

**AMBERTON UNIVERSITY**  
**e-COURSE SYLLABUS**

**MGT6203.E1 Strategic Management**  
**Spring 2024**

**PROFESSOR INFORMATION:**

Name: Dr. Steve Tidwell  
Phone Number: 972-279-6511 ext. 169 – **See Announcements for Cell Phone Number**  
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**COURSE INFORMATION:**

MGT6203.E1 Strategic Management  
Level: Graduate  
Beginning Date of Session: Saturday, March 9, 2024  
Ending Date of Session: Thursday, May 16, 2024  
**Student access available to the Student Portal: Saturday, March 9, 2024.**

*Students enrolled in distance learning courses are not assessed any additional fees for security or identity verification.*

**COURSE PREREQUISITES:**

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

**TEXTBOOK(S) AND REQUIRED MATERIALS:**

**Title: Required – Upon purchasing the simulation, this is included.**

1. Textbook-Saylor Foundation (2012) Mastering Strategic Management, Saylor Academy  
The textbook can be retrieved for free from [https://saylordotorg.github.io/text\\_mastering-strategic-management/](https://saylordotorg.github.io/text_mastering-strategic-management/)

**Title: Required – Upon purchasing the simulation, this is included.**

2. Simulation-Thomson, Je., and Stappenbeck. 2004. The Business Strategy Game. McGraw-Hill  
Your instructor will provide you with a code for registration, then register, and purchase your participation at <https://www.bsg-online.com/>

Student account registration fee- BGS Value Pack Simulation Fee and Textbook \$99.95

**On Friday evening or Saturday morning, the professor will send you a code for you to register.**

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](http://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 the 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:

### VERY IMPORTANT TO READ IMMEDIATELY

**PLEASE NOTE:** On Friday evening (the night before class) or on Saturday morning, the professor will send you a code. Upon getting the code, **please register online at <https://www.bsq-online.com/>** It is imperative that you do this on the first day of class. After registering, download the free textbook at [https://saylordotorg.github.io/text\\_mastering-strategicmanagement/](https://saylordotorg.github.io/text_mastering-strategicmanagement/)

It is **imperative that you register and download the textbook upon receiving the code from the professor.** If the student/groups get behind, it is extremely difficult to get caught up and as a result, it will cost them tremendously, so upon getting the code from the Professor, immediately go to <https://www.bsq-online.com/> to register. **Again, do not wait to purchase the textbook and simulation fee.** Upon receiving the code from the Professor, please register. Students cannot make up exams, decisions, or any assignment.

Upon receiving the code and registering, the student will have access to the strategy game simulation. It is imperative that the student immediately read the student manual. This will provide you with tremendous guidance in understanding the process.

For this class, the students will be in a simulation running a company. The group will make all decisions collectively.

When the students are placed into groups, this will be their group for the assignments except for the exams. For the exams, the student must complete them individually.

For exams and decision making and in order to get a grade, you must register with <https://www.bsg-online.com/>. You cannot gain access to your exams or the simulation if you don't register and have an access code. The professor will email each student their codes, and the professor will post the group members on the announcements.

**VERY IMPORTANT:** Each member of the group must participate. If you don't participate, the chance of receiving a passing grade is zero. I know that we are all incredibly business, but it is important to coordinate efforts with the group on weekly discussions. Participation is imperative for many reasons including each member will have an opportunity to grade their team members. All members will submit a confidential peer-review to the professor on Week Nine.

**NOTE:** It is strongly recommended that the group elects an individual to input all the decisions made by the group. In other words, after the group has decided on the decisions to be made, have one person to input the decisions. The reason for this is if everyone is inputting decisions, the decision results will change based on the last decision made. Please be in attendance at all meetings.

Students must comply with the calendar on submitting decisions and turning in assignments. It is imperative that students adhere to these deadlines. If a decision is missed, it cannot be made up. The previous decision will be the decision that is submitted for that group. Also, the student must make arrangements to take the exams. Exams cannot be made up or restarted. All times are in the Central Time Zone.

Again, please understand that all assignments must be submitted on time and in accordance with the due date. Late assignments will receive a 0. No Exceptions!

#### Exams

**Exams:** There will be two exams given. It is imperative that students make arrangements to take these quizzes. The exams open on Thursday and close on Saturday at 6 PM CST. The exams and time allotments are as follows:

Exam One – 60 minutes – one attempt

Exam Two – 75 minutes and one attempt

**Once you start, you must complete it.**

#### Two Practice Rounds

The students will have an opportunity to practice making decisions and see their results. After making each decision, be sure to review your results to see how well the group did in competing against the other companies. (See the schedule on the practice dates).

After making the second decision, the students will have two days to review the results before the system resets all the results for the actual simulation.

#### Decision on BGS

The group will make decisions on the BGS regarding the simulation.

### Weekly Reflections

After each decision, the groups will provide a follow-up explaining what they did. Your purpose here is to explain why you did what you did. Validate your statements. **SWOT Analysis** In addition to the weekly reflection, the assignment will also include a SWOT analysis. On the group's first reflection, the students will evaluate their company and create a SWOT analysis. Each time the reflection summary is submitted, the students will add to their SWOT analysis.

