

uCertify

Course Outline

Principles of Management



24 May 2025

1. Exercises, Quizzes, Flashcards & Glossary

Number of Questions

2. Expert Instructor-Led Training

3. ADA Compliant & JAWS Compatible Platform

4. State of the Art Educator Tools

5. Award Winning Learning Platform (LMS)

6. Chapter & Lessons

Syllabus

Chapter 1: Preface

Chapter 2: Managing and Performing

Chapter 3: Managerial Decision-Making

Chapter 4: The History of Management

Chapter 5: External and Internal Organizational Environments and Corporate Culture

Chapter 6: Ethics, Corporate Responsibility, and Sustainability

Chapter 7: International Management

Chapter 8: Entrepreneurship

Chapter 9: Strategic Analysis: Understanding a Firm's Competitive Environment

Chapter 10: The Strategic Management Process: Achieving and Sustaining Competitive Advantage

Chapter 11: Organizational Structure and Change

Chapter 12: Human Resource Management

Chapter 13: Diversity in Organizations

Chapter 14: Leadership

Chapter 15: Work Motivation for Performance

Chapter 16: Managing Teams

Chapter 17: Managerial Communication

Chapter 18: Organizational Planning and Controlling

Chapter 19: Management of Technology and Innovation

Videos and How To

1. Quiz

Quizzes test your knowledge on the topics of the exam when you go through the course material. There is no limit to the number of times you can attempt it.

1075
QUIZ

2. flashcards

Flashcards are effective memory-aiding tools that help you learn complex topics easily. The flashcard will help you in memorizing definitions, terminologies, key concepts, and more. There is no limit to the number of times learners can attempt these. Flashcards help master the key concepts.

99
FLASHCARDS

3. Glossary of terms

uCertify provides detailed explanations of concepts relevant to the course through Glossary. It contains a list of frequently used terminologies along with its detailed explanation. Glossary defines the key terms.



4. **Expert Instructor-Led Training**

uCertify uses the content from the finest publishers and only the IT industry's finest instructors. They have a minimum of 15 years real-world experience and are subject matter experts in their fields. Unlike a live class, you can study at your own pace. This creates a personal learning experience and gives you all the benefit of hands-on training with the flexibility of doing it around your schedule 24/7.

5. **ADA Compliant & JAWS Compatible Platform**

uCertify course and labs are ADA (Americans with Disability Act) compliant. It is now more accessible to students with features such as:

- Change the font, size, and color of the content of the course
- Text-to-speech, reads the text into spoken words
- Interactive videos, how-tos videos come with transcripts and voice-over
- Interactive transcripts, each word is clickable. Students can clip a specific part of the video by clicking on a word or a portion of the text.

JAWS (Job Access with Speech) is a computer screen reader program for Microsoft Windows that reads the screen either with a text-to-speech output or by a Refreshable Braille display. Student can easily navigate uCertify course using JAWS shortcut keys.

6. State of the Art Educator Tools

uCertify knows the importance of instructors and provide tools to help them do their job effectively. Instructors are able to clone and customize course. Do ability grouping. Create sections. Design grade scale and grade formula. Create and schedule assessments. Educators can also move a student from self-paced to mentor-guided to instructor-led mode in three clicks.

7. Award Winning Learning Platform (LMS)

uCertify has developed an award winning, highly interactive yet simple to use platform. The SIIA CODiE Awards is the only peer-reviewed program to showcase business and education technology's finest products and services. Since 1986, thousands of products, services and solutions have been recognized for achieving excellence. uCertify has won CODiE awards consecutively for last 7 years:

- **2014**

1. Best Postsecondary Learning Solution

- **2015**

1. Best Education Solution
2. Best Virtual Learning Solution
3. Best Student Assessment Solution
4. Best Postsecondary Learning Solution
5. Best Career and Workforce Readiness Solution
6. Best Instructional Solution in Other Curriculum Areas
7. Best Corporate Learning/Workforce Development Solution

- **2016**

1. Best Virtual Learning Solution
2. Best Education Cloud-based Solution
3. Best College and Career Readiness Solution
4. Best Corporate / Workforce Learning Solution
5. Best Postsecondary Learning Content Solution

6. Best Postsecondary LMS or Learning Platform
7. Best Learning Relationship Management Solution

- **2017**

1. Best Overall Education Solution
2. Best Student Assessment Solution
3. Best Corporate/Workforce Learning Solution
4. Best Higher Education LMS or Learning Platform

