

AMBERTON UNIVERSITY
SYLLABUS FOR LECTURE/CLASSROOM COURSE

MGT6203.01 Strategic Management
SUMMER 2023
Location: Garland

PROFESSOR INFORMATION:

Name: Dr. Steve Tidwell
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COURSE INFORMATION:

MGT6203.01 Strategic Management
Level: Graduate
Beginning Date of Session: Saturday, June 10, 2023
Ending Date of Session: Thursday, August 17, 2023
The first class meeting is Thursday, June 15, in Room 19 (Garland).

4th of July Holiday: There will be no classes held and no assignments due on Tuesday, July 4, 2023.

All Monday-Thursday lecture classes begin promptly at 6:30 p.m.
All Saturday lecture classes begin promptly at 8:30 a.m.

COURSE PREREQUISITES:

Twelve hours of 5000/6000 level BUS, ECO, FIN, MGT, MKT.

TEXTBOOK(S) AND REQUIRED MATERIALS:

Title: Strategic Management: A Competitive Advantage Approach, Concepts and Cases
Author: Fred David, Forest R. David, Meredith David
Publisher: Pearson Publishing
Year Published: 2020
Edition: 17
ISBN: 13: 9780135173947
Price: Available at <http://amberton.ecampus.com>

Amberton University has an agreement with eCampus.com to provide a full-service online bookstore to students. The Amberton University Virtual Bookstore is accessible through the University's website, www.Amberton.edu. There is also a bookstore link in the Student Portal.

The AU Virtual Bookstore provides an easy to use interface, online buyback of books, and same day shipment of most titles with an average delivery time of 2-3 days depending on the student's location. Textbook options include new, used, rental, and electronic media as available.

Since no books are sold on campus, students should plan accordingly and purchase their books in advance of the first day of class, allowing time for shipping. Be certain you are enrolled in the course before purchasing your book(s). All textbook information (Title, Author, ISBN, etc.) is available in course syllabi so students can shop competitively. Most textbooks can be purchased from many different textbook vendors. Some textbooks may only be available on the University's Virtual Bookstore. Students should be careful to obtain the exact resource(s) required for the course.

APA Requirement

APA (American Psychological Association) style is most commonly used to cite sources within the social sciences. This resource, revised according to the 7th edition, offers examples for the general format of APA research papers, in-text citations, endnotes/footnotes, and the reference page. For more information, please consult the Publication Manual of the American Psychological Association, (7th ed.). All coursework at Amberton University will comply with the standards contained in the APA Publication Manual.

COURSE COMPETENCIES:

The following represents the course competencies for this class. Competencies are equivalent for all lecture and distance learning courses. Following each competency is the assignment used to gain mastery of this area of study.

The course presents the functions of management in the formulation of strategic policies, goals, objectives, and procedures relative to organizational effectiveness. Topics include theories of strategic planning, internal and external factors in strategic planning, strategic planning relative to goals, forecasting techniques, and analyzing and evaluating change. The course is a capstone integration of all aspects of business that focuses on strategic planning.

UPON COMPLETION OF THE COURSE, THE STUDENT WILL BE COMPETENT IN:

1. Discussing the major issues associated with gaining acceptance of the strategic planning process.
2. Identifying organizational structures that are compatible with stated organizational directions.
3. Describing techniques for integrating the functional areas of a business with strategic business units.
4. Identifying and analyzing information sources used in the development of a strategic plan.
5. Analyzing and evaluating the effectiveness of corporate and business level strategies.
6. Evaluating financial ratios and financial statements and their impact on an organization's operations.
7. Evaluating marketing agendas and how it complies with the organization's strategy.
8. Identifying and utilizing organizational internal and external factors (strengths, weaknesses, opportunities, threats), and core competencies to gain a competitive advantage.
9. Formulating, implementing, and evaluating strategic plans.
10. Understanding the purpose and function of the Mission and Vision statements.
11. Recognizing the importance of ethical standards and social responsibility as a core value of an organization.
12. Assessing various types of strategies, integration strategies, intensive strategies, diversification strategies and defense strategies faced by organizations today to remain competitive or gain a competitive edge.
13. Preparing and delivering a strategic business plan for an actual or hypothetical business or organization.

COURSE POLICIES:

Students must comply with the calendar on turning in assignments. It is imperative that students adhere to these deadlines. Students not complying with the deadlines will be penalized 15 points per day for late assignments. No Exceptions! All times are in Central Standard Time Zone. Students will not be penalized for submitting assignments early. Students may also submit assignments before they have received a previous submitted assignment.

All assignments must be submitted by Thursday, August 17, 6 PM CST. If all assignments are not received by Thursday, August 17, 6 PM CST, the student will receive a 0 (zero) for the/those missing assignment(s). No exceptions!