### Three-Year Projection

Letter to the stockholders explaining the group's performance for the first three years and what the organization plans to do in the future. You must be thorough in your explanation.

### Essay

What I would do differently if I could do it again? Advice for others that are about to go through it.

### Final Analysis and Presentation

Provide an overview of what was done starting with Decision 11 and going through Decision 18. Describe what you did, what occurred, and what you were expecting. The students will provide a presentation on Week 10

### My Learning Style (Adult Learning Style)

The students will complete a MyLearning Style assignment. On the first week of class, Dr. Don Hebbard will email a link to each student for My Learning Style. The student will complete the survey. The student will get the results within a few days. Upon receiving the results, the student will provide a summary of the results. The students will include in the summary their results, areas where they agreed with the results and areas they did not, and how this can benefit them in their education and their careers.

If the student has already completed this assignment in another class, the student does not have to complete it again. They will submit the summary they submitted in the other class and at the top of the assignment, put **I COMPLETED THIS IN A PREVIOUS CLASS (STATE THE CLASS THAT YOU COMPLETED IT IN)**. The summary will be a 250-word minimum.

Be sure to check not only your AU email but your junk folders as well. )

### ***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. A Student in a lecture course missing more than 20% (two class periods for weekday classes or one class period for Saturday classes) of the class meetings may be assigned a grade of an "F" or withdrawn at the discretion of Amberton University.

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 assigned a grade of an "F" or withdrawn 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.

Amberton University students who use Artificial Intelligence (AI) generated content must adhere to the following policies:

**Originality:** Students must avoid presenting AI generated content as their own original work. It is essential to acknowledge the involvement of AI in the content creation process in order to maintain academic and ethical standards.

**Paraphrasing:** When using AI generated content, students must rephrase and/or modify the generated text. Paraphrased AI generated content should also be properly cited.

**Acknowledgement:** When using AI generated content in any assignment, proper credit must be given to the AI system that generated the content. <https://apastyle.apa.org/blog/how-to-cite-chatgpt>

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 OUTLINE AND CALENDAR:**

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Week	Topic	Assignment	Competencies Covered	Due Date
One		Chapters One and Two of the Text		<b>-Convene as a group</b>  <b>-Practice Round Due Wednesday March 13, 11:59 PM</b>  <b>-Complete the quiz over how the simulation works – Sunday, March 17, 11:59 PM CT</b>  <b>-Practice Round – Due Sunday, March 17, 11:59 PM CT</b>  <b>-Review the players guide.</b>  <b>-Debrief the quizzes and material.</b>
Two		Read Chapters 3-5		<b>Company Meeting</b>  <b>Results from the Practice Rounds are cleared on Tuesday, March 19, 11:59 PM</b>  <b>Decisions Year 11 due on Friday, March 22, at 11:59 PM</b>  <b>Debrief Decision</b>  <b>Reflection for Decision 11 due on Sunday, March 24, 11:59 PM CT</b>
Three		Read Chapters 6 and 7		<b>Read Chapter 6 and 7</b>  <b>Debrief Previous Decision and plan for next decision.</b>  <b>Decision 12 – due Friday, March 29, 11:59 PM</b>  <b>Reflection Paper for Decision 12 Due on Sunday, March 31, 11:59 PM</b>

Four		Read Chapters 8 and 9.	2,3,5,8,14, 18	<p><b>Read Chapter 8 and 9</b></p> <p><b>Debrief Previous Decision and plan for next decision.</b></p> <p><b>Decision 13 – due Friday, April 5, 11:59 PM</b></p> <p><b>Reflection Paper Decision 13 Due on Sunday, April 7, 11:59 PM</b></p>
Five				<p><b>Debrief Previous Decision and plan for next decision.</b></p> <p><b>Decision 14 – due Friday, April 12, 11:59 PM</b></p> <p><b>Three Year Strategic Plan is due on Sunday April 14, 11:59 PM</b></p> <p><b>Quiz Two is Due Sunday, Sunday April 14, 11:59 PM</b></p> <p><b>Reflection Paper for Decision 14 Due on Sunday April 14, 11:59 PM</b></p>
Six				<p><b>Debrief Previous Decision and plan for next decision.</b></p> <p><b>Decision 15 due on Tuesday, April 16, 2023, 11:59 PM</b></p> <p><b>Decision 16 due on Friday, April 19, 2023, 11:59 PM</b></p> <p><b>Reflection on Decisions 15 and 16 Due on Sunday, April 21, 11:59 PM</b></p>
Seven				<p><b>Debrief Previous Decision and plan for next decision.</b></p> <p><b>Decision 17 Due on Friday, April 26, 11:59 PM</b></p> <p><b>Reflection for Decision 17</b></p>