- **2018**

1. Best Higher Education LMS or Learning Platform
2. Best Instructional Solution in Other Curriculum Areas
3. Best Learning Relationship Management Solution

- **2019**

1. Best Virtual Learning Solution
2. Best Content Authoring Development or Curation Solution
3. Best Higher Education Learning Management Solution (LMS)

- **2020**

1. Best College and Career Readiness Solution
2. Best Cross-Curricular Solution
3. Best Virtual Learning Solution

8. Chapter & Lessons

uCertify brings these textbooks to life. It is full of interactive activities that keeps the learner engaged. uCertify brings all available learning resources for a topic in one place so that the learner can efficiently learn without going to multiple places. Challenge questions are also embedded in the chapters so learners can attempt those while they are learning about that particular topic. This helps them grasp the concepts better because they can go over it again right away which improves learning.

Learners can do Flashcards, Exercises, Quizzes and Labs related to each chapter. At the end of every lesson, uCertify courses guide the learners on the path they should follow.

Syllabus

Chapter 1: Preface

- About OpenStax
- About OpenStax Resources
- About Principles of Management

Chapter 2: Managing and Performing

- Introduction
- What Do Managers Do?
- The Roles Managers Play
- Major Characteristics of the Manager's Job
- Summary of Learning Outcomes
- Management Skills Application Exercises
- Managerial Decision Exercises
- Critical Thinking Case

Chapter 3: Managerial Decision-Making

- Introduction

- Overview of Managerial Decision-Making
- How the Brain Processes Information to Make Decisions: Reflective and Reactive Systems
- Programmed and Nonprogrammed Decisions
- Barriers to Effective Decision-Making
- Improving the Quality of Decision-Making
- Group Decision-Making
- Summary of Learning Outcomes
- Management Skills Application Exercises
- Managerial Decision Exercises
- Critical Thinking Case

Chapter 4: The History of Management

- Introduction
- The Early Origins of Management
- The Italian Renaissance
- The Industrial Revolution
- Taylor-Made Management
- Administrative and Bureaucratic Management
- Human Relations Movement

- Contingency and System Management
- Summary of Learning Outcomes
- Managerial Decision Exercises

Chapter 5: External and Internal Organizational Environments and Corporate Culture

- Introduction
- The Organization's External Environment
- External Environments and Industries
- Organizational Designs and Structures
- The Internal Organization and External Environments
- Corporate Cultures
- Organizing for Change in the 21st Century
- Summary of Learning Outcomes
- Management Skills Application Exercises
- Managerial Decision Exercises
- Critical Thinking Case

Chapter 6: Ethics, Corporate Responsibility, and Sustainability

- Introduction

- Ethics and Business Ethics Defined
- Dimensions of Ethics: The Individual Level
- Ethical Principles and Responsible Decision-Making
- Leadership: Ethics at the Organizational Level
- Ethics, Corporate Culture, and Compliance
- Corporate Social Responsibility (CSR)
- Ethics around the Globe
- Emerging Trends in Ethics, CSR, and Compliance
- Summary of Learning Outcomes
- Management Skills Application Exercises
- Managerial Decision Exercises
- Critical Thinking Case

Chapter 7: International Management

- Introduction
- Importance of International Management
- Hofstede's Cultural Framework
- The GLOBE Framework

- Cultural Stereotyping and Social Institutions
- Cross-Cultural Assignments
- Strategies for Expanding Globally
- The Necessity of Global Markets
- Summary of Learning Outcomes
- Management Skills Application Exercises
- Managerial Decision Exercises
- Critical Thinking Case

Chapter 8: Entrepreneurship

- Introduction
- Entrepreneurship
- Characteristics of Successful Entrepreneurs
- Small Business
- Start Your Own Business
- Managing a Small Business
- The Large Impact of Small Business
- The Small Business Administration
- Trends in Entrepreneurship and Small-Business Ownership

- Summary of Learning Outcomes
- Management Skills Application Exercises
- Managerial Decision Exercises
- Critical Thinking Case

Chapter 9: Strategic Analysis: Understanding a Firm's Competitive Environment

- Introduction
- Gaining Advantages by Understanding the Competitive Environment
- Using SWOT for Strategic Analysis
- A Firm's External Macro Environment: PESTEL
- A Firm's Micro Environment: Porter's Five Forces
- The Internal Environment
- Competition, Strategy, and Competitive Advantage
- Strategic Positioning
- Summary of Learning Outcomes
- Management Skills Application Exercises
- Managerial Decision Exercises
- Critical Thinking Case