PLEASE NOTE: Please order your book in plenty of time so that when class begins on Thursday, June 15, 2023, you will be ready and prepared to start the assignments. Please be in attendance for all classes. There will be some assignments completed in class that the student will not have an opportunity to make up.

Also, please understand that all assignments must be submitted on time and in accordance with the due date. For those assignments not submitted on time, there will be a 15 point, per day penalty. No Exceptions! You are more than welcome to complete your assignments in advance.]

Student's Responsibilities

This syllabus contains information, policies, and procedures for a specific course. By enrolling, the student agrees to read, understand, and abide by the policies, rules, regulations, and ethical standards of Amberton University as contained in the current university catalog and schedule of classes.

Attendance Policy:

Regular and punctual class attendance and engagement is expected at Amberton University. In case of an absence, it is the student's responsibility to contact the professor as soon as possible. If a student intends on withdrawing from a course, it is the student's responsibility to follow the university's policy on formally withdrawing from a course. **Ceasing to attend classes does not constitute an official withdrawal.**

Attendance in a lecture course is defined as punctual arrival to, and engagement in, a full lecture session. Attendance in a distance learning course is defined as active participation in the weekly online class sessions. "Active participation" can be defined as: submitting an academic assignment, taking an exam, engaging in an interactive tutorial, participating in an online discussion forum (or chat session), or initiating (or responding to) a communication with a faculty member about an academic assignment or the subject matter of the course. A student not meeting these requirements may be dropped at the discretion of Amberton University.

Plagiarism Policy

Plagiarism is the presentation of someone else's work as though it were your own. If you use another person's words, ideas, or information; or if you use material from an outside source – whether a book, magazine, newspaper, business publication, broadcast, speech, or electronic media – you must acknowledge that source. Plagiarism is a violation of the University's code of student ethical conduct and is one that is taken seriously. Amberton University operates on an honor system; therefore, honesty and integrity are essential characteristics of all who are associated with the institution. All Amberton students are expected to abide by the honor system and maintain academic integrity in all their work. Amberton University and its instructors monitor student work for plagiarism and reserve the right to submit such work to technology-based plagiarism detection services and applications at any time.

Self-plagiarism means reusing work that you have already published or submitted for a class. It can involve:

- Resubmitting an entire paper
- Copying or paraphrasing passages from your previous work

Self-plagiarism misleads your readers by presenting previous work as completely new and original. Students may not submit the same paper in substance in two or more classes without prior written permission of the instructors involved.

Students agree that by taking this course, all required assignments may be subject to submission for a textual similarity review to Turnitin.com for the detection of plagiarism and self-plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism in future papers. Use of Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com website.

Turnitin is a writing improvement and plagiarism prevention tool which uses special algorithms, to compare text-based student submissions to the Turnitin database and other online sources. Turnitin produces a detailed **similarity report** that can be customized and viewed by instructors and students.

Turnitin "Draft Coach" is a Google based add-on to Turnitin which supports students in developing high-quality academic writing; and serves as an integrity coach. Draft Coach, helps address errors and improve the quality of student's writing by highlighting grammar mistakes, identifying incorrectly cited sources, and scanning for similarity across several databases. By providing formative feedback on how to address citation issues, incorrect grammar, and matches with the Turnitin database, Draft Coach provides explanations to help

students become more confident writers, capable of producing higher quality work both in academics and in the workplace.

COURSE DELIVERY METHODOLOGY:

This course is offered as a Lecture/Classroom course. This course requires that students meet a designated time in the classroom.

[(Learning Style Survey

If you have already completed this survey in another class, submit that assignment (the assignment you submitted in a previous class, and at the top of the assignment, put you have already completed the assignment in another class). For those that are completing this for the first time, please see the criteria located on the MyLearningStyle assignment.

Two Quizzes - in class beginning at 6:30 PM

Quiz 1 – Chapters 1 – 6

Quiz 2 - Chapter 7 – 11

(Once you start, you must complete the quiz).

Quizzes: There will be two quizzes given. It is imperative that students make arrangement to take these quizzes. The quizzes will be given. The quizzes will open on Thursday and end of Saturday at 6 PM CST. **The students will be given 65 minutes to complete the 35-question multiple choice quiz. Please answer the questions in your study guide using your text. The study guide, coupled with the power points, will provide an excellent understanding when it comes to the quizzes.** The study guide is not to be turned in to me. It is a study aid for the student.

One Discussion Board

One PowerPoint Presentation

One Article

(Use the required template found in the course documents and at the bottom of the article. Show the subtopics as shown in the required template. Use two outside sources)

One Case Study - JJWF

(Use an outside source when answering each question)

One Essay Questions

(Use an outside source when answering each question)

One PowerPoint Presentation

Finally, regarding all assignment, do not use word-for-word from the text or direct quote. Please paraphrase your answers in an explanatory fashion. Use examples to validate and support your comments!