				<b>due on Sunday, April 28, 11:59 PM</b>
Eight				<b>Debrief Previous Decision and plan for next decision.</b>  <b>Decision 18 due on Friday, May 3, 11:59 PM</b>  <b>Reflection for Decision 18 due on Sunday, May 5, 11:59 PM.</b>  <b>Start preparing for the Final Analysis Assignment and Presentation</b>
Nine				<b>Debrief Previous Decision – Plan for the Final Analysis</b>  <b>Complete Essay Assignment Sunday, May 12, 11:59 PM</b>  <b>Submit Peer Review by Sunday, May 12, 11:59 PM CT</b>
Ten	<b>Submit the Final Analysis</b>			<b>Final Analysis - Due Monday, May 13, 11:59 PM CST</b>

#### **GRADING CRITERIA:**

Business Game Strategy Final Results	40%
Weekly Reflection and SWOT Analysis	15%
Exams 10% Three Year Projection	10%
Essay	5%
Final Analysis and Presentation	15%
MyLearningStyle	5%

#### **Graduate**

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

#### **GRADE NOTIFICATION AND INSTRUCTOR FEEDBACK:**

A successful distance learning experience requires a flow of communication between instructor and student throughout the session. Instructor comments are considered essential to the learning process. Therefore, each assignment/exam submitted will be reviewed, graded, and returned to the student in a timely manner along with the appropriate commentary. Students should carefully review all comments.

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 university 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 DELIVERY METHODOLOGY:**

This course is offered as a distance-learning course through the Moodle Learning Platform. Amberton's distance learning courses, called e-Courses, are identical to classroom courses in terms of learning outcomes, competencies, and instructor expectations. A student choosing to take an e-Course must have the following skills and technical capabilities:

1. Access to the Internet
2. General knowledge in:
  - Internet browser settings and configuration
  - e-mail and file attachments
  - Uploading and downloading files
  - Using a word processing package
3. Ability to conduct on-line research

Students who have not mastered these skills should not enroll for this course but should consider enrolling in MIS2110 Computer Concepts and Internet Technologies for instruction in these areas.

### **HOW TO ACCESS YOUR COURSE:**

#### ***Through the Amberton University Student Portal***

Students enrolled in distance learning courses using the Moodle Learning Platform may access the course through the Amberton University Student Portal. The site may be accessed through the University's main page (<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 to enter the AU Student Portal:

**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 your individual E-Course, email account, Remote Research, General Tools, all Syllabi and Research Tutorials.

If you are accessing the Student Portal from a public or shared computer, close the browser completely when finished, or click on the Logout button. For security purposes, no other person should have access to your Username or Password. If you feel your information has been compromised or if you experience technical difficulties, contact the e-course system administrator at: [e-sysop@amberton.edu](mailto:e-sysop@amberton.edu)

If you have lost or do not know your Amberton ID#, please contact the Student Services Office 972/279-6511 or [advisor@Amberton.edu](mailto:advisor@Amberton.edu) for a replacement AUID card. You must know your Amberton ID# to gain access to the course and to send an email to your professor.

### ***Through the Amberton University Moodle Website***

Students enrolled in distance learning courses using the Moodle Learning Platform may also access the course 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 University 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 COMMUNICATIONS:**

Students will communicate with faculty through the Moodle Learning Platform or the Amberton University email system.

### **Email Communication**

Each student enrolled is assigned an Amberton email account, which gives the student access to the Amberton email system ([my.Amberton.edu](mailto: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](mailto:Username@my.Amberton.edu)

Example: [LJones-Smith789@my.Amberton.edu](mailto: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](mailto: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](mailto:LJones-Smith789@my.Amberton.edu)) 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 account. Click 'Yes' and you will be logged into your [my.Amberton.edu](mailto: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>

**Students are responsible for reviewing the “Communication Guidelines” provided on the individual E-Course for specific instructor requirements.**

Upon completion of a session, all communication and course specific information is removed from the Moodle system. If a student needs to maintain a record of communications or assignments, the student is strongly encouraged to print out or download these items to a disk for their own records.

#### **FORMAT AND SUBMISSION OF ASSIGNMENTS:**

Assignments are to be submitted to the appropriate assignment Drop Box in the Moodle system. Specific directions and guidelines for submission of assignments are located on-line in the “Communication Guidelines” of the e-course. Due to compatibility issues, Office 2007 files cannot be read by earlier versions of Microsoft Office. Before submitting an exercise file, confirm the file is in the proper format for grading by the instructor.

#### **INSTRUCTOR/COURSE EVALUATION:**

Each session, all Amberton students are provided with the opportunity to evaluate their courses and instructors. 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. All information provided is anonymous.

The Instructor/Course Evaluation will be open for completion during week 9 of the session. An evaluation assignment will be placed in week 9 of the Moodle course, along with the instructions on how to complete the evaluation. Prior to week 9, the University will send out an email containing instructions and dates for the evaluation period.

#### **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](mailto: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](http://Amberton.edu)) or the library site ([Library.amberton.edu](http://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. 185. You can email questions to [library@amberton.edu](mailto:library@amberton.edu) or visit the library in person on the Garland campus for assistance.