Sophia Learning

BUSI1013: Principles of Management (3 semester credits)

COURSE DESCRIPTION

Principles of Management is designed to introduce students to the four functions of management: planning, organizing, leading, and controlling. This course describes the skills and techniques required by a manager to perform these functions. Specifically, students will learn about the stages of decision making, strategic analysis, ethical business strategies, goal setting, communication skills, and global awareness.

COURSE EFFECTIVE DATES: October 2021 - Present

PREREQUISITES: No prerequisites

LENGTH OF COURSE: This is a self-paced course. Students may use as much or as little time as needed to complete the course.

ACE CREDIT® RECOMMENDATION: In the upper-division baccalaureate degree category, 3 semester hours in management (10/21).

GRADING: This is a pass/fail course. Students must complete 16 Challenges (formative assessments), 4 Milestones (summative assessments), and 1 Touchstone (project-based or written assessment) with an overall score of 70% or better.

LEARNING OUTCOMES

Upon completion of the course, the student will be able to:

1. Describe the role of management in organizations.
2. Recognize the managerial decision-making process.
3. Explain the relevance of a firm's competitive environment for strategic decision-making.
4. Identify the conceptual foundations for a firm's strategic planning process.
5. Demonstrate how external and internal forces affect organizational planning, strategy, and change.
6. Examine the relevance of international management and globalization.
7. Summarize the major types of organizational structure and forces of change.
8. Explain the importance and value of diversity in organizations.
9. Identify leadership traits and best practices.
10. Recognize the major theories of human motivation.
11. Determine the role and importance of teams in organizations.
12. Describe the role of communication in organizations.
13. Assess how management control systems can enhance a firm’s performance.
14. Identify the role information technology plays in modern management practice.
15. Evaluate how to manage and optimize human capital in organizations.
16. Illustrate the importance of ethical leadership and management.

OUTLINE OF MAJOR CONTENT AREAS

- Major Characteristics of the Manager’s Job
- Overview of Managerial Decision-Making
- Programmed and Nonprogrammed Decisions
- Group Decision-Making
- Using SWOT for Strategic Analysis
- A Firm’s External Macro Environment: PESTEL
- A Firm’s Micro Environment: Porter’s Five Forces
- Competition, Strategy, and Competitive Advantage
- Strategic Management
- Firm Vision and Mission
- Strategic Objectives and Levels of Strategy
- Measuring and Evaluating Strategic Performance
- External Environments, Industries, and the Internal Organization
- Corporate Cultures
- International Management
- Hofstede’s Cultural Framework and the GLOBE Framework
- Cultural Stereotyping and Social Institutions
- Strategies for Expanding Globally
- Organizational Structures, Design, and Change
- Benefits and Challenges of Workplace Diversity
- Approaches to Leadership
- Theories of Motivation
- Teamwork in the Workplace
- Opportunities and Challenges to Team Building
- Types of Communications in Organizations
- The Planning Process
- Types of Plans
- Goals or Outcome Statements
- Developing Technology and Innovation
- Human Resource Management and Compliance
- Performance Management
- Talent Development and Succession Planning
- Ethical Principles and Responsible Decision-Making
- Ethics, Corporate Culture, and Compliance
- Corporate Social Responsibility (CSR)
- Ethics Around the Globe

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