PLEASE NOTE: For the My Learning Style Assignment, Essay Questions, Case Study, Discussion Boards, and Article, please use the AU virtual or physical library. The AU library has incredible amounts of information that align with not only your assignments, but the course. In just a few minutes, the personnel can walk you through how to effectively and efficiency research your topics.

TURNITIN – For Introduction, My Learning Style Assignment, Discussion Board Question, Essays Questions, and Article, Turnitin (turn it in) is used. This program benefits the student in helping the student with their writing and helping to avoid plagiarism. Upon the submission of

these assignments, you must accept the EULA report. Please make sure that these assignments have less than 15% similarity report.

COURSE OUTLINE AND CALENDAR:

WEEKS AND DUE DATES: Please do not focus on the Weeks, but rather focus on the due dates for the assignments.

Week	Topic	Assignment	Competencies Covered	Due Date
One	What is Strategic Management?	1. Read Chapter One 2. Review and utilize the PowerPoint slides in completing the study guide assessment.	1-4	Please introduce yourself Discussion Board One Due Saturday, June 17, 6 PM CST
Two	What is the purpose of a mission and Visions? Evaluating the External Environment	1. Read Chapters Two and Three 2. Review and utilize the PowerPoint slides in completing the study guide assessment	1-5, 8,9,13,15	
Three	The External Assessment	1. Read Chapter Three 2. Review and utilize the PowerPoint slides in completing the study guide assessment. Article is Due	2-5, 8,9,13,15	Article is due on Saturday, July 1, 6 PM CST
Four	Assessing the Internal Environment. Evaluating Strategic Action	1. Read Chapters Four and Five 2. Review and utilize the PowerPoint slides in completing the study guide assessment 3. JJWF Case Study is Due 4. Adult Learning Style Due	1-6, 8, 11	Case Study JJWF Health Care Due Saturday, July 8, 6 PM CST Adult Learning Style Response Due Saturday, July 8, 6 PM CST

Five	Strategic Action and Analysis and Choice	1. Read Chapter Six 2. Review and utilize the PowerPoint slides in completing the study guide assessment	1-7, 9, 15	No assignment due.
Six	Review for Quiz One	1. Review and utilize the power point slides in competing the study guide assessment. 2. Review Chapters One through Six for Quiz one.	1-9, 11, 13, 15	Quiz One – Chapters One through Six. – Taken in class on Thursday, July 20 in class starting at 6:30 PM
Seven	Assessing and Implementing Management and Marketing Implementation processes Marketing Finance and Accounting Issues	1. Read Chapters Seven and Chapter Eight	4, 9-12, 14-15 1, 2, 4, 5, 7, 8, 10-15	
Eight	Assessing Strategy and Governance	1. Chapter Nine– PowerPoint 2. Presentation in class		PowerPoint Presentation - Due on Thursday, August 3 in class
Nine	Business Ethics/Social Responsibility / Environmental Sustainability Chapter Eleven Global/International Issues	1. Chapter Ten - Business Ethics/Social Responsibility / Environmental Sustainability Review and utilize the power point slides in completing the study guide assessment	1, 2, 4, 5, 7, 8-11, 12-15	Essay Questions Due Saturday, August 12, 6 PM CT

		Chapter Eleven Global/International Issues Review and utilize the power point slides in completing the study guide assessment		
Ten	Quiz Two	Quiz Two (Chapters Seven through Eleven)	1,2,4,5,7,8-11, 12- 15	Quiz Two – Chapters 7 – 11 will be taken in class on Thursday, August 17, 2023, starting at 6:30 PM

GRADING CRITERIA:

Each assignment will be valued as indicated below:

Quiz One	15%
Quiz Two	15%
Case Study One	20%
Essay Questions	25%
Article	10%
Discussion Board 1	5%
PowerPoint Presentation	5%
QEP - Adult Learning Style	<u>5%</u>

100%

Graduate

92 – 100	A
82 – 91	B
72 – 81	C
62 – 71	D
Below 62	F

GRADE NOTIFICATION AND INSTRUCTOR FEEDBACK:

Each assignment/exam submitted will be reviewed, graded, and return to the student in a timely manner, along with appropriate commentary.

Final grades are processed approximately one week after the last day of the session and may be located in the My Grades section of the online registration portal as well as being emailed to the student's Amberton University email. Amberton University staff will not release grades over the phone. University instructors will not leave a message with comments or grades in any type of media that is not secure.

For questions regarding grades after the semester has ended, students should use their email account and contact the instructor at the faculty email address as provided above in *Professor Information* area.

Incomplete Grades

An "I" (incomplete grade) is given at the discretion of the professor and may be given only when an emergency or illness prevents the student from completing course requirements. Should an "I" be granted, the student has 30 days from the end of the session to complete the conditions of the incomplete. An "I" which is not properly removed within 30 days following the session enrolled will become an "F" grade.

