizational culture.
- Identify ethical issues in business situations and apply ethical norms to make decisions.
- Explain the importance of information and information security.
- Explain the opportunities and challenges of globalization.

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Course Prerequisites

There are no prerequisites to take Principles of Management.

Important Terms

In this course, different terms are used to designate tasks:
- Proctoring: all final exams require proctoring which can be completed conveniently from your home. A webcam is required.
- Tutoring: memberships include online tutoring for students to access with any content/subject related questions in the place of faculty. If your tutor is not able to answer your questions please contact a student advisor.
- Review Activities: A non-graded assignment to assist you in practicing the skills discussed in a topic.
- Homework: non-graded quizzes that help highlight the content which will be assessed on graded exams.
- Graded Exam: A graded online assessment.

Course Evaluation Criteria

StraighterLine does not apply letter grades. Students earn a score as a percentage of 100%. A passing percentage is 70% or higher.

If you have chosen a Partner College to award credit for this course, your final grade will be based upon that college's grading scale. Only passing scores will be considered by Partner Colleges for an award of credit.

There are a total of 1000 points in the course:

Topic	Assessment	Points Available
4	Graded Exam #1	150
7	Graded Exam #2	150
	Cumulative Graded Midterm Exam	200
11	Graded Exam #3	150
14	Graded Exam #4	150
	Cumulative Graded Final Exam	200
Total		1000

Course Topics and Objectives

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Topic	Topic	Subtopics	Objectives
1	Basics of Management	• Roles and Functions • Levels of Management • Managerial Qualities and Skills • Evolution of Management	• Understand the roles and functions of a manager. • 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	• Six Stages of Decision Making • Challenges of Decision Making • Decision Making Under Risk and Uncertainty • Models of Decision Making	• 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: Strategic Planning	• The Planning Process • SWOT Analysis • Levels of Strategy • Challenges of Planning	• 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	Planning: Managing Change	• Models of Organizational Change • Need for Change • Selecting and	• Compare and contrast models of organizational change. • Analyze a business situation to determine

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			whether there is a need for change.
		Implementing Change ● Responding to Change	● Recommend change for a given business situation. ● Recommend a response to an externally imposed change.
5	Organizing: Organizational Structure	● Types of Organizational Structures ● Coordination ● Designing Organizational Structure	● Compare and contrast organizational structures. ● Compare and contrast mechanisms of coordination. ● Design an organizational structure.
6	Organizing: Human Resource Management	● Recruitment, Development, and Appraisal ● Pay and Benefits ● Labor Relations	● 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.
7	Organizing: Managing Diversity	● Diverse Workforce ● Discrimination ● Managing the Diverse Workforce	● 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.
8	Leading: Motivating People	● Theories of Motivation ● Leadership Styles and Theories	● Explain the human psychology that underlies motivation. ● Compare and contrast leadership styles. ● Compare and contrast leadership theories.

9	Leading: Team Building and Conflict Management	• Types of Teams • Building Effective Teams • Conflict and Negotiation • Decision Making in Teams	• 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.
10	Leading: Communication	• Types of Organizational Communication • Barriers to Communication • Communication Skills	• 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.
11	Controlling: Organizational and Operational Control	• Types and Methods of Managerial Control • Operations Management	• 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.
12	Ethics and Social Responsibility	• Ethical Systems • Ethics in Business • Ethical Decision Making • Social Responsibility	• 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.
13	Managing Information	• Types of Information • Information for	• Analyze uses of information in

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		Decision Making ● Information Security ● Information Technology	● 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.
14	Globalization and Management	● International Business Environment ● Business Opportunities Under Globalization ● Managing a Global Business	● Compare and contrast the economic, political, and 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.
15	Review Topic	● Review ● test	● Review