Chapter 10: The Strategic Management Process: Achieving and Sustaining Competitive Advantage

- Introduction
- Strategic Management
- Firm Vision and Mission
- The Role of Strategic Analysis in Formulating a Strategy
- Strategic Objectives and Levels of Strategy
- Planning Firm Actions to Implement Strategies
- Measuring and Evaluating Strategic Performance
- Summary of Learning Outcomes
- Management Skills Application Exercises
- Managerial Decision Exercises
- Critical Thinking Case

Chapter 11: Organizational Structure and Change

- Introduction
- Organizational Structures and Design
- Organizational Change
- Managing Change

- Summary of Learning Outcomes
- Management Skills Application Exercises
- Managerial Decision Exercises
- Critical Thinking Case

Chapter 12: Human Resource Management

- Introduction
- An Introduction to Human Resource Management
- Human Resource Management and Compliance
- Performance Management
- Influencing Employee Performance and Motivation
- Building an Organization for the Future
- Talent Development and Succession Planning
- Summary of Learning Outcomes
- Management Skills Application Exercises
- Managerial Decision Exercises
- Critical Thinking Case

Chapter 13: Diversity in Organizations

- Introduction
- An Introduction to Workplace Diversity
- Diversity and the Workforce
- Diversity and Its Impact on Companies
- Challenges of Diversity
- Key Diversity Theories
- Benefits and Challenges of Workplace Diversity
- Recommendations for Managing Diversity
- Summary of Learning Outcomes
- Management Skills Application Exercises
- Managerial Decision Exercises
- Critical Thinking Case

Chapter 14: Leadership

- Introduction
- The Nature of Leadership
- The Leadership Process
- Types of Leaders and Leader Emergence
- The Trait Approach to Leadership

- Behavioral Approaches to Leadership
- Situational (Contingency) Approaches to Leadership
- Substitutes for and Neutralizers of Leadership
- Transformational, Visionary, and Charismatic Leadership
- Leadership Needs in the 21st Century
- Summary of Learning Outcomes
- Management Skills Application Exercises
- Managerial Decision Exercises
- Critical Thinking Case

Chapter 15: Work Motivation for Performance

- Introduction
- Motivation: Direction and Intensity
- Content Theories of Motivation
- Process Theories of Motivation
- Recent Research on Motivation Theories
- Summary of Learning Outcomes
- Management Skills Application Exercises

- Managerial Decision Exercises
- Critical Thinking Case

Chapter 16: Managing Teams

- Introduction
- Teamwork in the Workplace
- Team Development Over Time
- Things to Consider When Managing Teams
- Opportunities and Challenges to Team Building
- Team Diversity
- Multicultural Teams
- Summary of Learning Outcomes
- Management Skills Application Exercises
- Managerial Decision Exercises
- Critical Thinking Case

Chapter 17: Managerial Communication

- Introduction
- The Process of Managerial Communication

- Types of Communications in Organizations
- Factors Affecting Communications and the Roles of Managers
- Managerial Communication and Corporate Reputation
- The Major Channels of Management Communication Are Talking, Listening, Reading, and Writing
- Summary of Learning Outcomes
- Management Skills Application Exercises
- Managerial Decision Exercises
- Critical Thinking Case

Chapter 18: Organizational Planning and Controlling

- Introduction
- Is Planning Important
- The Planning Process
- Types of Plans
- Goals or Outcome Statements
- Formal Organizational Planning in Practice
- Employees' Responses to Planning
- Management by Objectives: A Planning and Control Technique

- The Control- and Involvement-Oriented Approaches to Planning and Controlling
- Summary of Learning Outcomes
- Management Skills Application Exercises
- Managerial Decision Exercises
- Critical Thinking Case

Chapter 19: Management of Technology and Innovation

- Introduction
- MTI—Its Importance Now and In the Future
- Developing Technology and Innovation
- External Sources of Technology and Innovation
- Internal Sources of Technology and Innovation
- Management Entrepreneurship Skills for Technology and Innovation
- Skills Needed for MTI
- Managing Now for Future Technology and Innovation
- Summary of Learning Outcomes
- Management Skills Application Exercises
- Managerial Decision Exercises
- Critical Thinking Case

You can't stay away! Get



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