How to Withdraw From a Course

To be official, the class withdrawal must be in writing and signed by the student requesting the withdrawal; no withdrawal is accepted verbally. Please review the "Schedule of Classes" (online or in-print) for procedures for class changes or withdrawals and the refund policy and schedule.

COURSE COMMUNICATIONS:

This course is offered as a lecture course; however, several technological options are available to faculty and students that can enhance communication both during the session and after the session has ended. The **Student Portal** is the gateway to email, Remote Research, General Tools, and Electronic Instructor Folders (FTP). The Student Portal may be accessed through a link on the University's website, <http://www.Amberton.edu>, or at <http://apps.Amberton.edu>.

After selecting the "Student Portal" link, you will be prompted for a Username and Password. Use your assigned **username and password** (AUID) as described below:

Username = your capitalized firstname **initial**+lastname+last 3 digits of your SSN.

* Use your name exactly as it is listed on the University's records, including any suffixes or hyphenations, such as Jr, Sr, or II, as a part of your username.

For example: James Jones, Jr. SSN: 123-45-6789
Username: JJonesJr789

Password = your Amberton University ID# (AUID) **including the dashes**

For example: 04-999-999

Once your login has been validated, you may select from a variety of menu options, including online course materials, email access, Remote Research, General Tools, all Syllabi, Research Tutorials and Electronic Instructor Folders (FTP).

Email Communication

Each student enrolled is assigned an Amberton email account, which gives the student access to the Amberton email system (my.Amberton.edu). This email account is provided by Google Apps for Education. Students are encouraged to check their email regularly for University news, notices, and to communicate with instructors.

The student's assigned email address would be Username@my.Amberton.edu

Example: LJones-Smith789@my.Amberton.edu

The student Username is determined by:

firstname initial+lastname+last 3 digits of student ssn.

For example: Linda Jones-Smith SSN: 123-45-6789
Email Address = LJones-Smith789@my.Amberton.edu

Students will be prompted for a Username and Password when accessing their email account. Use the Username portion of the email address as the username (Example: LJones-Smith789) and your Amberton ID# (including the dashes) as the password.

If you already have a Google gmail account, you might be prompted to add this account to your current settings. Click 'Yes' and you will be logged into your my.Amberton.edu email account. It will be a separate email account from your personal gmail account.

If you need assistance with your email account, please visit <https://support.google.com/mail>

The Amberton University Moodle Website

Students enrolled in this course will also be using the Moodle Learning Platform, with access available through the Student Portal or by going to: <http://moodle.Amberton.edu>

For those utilizing Moodle for the first time, the **username and password** for the Moodle Learning Platform will be emailed to the student's email account prior to the start of the course. For those returning to Moodle who do not remember their username and password, click on the link "*Forgotten your username or password*" available on the Moodle log in page (<http://moodle.Amberton.edu>). Otherwise use the same username and password as previous session.

Moodle Tutorial:

Upon successful log in and access to the Moodle learning platform, there is a *Student Moodle Tutorials* course available, to learn about the basics of Moodle. Simply click on the link for the *Student Moodle Tutorials* and read through the various learning topics: Navigating; Communicating; Assignments & Exams; Grades; and Student Resources.]

COURSE EVALUATION:

Each session, all Amberton students are requested to evaluate their courses. The evaluation process is an important one and provides students with an anonymous and confidential way to give meaningful feedback to the University. Summary information and comments are provided to faculty after the close of the session. Students' identities are not disclosed.

Students will be notified through the Amberton email system of the Course Evaluation procedures. Usually, the evaluations take place in class during week 9 of the session. Please take advantage of this opportunity and participate in the evaluation process.

RESEARCH RESOURCES:

The Library provides access to full-text, and peer reviewed articles, and digital research tools. Students can search Library holdings through the online catalog and databases search engines available on the Library website or browse the physical library space and holdings located at the Garland campus.

Research items not contained in the Amberton Library collection can be located through interlibrary Loan (ILL) or through the TexShare program with the help of the Library staff. Students with questions about available services, resources, or research, may contact the Library via email at Library@amberton.edu.

RESEARCH ACCESS:

Databases can only be accessed by authorized users, and students at Amberton must enter their Amberton ID credentials-same as Moodle login-to gain access when off-campus. Use an Amberton website, such as the University site (Amberton.edu) or the library site (Library.amberton.edu) to find links to databased and digital books. Online resources are available all day, every day.

Library Live Chat Feature

Library staff are available to assist students with research problems or questions during Library hours through a live online chat feature, telephone, email, "How-to" videos, or in person. The Library telephone is (972-279-6511 ext. 136, 137, or 138. You can email questions to library@amberton.edu or visit the Library in person on the Garland campus for assistance.